Resources from

Client-Winning Website Copy: Writing Techniques for Freelance Editors

Resources from Erin Brenner

The Chicago Guide for Freelance Editors: How to Take Care of Your Business, Your Clients, and Yourself from Start-Up to Sustainability

Digital Marketing Primer (webinar recording)

Digital Marketing Strategy Worksheet (PDF download)

Persuasion Wins!: Creating a Persuasive Website for Your Freelance Business (webinar recording)

5 Steps to Adding Persuasion to Your Website (PDF download)

Website & Social Media Dashboards (Excel download)

Web Style Checklist (PDF download)

Website Examples

"How to Punctuate Dialogue Broken Midstream by an Action Beat" (Louise Harnby Proofreader)

Story-Level Editing (Amelia Winters Editing)

Why Choose Us for Editing Services (Nova Arc Content Co.)

Editing and Proofreading Packages (Rabbit with a Red Pen)

Why Choose Us for Proofreading (Nova Arc Content Co.)

Copyediting Services: Choose Your Level of Editorial Support (RTE)

Copyediting Services for Businesses and Academics (Last Glance Ltd.)

SF/F Copyediting homepage

About (RTE)

Resources

Research

- "5 Principles of Persuasive Web Design" (CXL)
- "The 15 Second Rule: 3 Reasons Why Users Leave a Website" (CrazyEgg)
- "How Long Do Users Stay on Web Pages?" (Nielsen Norman Group)
- "How the Z-Pattern Layout Adds Zing to Your Website (+ Sales)" (Crafty Copy)
- "Text Scanning Patterns: Eyetracking Evidence" (Nielsen Norman Group)

Web Writing Style

- "Best Practices for Web Writing" (University of Maryland, Baltimore)
- University style guides (Google search results)
- *The Yahoo! Style Guide: Writing for an Online Audience*

Branding

- "How to Create the Perfect Branded Website for Your Business" (Tailor Brands)
- "Learn How to Brand Your Website" (WPEngine)

Website Plan Worksheet

Overview

Client type 1: _____

Client type 2: _____

Client type 3: _____

Main website message: _____

_____

Main site CTA/visitor action: _____

_____

Webpages

Page	Message	CTA	Cross-links
Home			
About			
Services			
Contact			