



# ▶ Translation Guide from Company-Speak to Customer-Speak ▶



What companies *want to say* on their websites can be surprisingly different from what customers *need to hear*—as you'll see in the following *translations*.

# 1 Amusement Park Website

**WHAT THE COMPANY WANTS TO SAY:**



**WHAT CUSTOMERS NEED TO HEAR:**



## 2 Home Renovation Website

**WHAT THE COMPANY WANTS TO SAY:**



**WHAT CUSTOMERS NEED TO HEAR:**



# 3 Software Company Website

WHAT THE COMPANY WANTS TO SAY:



WHAT CUSTOMERS NEED TO HEAR:



# 4 HVAC Company Website

WHAT THE COMPANY WANTS TO SAY:



WHAT CUSTOMERS NEED TO HEAR:

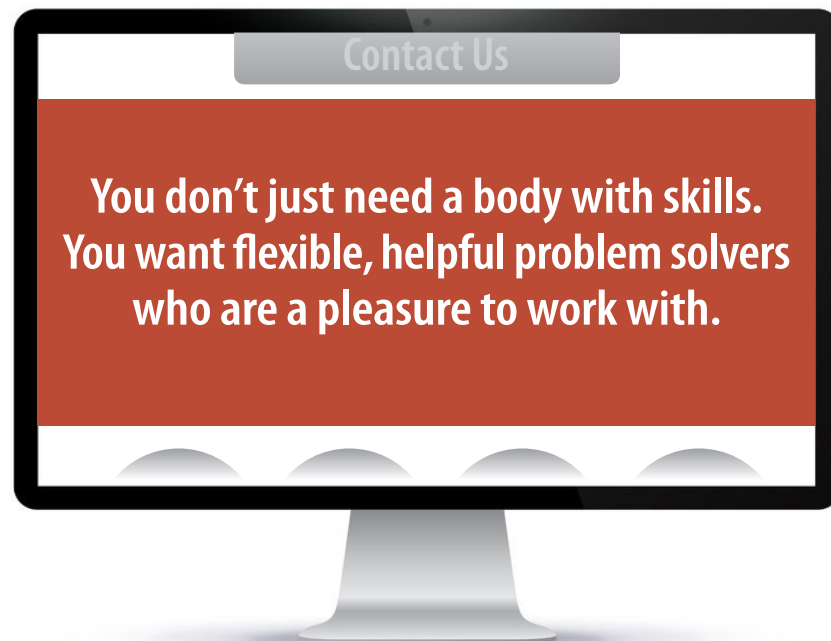


# 5 Staffing Company Website

**WHAT THE COMPANY WANTS TO SAY:**



**WHAT CUSTOMERS NEED TO HEAR:**



# 6 Bank Website

**WHAT THE COMPANY WANTS TO SAY:**



**WHAT CUSTOMERS NEED TO HEAR:**



# Well, see the difference?



**The examples on the left** don't *connect* with online buyers, because companies boasting about themselves sound like all the *other* companies boasting about themselves. So we kind of tune it out.

**The examples on the right** *do* connect, because they're focused on what's genuinely important to the *buyer*. A site that reflects visitors' own issues, aspirations and feelings has a powerful competitive advantage.

**Good website design** conveys professionalism and style. But it's good website *writing* that engages and persuades. When buyers discover a smart path to their *own* goal, they *respond*. And isn't that the point of a business website? ▼



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