

9.5: Advantages and challenges

The advantages of good digital copywriting are simple, your content will work better, your SEO will benefit, and your customers will find it easier to absorb your material. Clear call to actions can also help to increase response rates.

However, some challenges do exist. The primary challenge is learning what, exactly, good copy is. This is important because bad copy can really turn off your customer! Meeting SEO requirements without being spammy can be tricky, and you need a clear set of writing guidelines for your organisation to follow.

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