



Onsite Copy

Consumers will often interact with a business online before ever setting foot in a storefront, so websites need to be engaging, informative, and SEO optimized. Quality static copy will stand the test of time and make it easy for your clients' potential customers to get the information they need, creating more opportunities for conversions.

Partnering with Pennington Creative will let you offer exceptional onsite content to your clients, whether you specialize in web design or marketing. Your agency can focus on what you do best while gaining access to our team of highly trained writers so that you never compromise quality to expand the list of services available to your clients.

- **WHY SHOULD YOU OFFER ONSITE COPY SERVICES TO YOUR CLIENTS?**

Web designers can create beautiful pages, but they utilize industry default lorem ipsum copy to fill space, leaving businesses to fill in the gaps with their own copy. Business owners may not have the time or resources to create well-written pages, and they likely have little knowledge of SEO to create search engine-friendly content.

- **HOW CAN YOU SELL CLIENTS ON ONSITE COPY SERVICES?**

Onsite copy is an easy sell for your clients, because static webpage copy is a necessity for accurately conveying the services and products a business has to offer. Unlike blog content, static web copy is intended to be seen over a long period. Though each page will have a unique goal and service description, every page will create a cohesive brand message with the same tone and style. This brand message is the baseline for consumer impressions of your clients, and it can go a long way in creating conversions.

- **WHAT MAKES PENNINGTON CREATIVE RIGHT FOR YOUR CLIENTS' ONSITE COPY SERVICES?**

Pennington Creative understands what makes great content, and our writers have diverse knowledge of specific industries to ensure that unique services are described accurately with the right lingo. Balancing technical descriptions with approachable text and incorporating keywords along the way is what we do, so there is no reason to leave your client with the stress of writing their own onsite copy.

If onsite copy is a service you want to bring to your agency, Pennington Creative can make it happen. We have a long history working as a content provider for agencies, so drop us a line to get started.