

# How Heather Dileepan helped Klevur pinpoint — and craft — clear and concise website copy with targeted SEO for their new product offering



“Writers who can marry engaging copywriting with great SEO are like unicorns, and that’s why Heather’s SEO capabilities are wildly important to me. She’s able to thoroughly research and understand your market and then clearly and concisely present your product’s features and solutions in a way that not only your potential customers can understand, but your team, too.”

**-Brac Wardlaw**

Klevur.com

**A**s a marketing professional, Brac Wardlaw is no stranger to the importance of solid content, strong SEO, and clear and concise messaging.

But as the founder and head of product and marketing for Klevur — a company that creates done-for-you sales solutions that help small businesses get online and scale — he was struggling to define (let alone craft) that messaging on his own.

Wardlaw was **in the process of building an all-in-one marketing and sales platform** that helps small businesses with everything from sales management to website maintenance to lead capture and more.

And while the platform — called WP Propulsion — was designed to streamline and simplify the sales and marketing efforts of his clients, he wasn't finding it all that easy to talk about or describe.

“Our platform replaces the need for 27 or more tools and helps business owners get ‘marketing ready,’” Wardlaw said. “It includes setting up marketing automations, running Google analytics, maintaining your website and everything in between. **You would think building the platform would be the hard part, but it was actually figuring out how to talk about the platform in a way that made sense.**”

“We were creating a very specific product for a very specific audience, and we needed to figure out how to explain the features and



solutions of our product on our website in a way that resonated with that audience.”

Wardlaw had been referred to website copywriter Heather Dileepan from one of the top copywriters in the online business world. Since Heather had already successfully completed a previous project for him, he knew she had all the right skills to make this website copy project a success, too.

**“I didn’t just need a good copywriter, I needed someone who was also great at research and understood how to include SEO keywords in a way that is real and engaging.”** Wardlaw said. **“Heather can do all of those things.”**

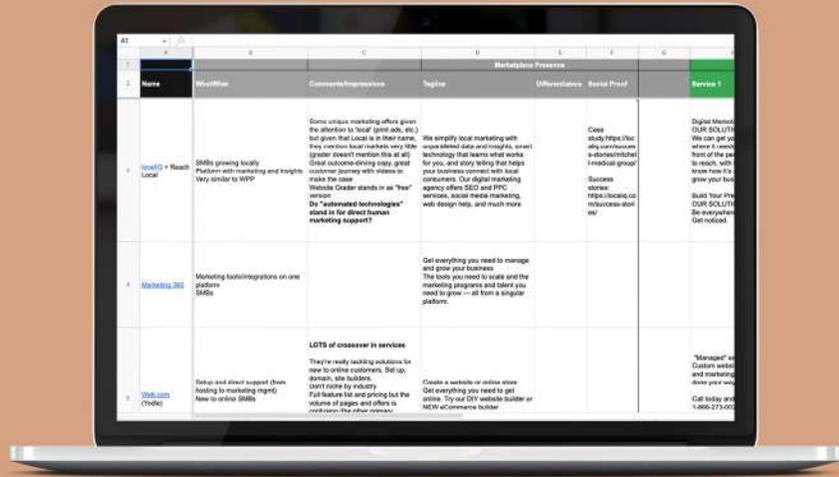
So, Heather jumped in and began to implement her multi-phase approach for writing highly effective website copy.

The first phase was a thorough and comprehensive marketplace analysis.

**Heather did a deep dive into the competition** – mining customer reviews, analyzing their product’s features and benefits, and scoping out each competitor’s messaging – all of which Wardlaw said was very beneficial for helping him pinpoint what he wanted his own messaging to focus on.

**“Analyzing our competitors was wildly valuable, and it definitely isn’t an easy process,” Wardlaw said. “The research portion is far harder than you ever think it’s going to be because you’re not just looking at your physical competitors, you’re also looking at who you’re competing with for traffic. That includes the keywords and who has a similar product.**

“Heather is great at all of this research. She just runs with it and then we get



to have conversations about what she finds. **Being able to give it to her and have her unravel everything for me is very valuable**, and it helped me figure out what to say about our product.”

The second phase of Heather’s approach involved nailing down the new website’s navigation menu. Based on her findings from the research phase, she crafted a site map that gives visitors the information they most need to know to make a solid buying decision, in the order in which they need to get it.

Next, Heather wrote website copy that clearly and concisely positioned WP Propulsion as the unique and innovative platform that is and **crafted succinct messaging with strategic and natural SEO for each of the site’s pages.**

Afterwards, she wireframed each website page, which helped to create a seamless partnership with Wardlaw’s website designer, as well as helped Wardlaw see where the copy needed to be tweaked.

“The wireframes painted a picture for us on how the content would read, look, and feel,” Wardlaw said. “We then had conversations about what was in each section and what needed to be refined or changed. **The wireframes and the content worked hand in hand and we were able to edit easily from there.**”

Finally, Heather created the rest of the copy Wardlaw needed to successfully market and launch WP Propulsion, including his sales email sequences, ad copy, and a nurture sequence for people who join his email list.

Wardlaw said this website project was the first time he'd gone through the entire messaging process — from research to site structure to web copywriting and wireframes — and that doing so was illuminating.

“I really wanted to see this process work for me in the exact way I want it to work for my clients, and it **really did help me understand**

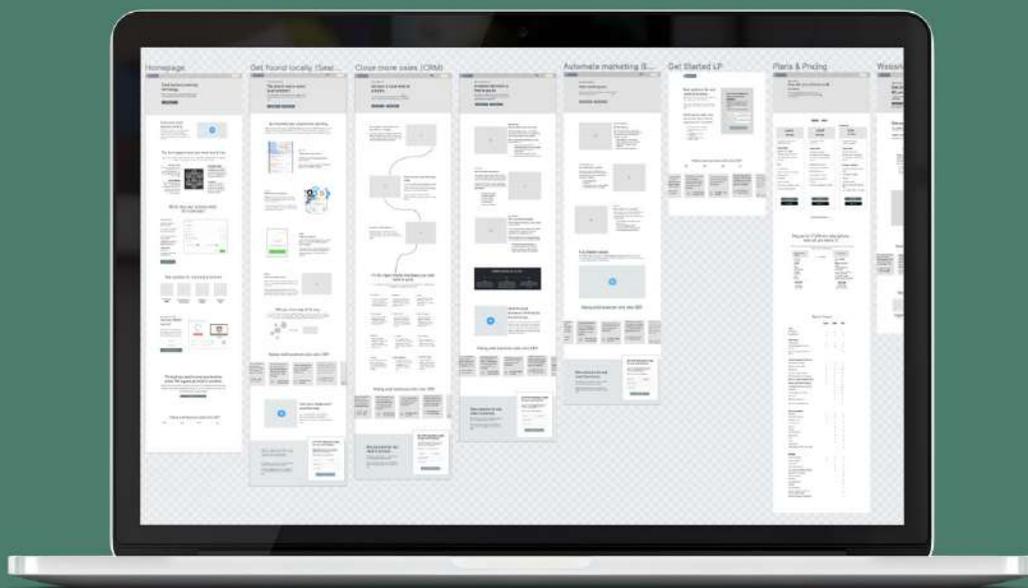
**the features and solutions of our product and how to present them,”** Wardlaw said.

**“This copy and messaging is far better than anything else I’ve ever had and it gives us something to actually test instead of a good guess on what our messaging should be. It’s a very educated and informed message that is based in research and now can be accurately tested and tweaked.”**

An unexpected side benefit was that their new messaging helped Wardlaw’s team understand WP Propulsion in a succinct way, too.

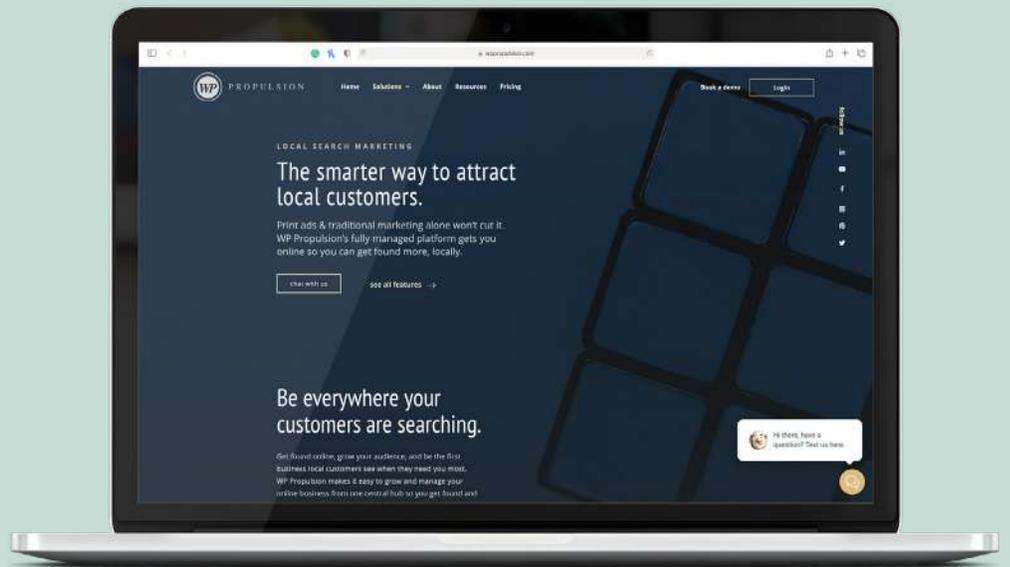
**“One of the biggest things is that it’s helped my team understand what we do,”** Wardlaw said. “Our messaging has made it easier for them to explain it to other people, too.”

Wardlaw said that any business owner who’s looking for a website



copywriter to help them nail down their messaging, stand out in their market, and get more traffic would benefit not only from Heather's copy skills but also from her ability to function as a strategist and consultant.

“One of the things that I like most about Heather is that **she'll challenge me on what I'm thinking,**” Wardlaw said. “That was a big part in the evolution in getting us to where we need to go. She's very nice about telling me when I'm wrong, of course, but she will definitely needle me when she thinks I need to be challenged. Her ability to keep pushing me to get to the root of what I want to communicate is extremely valuable.” 🌸



To learn more about how Heather can provide the strategy, research, and expert website copywriting to help you position — and sell — your products or services, go to [hdcopywriting.com](https://hdcopywriting.com).