



PRESS RELEASE

Website mistakes on the increase

In the constant race to achieve higher search engine rankings, businesses are continually refreshing their web page content, however, it seems that spelling and grammatical errors are also on the increase. In a search of business services websites last month; copywriting agency, The Writing Stable found, on average, thirteen spelling errors per 100 pages and 134 mistakes on every 1000 pages. Does this matter? Usability expert, Jakob Nielsen's research states that reading from computer screens is 25% slower than in print: mistakes slow readers down further.

“Getting it right does matter!” says The Writing Stable Managing Director, Sue Johnston. “Many people will turn their backs on a company that makes spelling and grammatical mistakes in their marketing material because it gives a poor impression. It's a bit like walking into an untidy shop or restaurant – it simply looks unprofessional.”

The proliferation of in-house content management systems means that many businesses rely on in-house personnel to update their web pages. Most content management systems don't automatically check for spelling and grammatical errors – which means publishing mistakes is extremely easy. Worryingly, spelling and grammatical errors are often a sign of a fake website set up by fraudsters, as pointed out in The Times last month.

“Fraudsters may have perfected web technology but they rarely master written English. Phishing e-mails and fake websites often contain spelling mistakes or poor grammar.”

Words are the currency of copywriting agency, The Writing Stable, who have seen an increase in web projects over the last 12 months. Nearly 40% of enquiries are from businesses needing help with online marketing materials and a further 8% are from web development agencies needing to outsource the copywriting to specialists. Delegates on copywriting training courses at The Writing Stable also frequently seek guidance on web content – most are already writing for the web.

When asked about the importance of the web for business marketing, Johnston concludes, “When it comes to first impressions, mistakes can really queer your pitch. Businesses need good quality, well written content to differentiate themselves – now more than ever in the current economic climate.”



Notes to editors:

About The Writing Stable:

The Writing Stable is the trading name of Sue Johnston & Associates Ltd, a copywriting agency based in Nottinghamshire. The company was set up by Sue Johnston, a business-to-business (B2B) specialist copywriter with nearly two decades of marketing experience.

The company employs a team of in-house writers and takes on B2B, B2C and new media projects to meet demands of businesses looking for good quality marketing content across a range of mediums.

The Writing Stable also offers copywriting training and consultancy services for marketers wishing to improve their in-house writing skills.

Full details of copywriting services are available at www.thewritingstable.co.uk

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