Website Content Style & Brand Voice Handbook

Simple guidance for crafting website copy that is clear, compelling, and unmistakably on-brand.

Prepared by Scriptique Studio

1. Define Your Voice

Your brand voice should reflect **who you are** and **how you want to be perceived**. Keep it consistent across every page.

- **Friendly & approachable:** Use "you" and "we," contractions, simple words.
- **Professional & authoritative:** Stick to clear, confident statements, avoid slang.
- **Playful & creative:** Use humor or clever phrasing, but don't overcomplicate.

Tip: Pick **1–2 adjectives** that describe your brand personality and stick to them.
Test: Read a paragraph aloud: does it sound like your brand speaking directly to your audience?

2. Write for Your Audience

- **Know your reader:** Are they new to your field or experienced pros?
- **Speak their language:** Avoid jargon unless your audience expects it.
- **Answer their questions:** Each page should give value or solve a problem.

Tip: Imagine explaining the content to a friend: would it make sense?
Test: Highlight every word a reader might not know: can you simplify it?

3. Keep it Clear & Scannable

- Short sentences (15–20 words max).
- Use subheadings, bullet points, and bold text for key ideas.
- Break text into digestible bits—no walls of words.

Tip: Use formatting to guide the eye; let readers skim and still get value.
Test: Can someone glance at the page and get the main idea in 10 seconds?

4. Maintain Consistency

- **Tone:** Serious, witty, encouraging? Keep it uniform.
- **Formatting:** Headings, bullets, bold, and italics—use them consistently.
- **CTAs:** Use the same style for buttons, links, and action phrases ("Get Started," "Learn More").

Tip: Create a mini "style guide" for your site so every page matches.
Test: Check three pages: do they feel like they're written by the same person?

5. Brand Vocabulary & Word Choices

- Identify **key words/phrases** that reflect your brand.
- Avoid words that feel out of character.
- Example cheat list:
    - **Always use:** helpful, easy, reliable
    - **Avoid:** complicated, cheap, risky

Tip: Keep a running list of approved words for consistency.
Test: Replace one key word with a different tone: does it feel off-brand?

6. Quick Checklist Before Publishing

✅ Does the text reflect your brand personality?
✅ Does the content convey credibility and trust?
✅ Is it clear, concise, and scannable?
✅ Are your CTAs consistent and compelling?
✅ Did you check spelling, grammar, and readability?
✅ Would your ideal customer feel understood and confident?

Tip: Read the page aloud or have someone unfamiliar with your business review it.
Test: Could a first-time visitor understand your message in 30 seconds?