

CHAPTER OVERVIEW

9: Create - Digital Copywriting

Learning Objectives

In this chapter, you will learn:

- The principles of writing for your web audience.
- Which types of web copy are available to you.
- The basics of HTML for formatting online text.
- How to write for search engine optimisation (SEO), focusing specifically on keywords.
- The best practices for successful online copywriting.

[9.1: Introduction to Digital Copywriting](#)

[9.2: Key terms and concepts](#)

[9.3: Core principles](#)

[9.4: Implementing writing for digital](#)

[9.5: Advantages and challenges](#)

[9.6: Measuring Success](#)

[9.7: References](#)

[9.8: Tools of the trade](#)

[9.9: Case study - Yelp](#)

[9.10: The bigger picture](#)

[9.E: Digital copywriting\(Exercises\)](#)

[9.S: Writing for Digital\(Summary\)](#)

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