

# QuickSprout Writing Style

<https://www.quicksprout.com/2016/11/09/33-writing-tweaks-that-will-turn-you-into-a-copywriting-master/#more-36717>

# Example of text

Can I make a confession?

When I started writing, I was no Shakespeare. I wasn't even a Hemingway.

In fact, I was downright awful.

Like many of you, I didn't get any kind of degree in writing. I didn't shine in high school English. I never entertained dreams of being a best-selling author.

And my first few posts online proved it.

But over time, I started realizing how important writing is in business. (Spoiler alert: it's super important.)

So I studied, practiced a lot, and got better. I'm still no Shakespeare, but I've learned a lot about writing.

Writing isn't a talent—it's a skill. A skill you can develop, refine, and improve.

Becoming a great copywriter isn't easy, but if you consistently work on your writing, your writing will get better and better.

Here are 33 (count them!) writing tweaks that will propel you to copywriting mastery.

## 1. Use *you* instead of *we* or *us*

Guess what? Your copy shouldn't be about you. *It should be about the customer.*

Using *you* means [the copy is talking directly to the customer](#). But using *we* and *us* turns you into another boring company.

Don't fall victim to the "all about us" copywriting trap. Show your readers how they'll benefit.

# Readability as ranking factor?

terms appearing:

anywhere in the page

SafeSearch:

Show most relevant results

reading level:

no reading level displayed

file type:

no reading level displayed

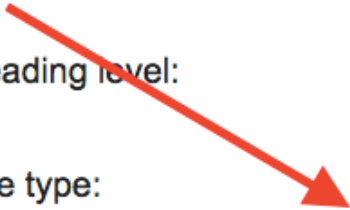
usage rights:

annotate results with reading levels

show only basic results

show only intermediate results

show only advanced results



# Raw Statistics

<https://readability-score.com/>

- 2,167 words.
- 250 sentences.
- 8.7 Words per sentence.
- 9,731 characters
  - i.e. 4.5 characters/word

# Paragraphs

Typically:

- Sub header every 2-4 paragraphs
- 2 line paragraphs
- 2-3 sentences per paragraph.
- Generally assert then justify.
- 95 characters per line, including spaces
- 15px font, 22px line height, 24px margin bottom.

# Sub-header titles

3-4 words, generally

- Readable/skimmable without moving eyes
- Indexable by google
- Command
- Numbered
- `<h3>` presumably to encourage indexing of main `<h1>`
- no `<h2>` tags

# Sentences

## Short sentences

- Some triplicates, e.g.
  - A skill you can develop, refine, and improve.
- Writing apps:
  - <http://www.hemingwayapp.com/>
  - Anything better than Yoast page analysis?

# Words

- Words fairly simple.
- Clear meaning
  - Few 4 syllable words