

9.10: The bigger picture

It should be pretty clear by now that online copy touches every other digital marketing tactic. After all, they all need to communicate messages in text format, whether that's a CTA button on a website, a video description, or a long-form press release written for digital PR purposes. While content marketing strategy may tell you what content to create, knowing how to create it comes down to great web writing skills.

Writing for digital overlaps strongly with SEO, since copy is the basis of all web optimisation as search engines can't read images, videos or other rich media content, and with UX, since making a website easy to navigate involves ensuring that your copy matches user needs.

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