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:

Buy Tickets Now

Our engineers' new aviation-themed animatronic ride has been optimized for maximum attendee satisfaction.

WHAT CUSTOMERS NEED TO HEAR:

Buy Tickets Nov

Jump on. Strap in. Take off into the stratosphere for a high-velocity adventure full of heart-thumping surprises.

2 Home Renovation Website

WHAT THE COMPANY WANTS TO SAY:

Let's Get Started

We're proud of our commitment to quality custom home renovations, and our vision of exceeding expectations.

WHAT CUSTOMERS NEED TO HEAR:

Let's Get Starte

You're proud of your home, but you'd love ideas to enhance it — to reflect your vision, your style, and your life.

Software Company Website

WHAT THE COMPANY WANTS TO SAY:

Get In Touch

High quality custom software development for all our clients' needs since 2009. Our difference is our people.

WHAT CUSTOMERS NEED TO HEAR:

Get In Toucl

What's *the* most efficient approach to the software you need? Find out, from your very own clean-code expert.

4 HVAC Company Website

WHAT THE COMPANY WANTS TO SAY:

Schedule Appointment

Our experienced technicians will perform a house inspection detailing current HVAC system performance.

WHAT CUSTOMERS NEED TO HEAR:

Schedule Appointment

Is wasted energy driving up your utility bills? Your *Free Home Audit* clearly identifies problems — and solutions.

5 Staffing Company Website

WHAT THE COMPANY WANTS TO SAY:

Contact Us

Welcome to a tradition of excellence in qualified talent representation.

Our mission is customer satisfaction!

WHAT CUSTOMERS NEED TO HEAR:

Contact U

You don't just need a body with skills.
You want flexible, helpful problem solvers
who are a pleasure to work with.

6 Bank Website

WHAT THE COMPANY WANTS TO SAY:

Find Your Branch

Our banking specialists are offering home improvement loans at competitive rates to qualified borrowers.

WHAT CUSTOMERS NEED TO HEAR:

Find Your Brancl

Which home project has been on your list the longest? Stop putting it off, and start showing it off, before rates go up.

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?



Tom Tortorici

SEO Writing and Strategic Messaging for Business Websites and More

404-606-2715 Tom@TomTortorici.com

