



W E B S I T E   C O P Y W R I T I N G   S E R V I C E S

# Welcome.

## Words That Move People To Act & Products To Succeed

Great digital products or websites don't just look right. They have to read right, too. The words on your screens guide users, help them make choices, earn their trust, and shape their behavior. Everything matters—from hero headlines and navigation labels to error messages, tooltips, and checkout buttons. Clear copy makes things easier. Honest copy builds credibility. Human copy forms genuine connections. In a crowded market, your unique voice can set you apart.

Our specialty is website and application copywriting that blends brand storytelling, UX writing, and content design. We help you clearly present your promise, simplify complex ideas, and design microcopy that nudges users to act. Our process is collaborative and strategic. We listen, learn about your users, and create a language system that works across your pages, flows, and features.

## What Effective Digital Copy Does

- Clarifies your value in seconds
- Reduces cognitive load and eliminates guesswork
- Guides users through tasks with confidence
- Reflects your brand's personality without getting in the way
- Improves accessibility, inclusivity, and comprehension
- Increases conversion, retention, and satisfaction

Welcome to a discipline where every word has a job and every sentence earns its place.

# Approach.

## Clarity First. Empathy Always. Evidence Over Opinion.

We see copy as a whole system, not just fitting lines onto a page. Our approach brings together your brand voice, best UX writing practices, behavioral insights, and data-driven testing to create language that resonates and works in real life.

### How We Work

- We collaborate closely with product, design, marketing, and engineering, ensuring copy fits the user journey and aligns with your final product.
- Strategy is at the core. Messaging frameworks connect every touchpoint, from homepage to in-app flows, all united by a clear promise and supporting proof.
- We keep users at the center, writing for the way real people scan, search, and decide—using plain language and signposts that guide users to the details when they need them.
- Accessibility is always part of the plan: we consider clarity, color contrast, and motion sensitivity, keep reading levels approachable, and never rely on color alone to convey meaning.
- We build evidence-led solutions, relying on A/B testing, usability studies, analytics, and customer support feedback to refine our copy.
- When everything is done, you'll have a playbook with voice and tone guidance, component copy libraries, and strings that are ready for localization.

### What You Can Expect

- A consistent verbal identity across marketing and product
- Copy that works on small screens, slow networks, and in dark mode
- Faster rollouts, thanks to clear templates and guides your team will actually use
- Tangible improvements in clarity, task completion, and conversion rates

# Step 1 **Discovery.**

## Understand Your Situation Before Choosing Your Words

Understand your situation before choosing your words.

We start by talking with key people in your organization, including leadership, product managers, designers, marketers, sales, and support. We want to learn about your goals, the risks you face, questions you have, and any restrictions for messaging.

Next, we review your website, app flows, emails, notifications, help content, and system messages. We look for gaps, repeated ideas, and spots where people get stuck.

We also listen to how your brand sounds across different channels and point out where the tone feels off.

Your analytics provide a valuable source of insight. We focus on which search terms people use, where they tend to leave, and what fills up your support tickets. This helps us spot areas where copy can make a real difference.

At the same time, we check for compliance, legal, or brand guidelines that shape the words we use.

### What You Get

- A clear summary of key findings and quick wins
- A map of your most important content paths, like sign-up, onboarding, purchase, or recovering from errors
- A snapshot of your brand voice, which strengths to keep and which gaps to fill
- An alignment brief that links your audience goals, business objectives, and constraints

### Your Role

Be open about what's working and what isn't. Give us access to your team, your product, and context about your performance. Help align your stakeholders on what success means, so we can move quickly from discovery to the writing phase.

### Outcome

Everyone is on the same page about your challenge, your audience, the rules, and untapped opportunities for great copy.

## Step 2 Research.

### Ground Every Line In Real User Needs & Market Reality

Build every word on real user needs and your true market.

We start by learning about your users through personas, interviews, and feedback. We work to truly understand their motivations, pain points, and how they think.

Next, we study your competitors to see how they position themselves, what claims they make, and the tone they use. This helps identify your unique messaging opportunities.

We analyze your website data, search patterns, keywords, and overall content performance. This ensures your copy matches what your users want to accomplish.

A detailed review of your main flows allows us to spot language that could confuse people, whether it's a matter of content, length, or timing.

We pay close attention to accessibility, checking reading level, removing jargon, and making sure every user feels included.

Technical and design constraints are captured, such as character limits or interface space, so your copy always fits your build.

#### What You Get

- A research report connecting audience needs to messaging opportunities
- A map of key claims and phrases you can own, as well as phrases to avoid
- Usability findings with clear examples and prioritized opportunities
- Early metrics and hypotheses for future testing

#### Your Role

Confirm or clarify insights about your audience, share useful data or edge cases, and help us define what great copy should achieve for your business.

#### Outcome

A solid foundation for creative work, focused on what matters most, and a clear path to avoid wasted effort down the road.

## Step 3 Strategy.

### Setting the Direction

Choose what to say, how to say it, and where the message belongs.

We build your messaging framework from the ground up. This includes your brand promise, top benefits, supporting evidence, and answers to common questions or objections.

Our voice and tone guide lays out the personality of your brand, explains when tone should shift, and provides examples for each part of your customer journey.

For each major page and flow—such as home, product, pricing, sign-up, onboarding, and checkout—we outline the narrative and structure. The story flows logically from start to finish.

We work with your design team to make sure all copy, from headlines to navigation, supports the user's path and helps users complete tasks smoothly.

Our organized review process keeps everyone informed about who writes, who reviews, and who approves copy.

We also propose clear ways to measure copy performance, with key performance indicators and a plan for testing.

### Activities

- A messaging blueprint with your promise, benefits, proof, and ready-to-go answers for tough questions
- A voice and tone guide with clear dos and don'ts at every stage
- Detailed briefs for all main pages and user flows
- A measurement plan with baselines, priorities, and goals

### Your Role

Help confirm the core messages and fine-tune tone as needed, especially in sensitive areas. Make sure all key decision-makers are aligned so the copy delivers on your objectives.

### Outcome

You receive a practical plan where every headline, label, and message has a purpose and supports results.

## Step 4 Concept.

### Turn Strategy Into Effective Real-World Options

We create several copy samples with different headlines, calls to action, and microcopy styles. Each direction is unique but always based on your overall strategy.

Working with your team, we place copy directly into wireframes so you can see exactly how words will fit with your layouts.

We provide a variety of options for all high-impact messages, like headlines, calls to action, pricing explanations, and error copy. These are ready to test for clarity and user engagement.

We start forming a library of short copy for key UI components such as buttons, tooltips, confirmation messages, and error notices.

For products with chat or conversation, we draft natural, helpful scripts that never feel robotic.

We check for any possible accessibility issues and offer solutions at this early stage.

#### What You Get

- A set of options, including full rationale, and examples placed directly in context
- Comparisons of tone and style to help you choose your favorite
- Early copy kits with draft text for your highest-priority screens
- Guidance to help you scale your preferred approach

#### Your Role

Offer feedback on the ideas and words presented. Let us know what feels right, what needs refining, what stands out, or what to adjust further. Select your main direction to keep things moving.

#### Outcome

You have a clear path forward with copy that fits your brand and feels right for your users.

## Step 5 Rendering.

### Move From Samples To Finished Copy

All key screens and in-product messages are written in full drafts, covering all situations users may encounter, such as loading, success, error, or empty states.

Structure and layout are carefully refined, with clear headings, lists, tabs, or other formats to help users scan content quickly.

Labels, hints, validation notes, and help messages are kept clear and brief. We adjust the voice to fit each context, whether it's lively, professional, or neutral.

The copy is placed into prototypes or staging environments to confirm it fits the design and works in all styles, including dark mode.

Preparation for translation is built in. We avoid idioms or cultural references that don't translate well, and we give translators practical notes where helpful.

Extensive checks are performed to ensure usability on small screens, in tight spaces, for screen readers, or via keyboard navigation. We also look at performance in slow connections and high-contrast or dark visual settings.

### What You Get

- Fully documented drafts with explanatory notes
- Prototypes where real users can see and use the copy
- String files ready for developers or localization partners
- Updated style guides and glossaries for future consistency

### Your Role

Review all copy for accuracy, risk, and brand consistency. Share specialized terminology or unique cases and highlight any product-specific issues.

### The Outcome

Final copy that is ready to build, fully readable, and user-friendly on every platform.



## Step 6 Presentation.

### Share, Explain, & Discuss The Work

We bring all the work together and present it to your team. Each concept, headline, and solution is shown in context, so you can see how everything fits with design and user experience.

We walk through the choices we made, share user insights that shaped the copy, and highlight options for critical moments such as main headlines, calls to action, or help messages. This is your chance to ask questions, raise concerns, and make sure everything aligns with your brand and goals.

Feedback is gathered from your team in an open, structured way. We listen carefully and offer suggestions for any wording that could be stronger or clearer.

### What You Get

- A clear walkthrough with examples in real web or app layouts
- Honest explanations of the copy and design decisions
- A record of your team's feedback and priorities for revisions

### Your Role

Participate in the discussion, offer feedback with your perspective, and help your team align on choices before moving forward.

### Outcome

Your team feels confident about the direction, and we are ready to refine and finalize the copy.

## Step 7 Revisions.

### Refine & Improve, Always Guided By Collaboration

Based on feedback from your team, we update drafts to address any questions or concerns. Messages are clarified, missed ideas are added, and any confusing wording is replaced with simpler alternatives.

Our team checks that all suggested changes work within your design. We run through any additional reviews needed for specialized content or compliance.

If possible, we test important changes with real users through quick surveys, A/B testing, or prototype sessions. This helps confirm the updated copy does the job.

#### What You Get

- Revised drafts that reflect your team's input and insights
- Clear explanations for any changes or suggestions
- Fresh prototypes or annotated screenshots with the most up-to-date copy

#### Your Role

Review the updated work, provide final feedback, and confirm that all important concerns are addressed.

#### Outcome

You receive polished, final copy that works for your users and fully aligns with your business and brand standards.

## Step 8 **Delivery.**

### Hand Off Everything, Making Sure Your Team Is Ready To Publish

We provide ready-to-use copy in an organized and accessible format, whether as documents, spreadsheets, or integrated files for developers. All text is presented alongside the final designs for reference.

Lists of all headline, button, and message variants are included, along with instructions and notes for implementation or localization partners. Any special formatting, requirements, or helpful reminders are clearly marked.

We meet with your team to answer questions, walk through the final content, and confirm how materials will be used and updated in the future.

#### What You Get

- Final copy in the formats you need, organized and labeled for easy use
- Annotated files with contextual notes for each piece of content
- Updated voice, tone, and style guides for future writers
- A handoff meeting to go over everything step by step

#### Your Role

Save all handoff files, review the instructions, and reach out if anything is unclear as you start implementation.

#### Outcome

You have all the tools and support your team needs to launch with confidence.

# Beyond the Brand.

## Keep Your Language, Clarity & Consistency Strong

Even after a launch or refresh, your product and brand language require ongoing care. User needs evolve, markets change, and products grow. We offer support for further edits, help with new features, and advice for training your in-house writers.

Our team is available for regular content audits, team workshops, or future launches. We monitor your analytics and user feedback to spot areas for improvement and suggest fresh ideas. Ongoing updates to guidelines and copy libraries make sure your language keeps up with your business goals.

### Whay You Get

- Optional check-ins for ongoing support or updates
- Content audits and reviews as your product grows
- Training sessions or resources for your team
- Continuous improvement for your copy and guidelines

### Your Role

Share ongoing feedback, track real-world performance, and keep us informed about future needs or changes.

### Outcome

Your product's voice stays sharp, your brand remains consistent, and your users always get clear, helpful language.

# Case Studies.

## Website & Application Copywriting in Action

### Case Study: Detroit Fashion Retailer

**Challenge:** Their previous website used a generic voice that failed to inspire trust, and contact form submissions were consistently low.

**Approach:** We led a brand voice workshop and rewrote homepage and service pages with outcome-led messaging, proof points, and clear calls-to-action. The new design emphasized professionalism with a refined typography system and confident layouts..

**Impact:** +52% contact form submissions, +28% average time on page, and –18% bounce rate, showing the new design and messaging resonated strongly with potential clients.

### Case Study: Motor City Outdoor

**Challenge:** Their e-commerce product pages lacked differentiation, leading to high cart abandonment and low conversions.

**Approach:** We created a conversion-focused design with bold benefit-led headlines, clear feature-to-benefit storytelling, strategic placement of reviews, and a streamlined checkout flow. The visual design reflected Detroit's urban outdoor culture with bold imagery and earthy tones.

**Impact:** +24% product page conversion, +15% average order value, and +35% email sign-ups directly from improved product pages.

### Case Study: Wellness Clinic

**Challenge:** Their service descriptions were confusing, and the online booking process created friction, resulting in low appointment requests.

**Approach:** We simplified the service pages with plain-language explanations, added location-specific landing pages, integrated helpful FAQs, and redesigned the booking forms with supportive microcopy and clean layouts.

**Impact:** +41% appointment requests, –30% calls asking basic questions, and +22% increase in clicks from improved search snippets.

# Insights.

## Why Invest in Professional Website Copywriting?

### The Psychology of First Impressions

Language drives technology forward. We see trends in plain language, increasing accessibility, and combining microcopy with visual cues. Our experience shows that simple edits, such as clarifying button labels or rewriting error messages, can significantly improve completion rates and reduce support tickets.

We publish practical advice, case breakdowns, and discoveries that help your team write for real users. Regular testing and measuring make sure your copy keeps up with customer expectations and changing business needs.

# FAQ's.

## Frequently Asked Questions

### How long does the process take?

Timelines can vary. Most projects, depending on size and complexity, last from two to six weeks.

### Do you work with existing design teams?

Yes, we regularly collaborate with our in-house design and development teams to create seamless language experiences across our product flows and websites.

### Can you adapt my brand voice or style guide?

Absolutely. We use your existing materials and refine them as needed for clarity, consistency, and user impact.

### How do you measure results from copy changes?

We use metrics like conversion rates, completion rates, and direct user feedback. Testing, analytics, and customer support data help us track progress over time.

### Will you help with localization?

We prepare all copy for translation and can advise you on best practices for reaching global audiences.

# Tips.

## Quick Advice That Helps Users & Drives Action

- Keep it simple. Use familiar words instead of jargon.
- Focus on what the user needs. Answer questions before they're asked.
- Put your main message first. Users scan for what matters.
- Test with real users. Even a small change can make a big difference.
- Make accessibility a priority. Choose words and layouts that work for everyone.



# Our Story.

## We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

## What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

## Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

## How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

# Testimonials.

*"They nailed our voice and made every page work harder. Inquiries jumped immediately."*

– Laura S., Detroit

*"Clear, benefit-led design that sells without gimmicks. Our product pages finally convert."*

– David R., Detroit

*"Patients tell us the site is easy to navigate and understand. Appointment requests are up across all our locations."*

– Sarah M., Detroit

*"Smart strategy, crisp design, fast delivery. Round Table is our Detroit go-to."*

– Marco P., Detroit

# Thank you!

## Your Next Steps— Bring Your Words to Life

Ready to transform your brand with seamless, strategic copy?

Here's what you can expect:

1. Connect: Reach out for a complimentary discovery call
2. Share Your Vision: We'll listen to your goals and challenges, aligning language to your brand story
3. Experience Impact: See how clear, compelling copy elevates your website, products, and customer experience