

**Learn n<sup>o</sup>**

# Copywriting for Websites and Landing Pages

■ (Beginners & Intermediate)

2 Days Per Week

12 Hours

## ■ Workshop Outline for intermediate level:

- Conversion-first thinking & structure
- Headlines & hooks that convert
- Writing a high-conversion copy
- Social proof, features-to-benefits, and credibility
- CTAs, forms & friction reduction
- Personalization, segmentation & messaging variants
- Writing a Microcopy for a better user experience

## ■ Workshop Target Audience:

- Copywriters & content marketers (beginners & intermediate level)
- UX writers, product marketers, and growth marketers

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## ■ Workshop Outcome:

- Craft a conversion-focused copy (Headline + Sub headline + Copy + CTA).
- Turn feature lists into benefit-driven sections that reduce friction.
- Write CTAs and microcopy that improve lead quality.
- Use an SEO-friendly approach that preserves persuasive clarity.
- Apply a checklist for accessibility to keep copy inclusive.
- Use an audit framework to evaluate landing pages.

## ■ Workshop Summary in General:

- This hands-on workshop teaches content people how to write landing pages and website copy that convert. Through rapid rewrites, peer critique, and measurable A/B test planning, participants can produce publish-ready copy, repeatable templates, and a concrete test to prove what works for their product or campaign.