

**I HELP BUSINESSES ACHIEVE  
REMARKABLE RESULTS  
FROM THEIR WEBSITES.**

[webcopywriting.co.uk](http://webcopywriting.co.uk)





## Hello there!

I'm Phil Allen, a **freelance copywriter**, strategist and creative thinker.

Over the last 20 years, I've lived by a sure-fire truth as a copywriter:

**"Imagery Attracts  
BUT WORDS SELL."**

I learnt this principle working in one of the world's top 3 advertising agencies. And I've never lost sight of its importance.

So I make sure websites work harder than the hard-earned money clients put into them. (I'm pretty blunt about this because most websites don't.)

I spent half of my career as the lead copywriter in an award-winning digital agency.

So website content writing and long-form blog article writing is my speciality.

If you have an underperforming website, I'll help turn it into your most valuable sales tool.

Or, if you need a new site to the ground running, I'll write crystal-clear, perfectly optimised content for ranking high in Google's search results.

I'd love to talk to you about your project.





# What I do



## Website Content Writing

Do you need to make your site work like it's on overtime? Excellent. I write relevant, persuasive content for start-ups and SME's in any sector.



## SEO Copywriting

Do you need SEO copywriting as standard? I deliver search friendly copy with all the header tags and meta information you need to correctly optimise website pages.



## UX Copywriting

Are you keen to lead your audience in the right direction for better conversion rates? Let me help you generate a smooth and seamless website experience with UX copywriting.



## Tone of Voice

Do you need your personality to shine across every piece of content? Brilliant, I'll help your voice stand out with a rich and consistent narrative.





# How I do it

## Outstanding words written with Clarity >> Direction >> Purpose

### clarity

[ **klar**-i-tee ]

noun

clearness or lucidity as to perception or understanding; freedom from indistinctness or ambiguity.

Clear and relevant website content writing

### direction

[ dih-**rek**-shuhn ]

noun

a line of thought or action or a tendency or inclination. the act or an instance of directing.

Focussed on the user experience

### purpose

[ **pur**-puhs ]

noun

an intended or desired result; end; aim; goal. the reason for which something exists, made, used, etc.

Written for better conversion rates



# Why I do it

I love my work because nothing makes a more significant impact on the bottom line than a well-written website.

Here's why:

- There are more than 2.3 million searches conducted each minute. (Source: Internet Live Stats.)
- One in six people on the planet uses Google. (Source: Search Engine Watch.)
- 51% of website traffic comes from organic search results. (Source: BrightEdge.)
- Users focus on organic search results 94% of the time. (Source: Search Engine Watch.)



# Why it matters

Only 16% of people read all the words on a web page. (Source: Nielsen Norman Group.)

Mostly, it happens when the content isn't relatable. The words just don't resonate.

On other occasions, it comes down to bad grammar and typos. As the following stats demonstrate:

- The bounce rate on a web page with typos and poor grammar was 85% higher than the well-written error-free version in tests. (Source: Web Planet.)
- 59% of people won't use a company with obvious grammar or spelling mistakes on their website. (Source: Global Lingo.)
- Only 4% of people who think a website is poorly translated into English continue to read the site. (Source: Global Lingo.)



## Why me?

My freelance copywriting services arrive with a couple of essential benefits:

Firstly, you're dealing directly with the organ grinder.

So there's no chance of critical information getting lost in translation.

Secondly, and most importantly, you're dealing directly with the organ grinder.

This means there's no agency taking a big slice of money off the top to help with high company staffing costs, pension contributions and infrastructure.

So you get

- over 20 years of professional copywriting expertise;
- award-winning agency creds;
- content written for the best user experience;
- without the hustle and bustle;
- at the best possible price; and
- SEO included.



## Who I write for

I write compelling content for business websites in every sector.

Over the years, I've written about intelligent buildings, experiential shopping experiences, real estate, multilateral re-entry drilling, clinical infection control, Alzheimer's, price comparison, hip culture, beauty, insurance, performance improvement, education, music . . . and a whole lot more!

# What people say about me

“

Working with Phil was a pleasure and a breath of fresh air. And I am delighted with the results. I worked with other copywriters before hiring Phil, but found they couldn't communicate my vision in the way I needed. Phil takes the time to understand your needs and moulds the copy to suit perfectly. He's an effective, professional copywriter, who also advises on UX content layout best practices, which I found valuable.

**Sven Fredriksson**  
**Performance Coach, 7TH STATE**

“

We are a small SME with big ambitions. Working with the best consultants and subcontractors is vital to help us grow. Phil brought experience, professionalism and a strong track record of success to our business. Highly recommended.

**Simon Davies**  
**Managing Director, CleanCert**

“

Phil supported Project7 during our start-up phase to define the core message. He created the tagline 'Evolve to Survive', and we have continued to use this with pride. The start-up phase is challenging for any business. Phil provided excellent advice and counsel throughout this difficult time, guiding us towards a solution that has stood the test of time and is as applicable today as it was 15 years ago.

**Gareth Lewis**  
**CEO, Project 7 Consultancy**

“

My enquiries went up sharply as soon as Phil's website copy went live. His email response copy triggers excellent responses. The leads I generate from the free download he wrote are very high quality. Phil's a talented freelance copywriter with a lot of additional web knowledge. He's a valuable part of my marketing team now, and I wouldn't hesitate to recommend him.

**Mark Amos**  
**Brighton Wills & Family Trusts**

“

Phil consolidated our global property, retail and tech business offerings into content for two new websites. He successfully communicated how our Group businesses interact to deliver more value for our customers. I'm delighted with the results.

**Itay Evan-Chen**  
**Operations Director, LABS Group**

“

I compete against some of the biggest artists in the world. I trust Phil at Agent Persuasion with all my website copy, press and channel content. It hits the mark every time and allows me to concentrate on what I do best — making great music.

**DD Allen**  
**Recording and Performing Artist**

“

Love it! When I read the copy out loud, it sounds EPIC!

**Nick 'The Chief' Sweeten**  
**Jack Rabbits Barbershops**

# Interested?

Give me a call or send an email. I don't bite.

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**P.S.**

**[How to write a killer copywriting brief – FREE TEMPLATE](#)**