

— FREE GUIDE FOR JERSEY BUSINESSES

Website copywriting for Jersey businesses

Clear, persuasive copy that turns visitors into enquiries.

Most business owners know their business inside out but find it hard to write about it: either it comes out too technical, too vague or too much like every other site. Good copy is specific, clear and written for the reader, not the writer.

WEBSITE COPYWRITING

Website copywriting for Jersey businesses

Clear, persuasive copy that turns visitors into enquiries.

Read it online: jerseyweb.je/services/copywriting-jersey/

Most business owners know their business inside out but find it hard to write about it: either it comes out too technical, too vague or too much like every other site. Good copy is specific, clear and written for the reader, not the writer.

We write in plain British English that sounds like a confident person talking, not a committee. No buzzwords, no waffle, just copy that explains what you do, why it matters and what someone should do next.

WHO IT'S FOR

Jersey businesses that need clear, professional copy for their website pages.

Why it matters

A clear, confident message

Copy that explains exactly what you do and why a customer should choose you, without the jargon.

Persuasive without being pushy

Words that build trust, answer the right questions and guide a reader toward getting in touch.

SEO-aware writing

Copy that reads well for people and includes the search terms that help Google understand your pages.

WHAT'S INCLUDED

- ☐ Homepage copy
- ☐ Service or product page copy
- ☐ About page
- ☐ Contact page and call to action text
- ☐ Meta titles and descriptions
- ☐ Brand voice notes
- ☐ Up to two rounds of revisions
- ☐ Delivered in editable document format

How it works

1 We brief you on your business and customers

A short call or questionnaire to understand your offer, your tone, your competitors and the customers you most want to reach.

2 We write a first draft

Clear, confident copy based on the brief, one page at a time, with the structure and hierarchy your site needs.

3 We revise and hand over

Two rounds of revisions to get the copy exactly right, then delivery in a format that is ready to drop straight into the site.

Writing for Jersey readers, and for Google

Google regularly confuses Jersey with New Jersey. We see it in our own Search Console data: searches for website design in New Jersey turn up our pages every week. Say “Jersey, Channel Islands” once on each important page, name the parishes you actually cover, and include your JE postcode and 01534 phone number, and both Google and your customers know which Jersey you mean.

Use the island's terms, too. Jersey has GST, not VAT, and most GST-registered businesses must show prices including it. Many islanders call St Helier “town”, and parish names should be spelled the way locals write them: St Ouen, St Brelade, Grouville, Trinity. Small things, but they are how a reader decides whether you are local.

Most of all, write for someone on a phone. What you do, where, roughly what it costs and how to get in touch should all fit in the first screen. Our [checklist of what to prepare](#) covers the details we ask for before we start writing.

Common questions

What if I already have some copy I want to keep?

No problem. We can work with what you have (refining, tightening or expanding it) rather than starting from scratch on every page.

Can you match a tone of voice I already use?

Yes. If you have an existing brand voice, examples of writing you like or a style guide, share it and we will match it as closely as possible.

Do you write in British English?

Yes, always. We write for Jersey and the British market: British spellings, British idioms and a tone that sounds right to local and UK readers.

Is copywriting included in the website build?

Basic copy guidance is included. Professional copywriting is an add-on for businesses that want polished, fully written page content from the start.

How do you make copy work for Jersey searches?

We say "Jersey, Channel Islands" where it helps, use the parish names you really cover, show prices the way Jersey customers expect them, and put your JE postcode and 01534 number on the page, so Google and customers both know which Jersey you mean.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

hello@jerseyweb.je · WhatsApp +44 7797 729651 · jerseyweb.je/services/copywriting-jersey/