

WEBSITE COPY PORTFOLIO

Producing copy for the CPYdigital website.

This aspect of the project aimed to create a website that would link all other live projects, serving as both a portfolio and an educational platform. The CPYdigital newsletter and social media platform acted as both a demonstration of work and educational content. The goal of the website was to tie this in with other projects to form a complete portfolio, while still maintaining the educational content and non-profit business model.

This document details the writing process used to produce the website copy for the CPYwebsite, with links to the website content on the last slide. Alternatively, if you would like to just view the website content, please follow the link to the right.



CPYdigital
website

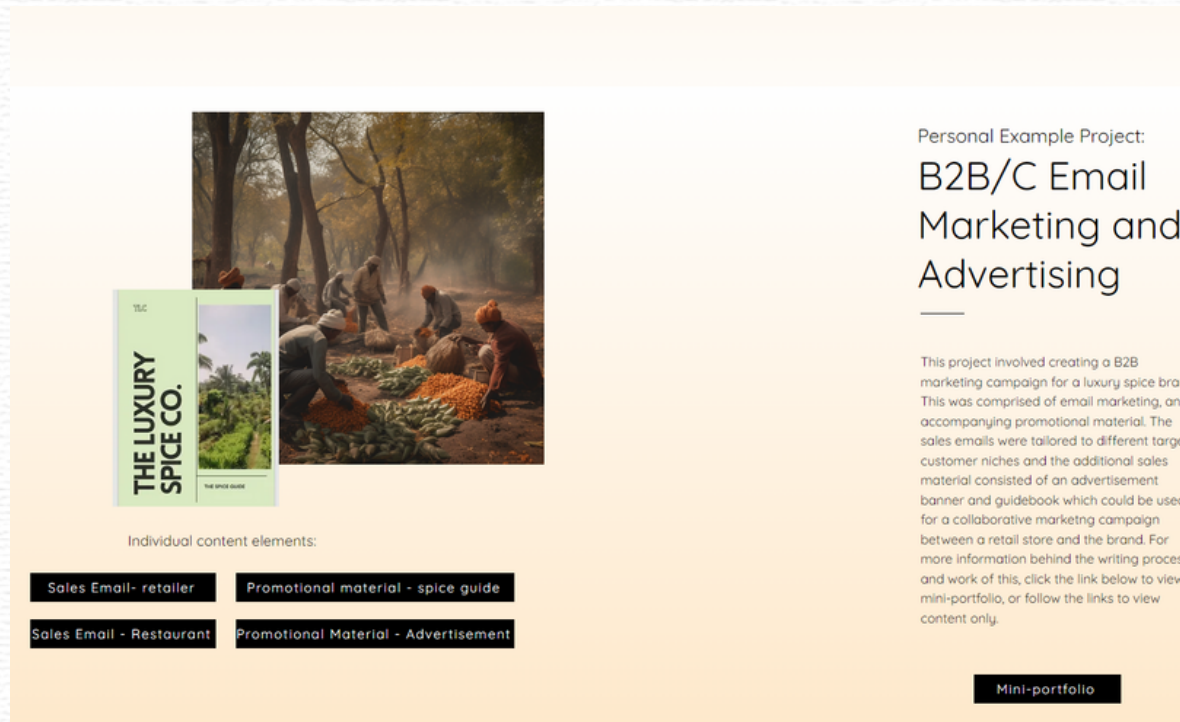
BACKGROUND

Project scope & Introduction

The website formed the backbone of all projects and content. Acting as a hub that connects the email newsletter and social media content, and also showcasing example projects used in my portfolios as examples of copywriting work. This allowed me to use the website as both a portfolio and a continuation of the educational content brand of CPYdigital, by posting my work as examples viewable by potential employers and traffic from social media and email newsletters.

The website was created entirely from scratch including design elements and all the website copy. Producing the website copy was challenging as it had to incorporate different elements across multiple pages, clearly defining each section.

The process →



Skills used:

- Producing website copy
- Web design
- SEO research
- On-page SEO

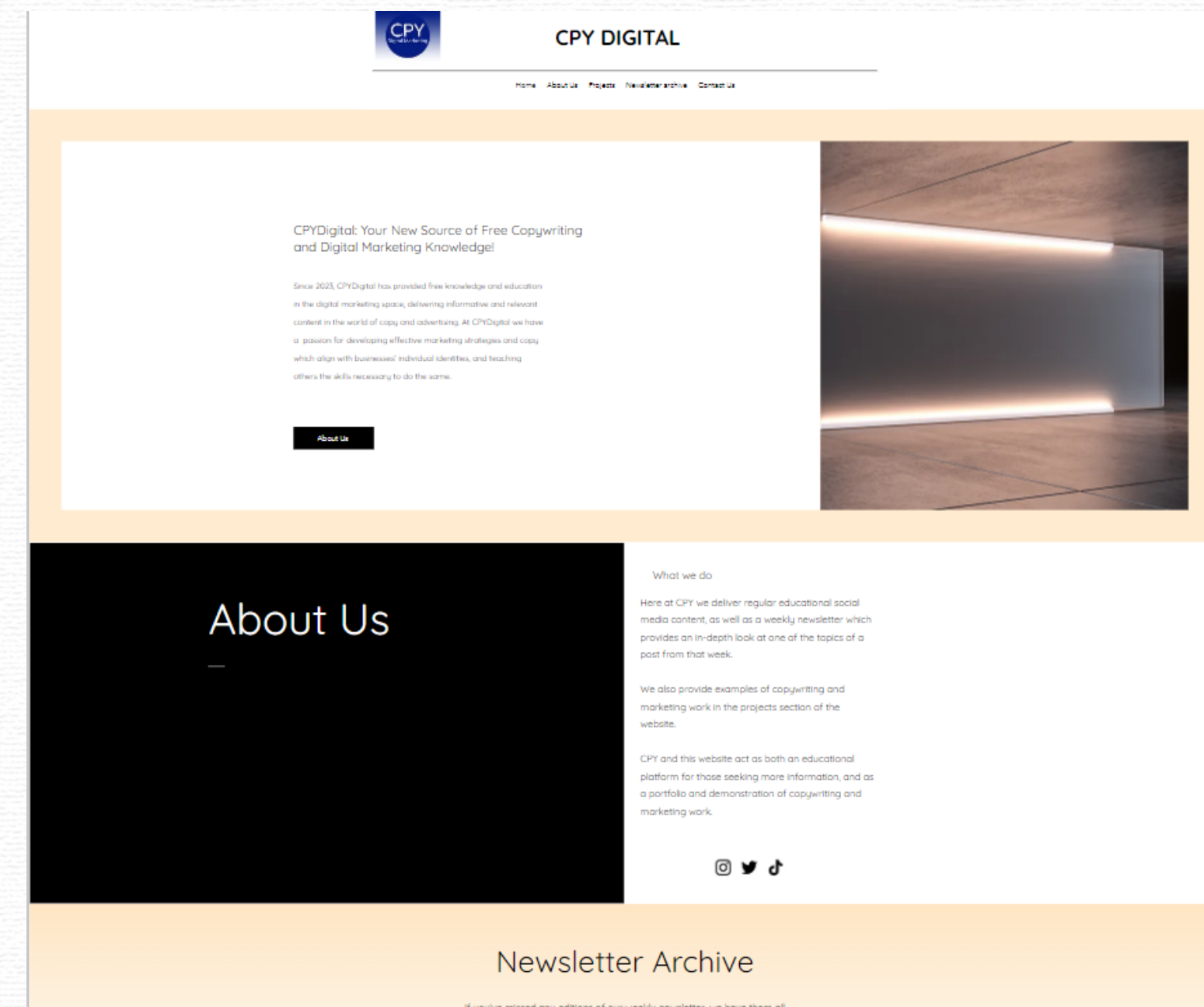
Website copy

The goal for the website copy was to clearly illustrate sections of the website and guide the reader through the site. Therefore, a copy was kept brief but effective, describing each section and the overall scope of each area, as well as introducing the purpose and function of the website. The aim was to produce engaging, clear and relevant copy which would not take over from the section it was describing

SEO

SEO for the website was challenging, as the website was created through the "free" plan provided by the website provider, which offered limited options for improving SEO without increasing cost. Many on and off-site SEO factors could not be edited, so a stronger focus on keyword optimisation was used instead.

Work Breakdown →

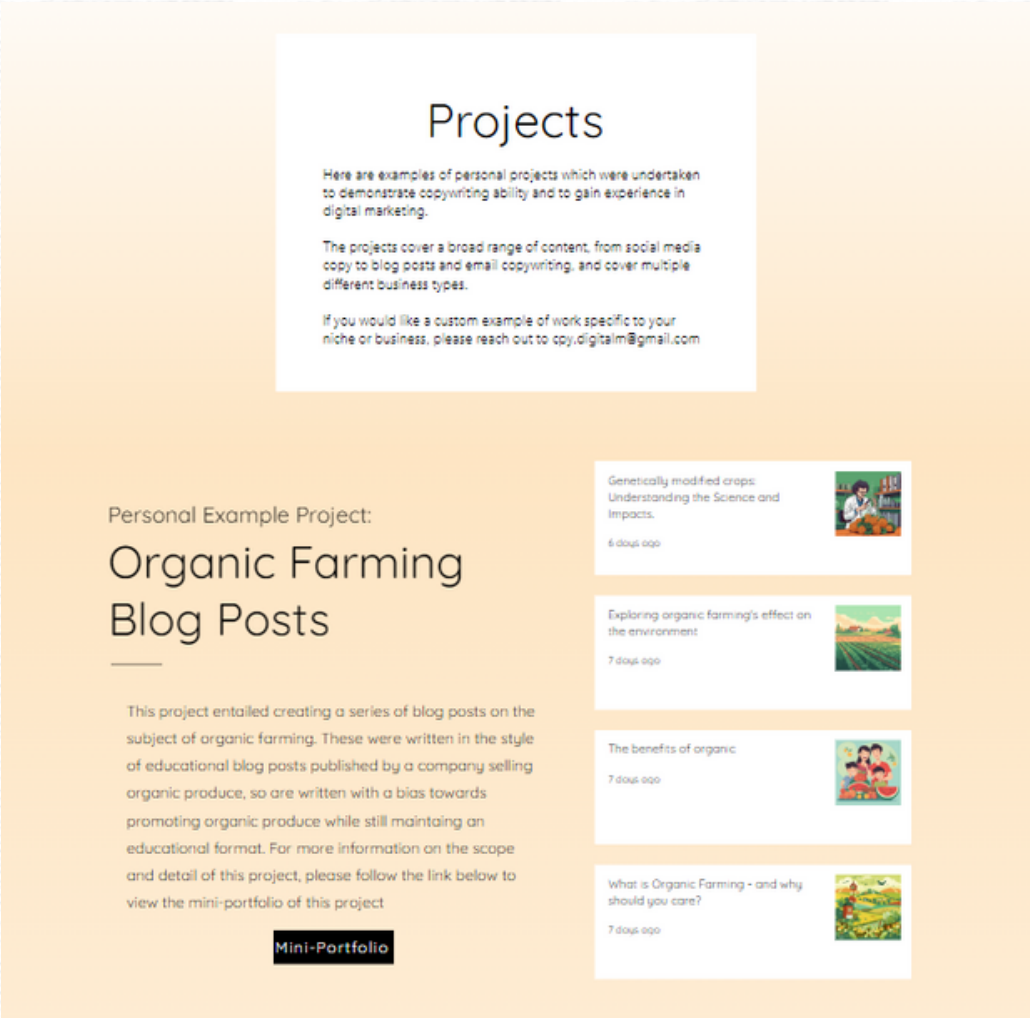


A screenshot, captured during the development process of creating the website

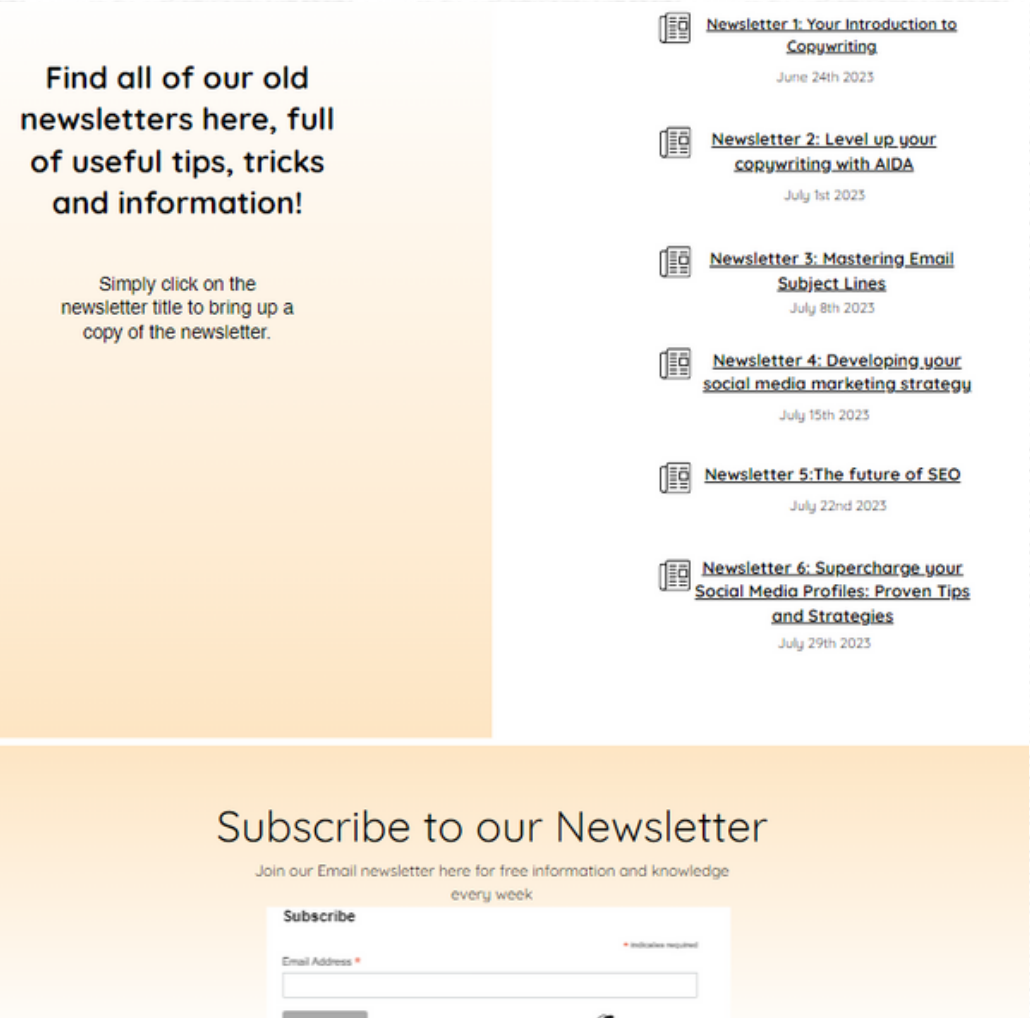
Work Breakdown



the home page features the most copy as this page introduces the website and also has links to all other pages of the website. As the purpose of the website is to act as a non-profit educational platform, the only CTA featured is a link to subscribe to the weekly newsletter



The projects section contains all previous projects and examples of work, including detailing how the copy for CPYdigital was created.



The design was kept simple as the main aim of this project was to focus on demonstrating and improving on copywriting, not design



CONTENT

This has provided me with valuable experience in both designing and copywriting for websites. This website could be improved with greater off-site SEO, and some on-site aspects such as HTML code and meta-descriptions, however, this was not an option without enduring additional costs.

E-mail Address

cpy.digitalm@gmail.com
pat.page.99@gmail.com

Official Website

<https://cpydigitalm.wixsite.com/cpy-digital>

Social Media

@cpydigital



Full portfolio

To view a full portfolio of my work, click the button below (ADD LINK)

Full Portfolio

To view the website content, click the links in the button below.

[Website](#)

