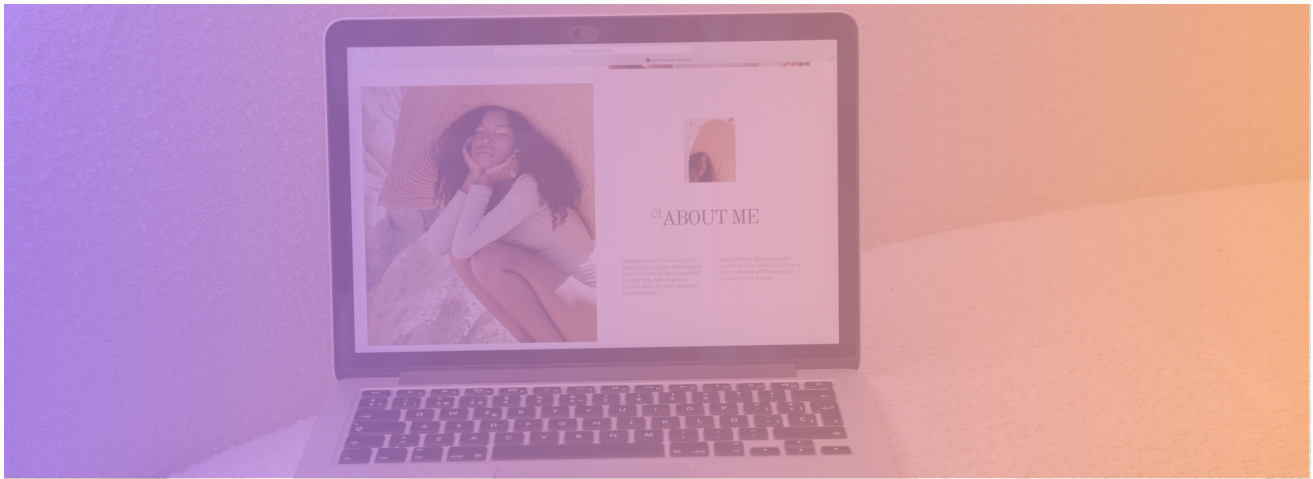


Five Gentle Fixes to Make Your Website Copy Work Harder, and Sound More Like You



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What do you say when someone lands on your site?

You've probably read it a dozen times. Tweaked the headlines. Swapped out photos. Maybe even rewritten whole sections. But here's the thing: It's not about what's written, it's about what's felt by your customers.

Because even if your copy is technically sound, if it doesn't sound like you, or make people trust you within a few lines, then no amount of design, branding, or SEO will carry it over the finish line.

Your website is often your first impression, and sometimes, your only one.

It should do more than explain what you do. It should create that little moment where someone thinks:

"Yes. I get this. And I think this person gets me."

That's when connection happens. That's when enquiries come in.

I. You're saying too much... and not getting to the point



Your homepage reads like a well-meaning avalanche. You've packed in your entire CV, every service, a sprinkling of philosophy, maybe even a quote or two, and yet somehow, it's still not clear what you do.

📌 Why this matters: People don't read websites like they read books. They skim. They scan. They decide fast. And if they can't figure you out in 10 seconds, they won't stick around for paragraph three or scroll further down.

QUICK FIX

Ask yourself, "If they only read one line, what should it be?" Then cut everything else until that line stands out.

2. You're hiding behind clever language



You've got wordplay. You've got punchy metaphors. You've even got an ironic tagline.

But if someone has to decode your copy to understand what you offer, you've lost them.

📌 Why this matters: Cleverness is fun, but clarity is what builds trust. People want to feel like you're speaking to them, not performing for an award panel.

QUICK FIX

Say it simply first. Then layer in the sparkle if it still makes sense. Think coffee, not crossword.

3. You sound more like a type of business than a real person behind it



You've got phrases like 'family-run business', 'artisanal products', 'quality service guaranteed'.

It's all technically true but it sounds like something any of your competitors could say.

📌 Why this matters: These phrases are so familiar that they blur into the background. People aren't just choosing what to buy, explore or book, they're choosing who to buy it from. They want a hint of who's behind this, what they believe in, why you started this in the first place.

QUICK FIX

Swap one or two generic lines for something more human. It doesn't have to be dramatic. Just something a real person would actually say. Even better, say it aloud first and then write this up.

4. You're trying to impress but not really connecting



Your About page (or homepage) reads like a list of highlights. You've mentioned your experience, your quality, your five-star reviews but somehow it still feels a bit cold. It ticks boxes but doesn't say much about you or get people excited.

📌 Why this matters: People aren't just buying a product or booking a service. They're choosing a person, a team, or a story they feel something towards. Trust is built through small, honest touches that feel real.

QUICK FIX

Start with one line that captures the feel of working with you, something you'd actually say out loud.

Once that's in place, look for one or two more spots where you can bring in that same tone, maybe a welcome line on your homepage, or a small detail on your About page.

You don't need to rewrite everything. Just anchor parts of the page in you.

5. You're trying to talk to everyone - so no one's really listening



You've made your message broad. You've kept your options open. You're trying to be welcoming to anyone who might land on your site. But in the process, your copy has lost its spark. It's polite. It's professional. It's... vague.

📌 Why this matters: The more general your message, the less anyone feels it's really for them. People want to feel like you understand their world, whether that's a new parent looking for handmade gifts, or someone trying to book a reliable service before Friday.

QUICK FIX

Picture your ideal customer or client, the one who always comes back, always recommends you, always gets it. Now read your site like you're writing just for them. Then tweak one paragraph or headline to feel like it is a message straight to them.

Bonus: Three Key Things to Consider

1. 🎯 What makes people click off?

Sometimes it's not what you say, it's what's missing.

People leave when:

- They can't tell if it's for them
- The page takes too long to get to the point
- It feels vague, samey, or too hard to follow

2. 🚫 Who isn't your customer?

It's tempting to try and appeal to everyone. But the more specific you are about who you don't work with or who you are not targeting, the more clearly your real people can spot themselves.

3. 🕒 I don't have time to rewrite everything

You don't have to. But if something feels off, or you've grown and your copy hasn't, it might be time for fresh eyes. A quick review or short chat can help you see what's possible.

Sometimes, all it takes is someone who gets what you're trying to say and helps you say it better.





Last Thoughts

Stuck staring at the screen?

Step away. Seriously. Sometimes the best thing you can do is grab a notepad, go for a walk, or speak your ideas into your phone as if you're explaining them to someone.

Writing straight into a website doc can make everything feel too polished, too pressured, and suddenly, your natural voice disappears. Dictating first helps you sound like you

What would your hero say?

Think of someone you admire: a character from a film, a sports figure, a public voice you respect, or someone you look up to in business.

Now imagine they were writing a section of your website in their voice or style. What would that sound like? What would they say, with a bit more flair?

Obviously you're not going to use that version. But sometimes trying on a different voice helps unlock your own. It shows you where you've been holding back, or just give you a flash of inspiration.



Need a second opinion?

If you're not sure where to start or want to talk through an idea, I offer a free initial consultation. Sometimes all it takes is a sounding board and a fresh pair of eyes. Whether it's shaping your homepage, reworking your About page, or figuring out how to make your words sound more like you, I'm happy to share a few initial thoughts.



Schedule a quick call

or just drop me a message:

kreative-communications.co.uk

We can talk about

- What kind of copy your site actually needs
- How to start with what you've already written
- Feedback on your homepage or About page
- What to say (and how to say it clearly)

Not sure where to begin, or feeling stuck. Often, all it takes is a quick review and maybe a bit of light copy coaching, to help you move forward.