

Leap to the top with new in-house web copywriting service from Leapfrogg

Submitted by: Leapfrogg

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From today, Leapfrogg is offering customers the use of another great search marketing service: In-house web copywriting (<http://www.leapfrogg.co.uk/Services>).

Leapfrogg works to ensure your website acquires, converts and retains the right traffic. An imperative tool both for gaining and maintaining customers is engaging copy. We understand that writing good web copy is a tough job and too important not to be done well - this is why we have recruited an in-house web copywriter. (http://www.leapfrogg.co.uk/News/Recent/Leapfrogg_welcome_new_employees_-_and_new_service%21)

Jo-Rosie Haffenden is Leapfroggs new in-house web copywriter. Coming from journalistic roots and having recently been accredited by the National Council for the Training of Journalists, her understanding of copy from a reader, a journalist and a copywriter's point-of-view will serve to ensure copy is tailor-made to suit audiences.

Jo-Rosie is: "extremely excited to have such a vast range of interesting topics to write about. It is all very well driving traffic to a site but if the copy isn't accessible, interesting and consistent throughout then it is unlikely that traffic will convert into custom."

Simon Dance, Senior Social Media Strategist agrees: "Quality content is paramount to enhancing a site on so many levels. Web copy needs to engage and to excite readers, stress benefits and call readers to action. It's great to have a copywriter on board which makes all of the above possible."

As always Leapfrogg, the leading experts in Search Marketing (<http://www.leapfrogg.co.uk/>) and online customer acquisition, continues their plight to enhance websites and push online business forward.

About Leapfrogg Ltd

Based in Brighton, Leapfrogg is one of the leading search-led Internet marketing companies in the UK helping SMEs to acquire, convert and retain customers online, thereby delivering positive returns to their organisations.

Call 01273 322830 and speak to a member of the Leapfrogg team. Alternatively, email enquiries@leapfrogg.co.uk