

*A Rebranding Case Study:
Careers in Progress becomes Bright Track*

WEBSITE MAKEOVER

PREPARED BY TALES CONTENT & COPYWRITING

BACKGROUND

Careers in Progress was an independent career development company serving the top of New Zealand's South Island for many years.

The company and brand were primarily associated with Lesley, a qualified and experienced career practitioner. But when Lesley's partner, Stephen, joined the company in 2018, the Careers in Progress brand no longer reflected the business, sparking a major rebrand. And so, Bright Track was born.

Bright Track is a reflection of both Lesley and Stephen's ideas, values, experience, and skills, and it was up to the new website to capture and present the essence of the transformed brand, while staying true to the reputation and track record Lesley had acquired under the old brand – Careers in Progress.

COLLABORATION

And the role of the Copywriter...

The rebrand involved the hard work and dedication of several parties, but in this case study we share the role Tales played in the website copy makeover.

Using the Bright Track example, we present our conversion-focused approach to copywriting and layout, and explain how the resulting website is engineered to be found (SEO) and convert from a content perspective.

CHALLENGES

- The previous website employed a corporate tone and presented content in a dry manner, leading to low audience engagement
- The new site had to simultaneously speak to two very different audience groups so we had to zero in on their respective needs
- Information needed to be presented in an appealing and easy-to-read way to increase user interest and engagement
- Bright Track sought to create a website that not only promotes brand awareness, but actively generates revenue through traffic and conversions



Challenge #1

CORPORATE AND DRY CONTENT

A common challenge businesses face when writing their websites is employing an appropriate, engaging tone of voice.

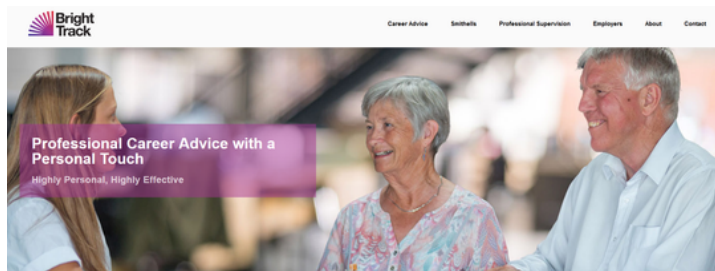
It can be hard to strike a balance between sounding “friendly and approachable” yet still “professional”. In many cases, businesses opt for a “safe” corporate tone of voice and, thereby, sacrifice readability and engagement.

A key giveaway of this corporate tone is company-centric language, where most sentences effectively start with the brand’s own name, or our/we/I.

This type of company-centric language often stands in the way of a clear value proposition because it merely presents the company from the company’s perspective, but doesn’t effectively tie the company’s offering to the client’s needs.

Our Solution...

PERSONALITY-DRIVEN COPY BASED ON CUSTOMER RESEARCH



Personality-Driven Headlines and Copy

The headlines and crossheads all reinforce the company’s value proposition and are phrased in terms of client benefits. We also paid special attention to wording headlines and body copy in active voice and in first or second person (“you” voice), as these further increase engagement and conversions.

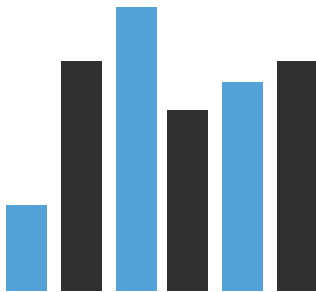


Voice of Customer Research

To make sure we were hitting the right tone of voice for the target audience, we conducted voice of customer (VOC) research before writing the site's copy.

VOC research helps us gain a solid understanding of the terminology a certain audience uses and which benefits are most important to them.

This understanding allows us to hone in on the most compelling points, which, in turn, makes the resulting web copy resonate well with the target audience, conveying a genuine sense of "YES! They get me!"



Challenge #2

ZEROING IN ON THE RIGHT AUDIENCE

When Stephen joined the business and brought in his professional supervision skill set, the audience scope widened to include leaders and professionals. This presented the challenge of how to address both core audiences (i.e. career planners and leaders/professionals) on one and the same Home page.



Our Solution...

IDENTIFYING OBJECTIVES TO CLARIFY TARGET AUDIENCES

To overcome this problem, we had to intensively study the brand and reassess the main marketing objectives of the website.

It became clear that the Home page should primarily focus on careers advice, since this is a service both Lesley and Stephen provide, but that professional supervision and employer services should be mentioned further down the page.



To make sure we don't "lose" potential visitors looking for professional supervision or employer services before they reach the services boxes further down the home page, we added a grey box to the right of the main text column with a "self-identifier" checklist.

This helps visitors identify that they have come to the right place if they meet any of the criteria listed in the checklist, and the checklist itself also reinforces the brand's value proposition, i.e. "We help you gain clarity when you need it the most".

We help you gain clarity when you need it most

Perhaps you are...

- ✓ Not sure what you want to study or which job is right for you?
- ✓ Unsatisfied with where your career path has taken you?
- ✓ Looking to re-enter the workforce after a longer break?
- ✓ Looking to improve your professional/leadership practice?
- ✓ Needing to improve your employee engagement?

Now what?

Don't worry – You've come to the right place

Challenge #3



PRESENTING INFORMATION IN AN APPEALING WAY

Presenting information effectively can be challenging on websites because the odds are often stacked against us.

On the one hand, we need to include rich content on our website's for better Google rankings and to satisfy knowledge-hungry prospects. On the other hand, we are well aware that long "intimidating" text blocks scare off potential readers if the copy looks too long, challenging or boring to read.

So, how do we effectively say everything we need to say on a page without sending it straight into the "too hard basket" of our readers?

Are you early in your career?



We can help you...

- ✓ Understand who you are
- ✓ Reassess your career options if you're not quite where you want to be
- ✓ Adjust your qualification to better suit your career potential
- ✓ Prepare for the job market with the right interview skills

Our Solution...

EYE-RELIEF

As copywriters, we use several strategies to break up content into chunks that are easier to read and digest. We call these strategies "Eye-Relief". Here are a few eye-relief strategies that we employed on the Bright Track website to make the content easier to absorb and digest for site visitors.



Strategy 1: Modular Content

Not all website readers are interested in the same level of detail. While some might want to read all the nitty gritty details before they are ready to make a buying decision, others are happy with just a quick overview.

This makes it challenging to know how much information to include on your site without boring some readers or leaving others wondering.

The solution to this conundrum is modular content. When writing content in a modular way, we effectively package the information into discrete “modules”, each of which presents a whole value proposition.

The result? No matter how much or little of your page someone reads, they will always understand your value proposition and not get bored by repetitive content.



Strategy 2: Bullet Lists

Coaching

We offer coaching for business owners, leaders, and staff to help you succeed in personal or organisational change

We can help you...

- ✓ Understand and remove roadblocks that are keeping you from success
- ✓ Feel supported by offering guidance in a trusted and productive relationship
- ✓ Keep accountable and on track
- ✓ Achieve your desired outcomes

The bottom line: You succeed with your change, expand your personal abilities, and enhance your resilience

Bullet points are a natural eye-catcher with a marked increase in readability over body copy.

Even the hastiest skim readers will absorb more content when it is presented in bullet point format than when the same information is packaged as a chunk of text.

That's why it makes sense to break down any content that is suitable for list format into bullet points.

It is even more effective if each bullet point conveys a clear and compelling benefit, which can be supported by using check mark symbols instead of conventional “points”

Bonus tip: Pair bullet points with other formatting elements like bold text snippets to emphasise certain points or ideas.



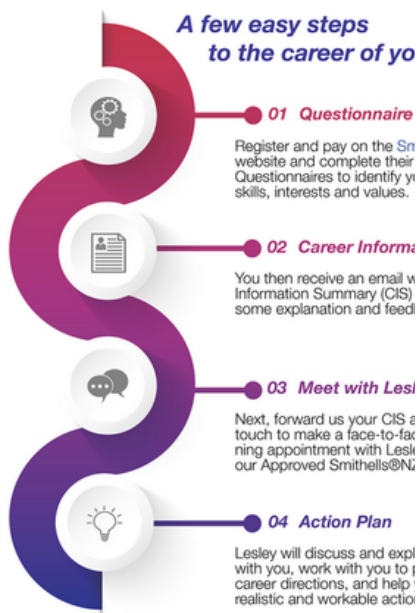
Strategy 3: Infographics

When you have a lot of information to present, it pays to mix things up by using different media available to you.

That way, your audience won't get bored by having to read all of the content but you still have the opportunity to share your ideas, tips, and processes.

In the case of Bright Track, we were looking to present a step by step process, which is particularly suitable for infographics.

By creating a custom infographic using Bright Track's brand colours, we were able to maintain the brand feeling, increase audience engagement, and present all the necessary information to the audience without creating a feeling of "text overload"



With a people career spanning over 40 years, Lesley is a highly qualified Careers Advisor

Strategy 4: Figure Captions

Website eye tracking studies have shown us that the gaze of skim readers zeros in on a few key elements on a page, including figure captions.

Because our eyes are naturally drawn to images, these are the places where people look, even if they have no intention of reading the full page of text.

That's why figure captions are a good place to briefly summarise and reinforce your message of the accompanying text blurb.

The caption under the image of Lesley reinforces her qualifications and experience, which are expanded upon in the full blurb to the left of the image.



Challenge #4



CREATING A WEBSITE THAT GENERATES REVENUE

Most websites fail. Many, many websites never make a profit and act more like static online business cards than dynamic generators of traffic and revenue. But it doesn't have to be that way.

As with many small-to-medium-sized business websites, the old Careers in Progress site wasn't search engine optimised or engineered to convert.

That means we had no existing data to work with in terms of effective keywords or conversion goals. This presented a major opportunity for the new site to actively contribute to achieving the company's business goals.

Our Solution...

SEO AND CONVERSION RATE OPTIMISATION

Search Engine Optimisation (SEO)

The first step to search engine optimising the new Bright Track website was to conduct comprehensive keyword research.

We did this using a paid keyword research tool, and uncovered which keywords have the highest quantitative search volumes and lowest competition rates in the local market.

We then carried out a qualitative review of sites competing for the same keywords and phrases to determine how to best position the brand for maximum search engine visibility.

Based on the quantitative and qualitative findings, we selected a focus keyword for each page of the website, and complemented each focus keyword with a number of related secondary keywords.

When writing the web copy, we then paid special attention to naturally interweaving the selected focus and secondary keywords into the relevant pages for maximum search engine exposure.





Designed and Written for Conversion

Getting your website found in a search engine is only half the challenge. The other half is to then convert that traffic into leads and sales once they arrive on your page.

This process is called “conversion”, and there are certain elements of copywriting and design that support conversions.

We employed several conversion rate optimisation strategies throughout the site to maximise its conversion rate and support Bright Track in smashing their business goals. Some of these strategies include:

Strategy 1: Layout

A two-column layout with the main column of content on the left and a separate box of “eye-catching” content on the right.

Reach your business goals faster with a happy and committed team

As an employer, you understand that your company's most valuable resource is its people. All companies – large and small – need strong people on board to move them towards their business goals and sustainably increase their bottom line.

Yet a recent study by Gallup* research institute found that only 24 per cent of employees in New Zealand feel engaged at work. In other words, only about 1 in 4 workers are committed to their jobs and are likely to be making positive contributions to the success of their organisations.

Shockingly, the remaining three quarters of our workforce are either not engaged at work (60%), or even actively disengaged (16%), which poses a severe threat and financial liability to their organisations.

That's why it's vital to raise the bar on employee engagement by looking after your team and bringing in professional HR support when you need it.

We help you come up with an action plan to...

- ✓ Ensure your people are in the right place in the organisation based on their attitudes, skills, and values
- ✓ Change behaviour in the workplace
- ✓ Facilitate employee transitions in the workplace

So you can reach your strategic business goals

How it supports conversion: This layout combines two conversion strategies.

The first relates to readability. Studies have shown that text that runs too wide on a page is extremely hard to read, as readers are likely to lose their place in the text when their eyes return to the axis of orientation (the left margin).

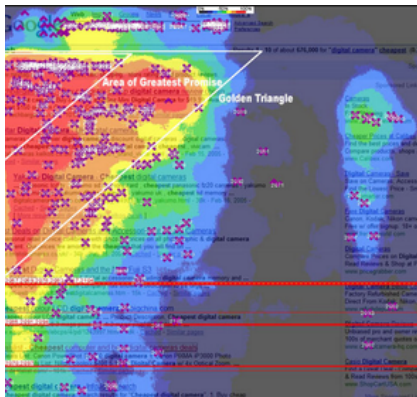
That's why it is a good idea to limit the width of text on the page (ideally to around 70 characters wide) by opting for a column layout.



The second strategy relates to the way websites are viewed by visitors.

Eye tracking studies have given us valuable insight into the viewing behaviour of website visitors and revealed the “Golden Triangle” of web copy layout (see image).

This shows us that viewers’ attention is generally concentrated on two main areas of a site – the top left corner of the “content column” and, the upper right column where we place supporting material.



Because we know that this secondary area (the grey boxes in the right columns on the Bright Track site) receives more attention than sections further down the main content column, we strategically use this area to place further conversion elements like self-identifiers, benefit checklists, and testimonials

Strategy 2: Trust Builders and Proof

We have included several trust building elements throughout the site, strategically placed in areas or sections where the need for proof naturally comes up for a reader. That way, we can use these trust builders to counter-object any potential objections before they become sales barriers.

Example 1: Statistics

[Career Advice](#)
[Smithalls](#)
[Professional Supervision](#)
[Employers](#)
[About](#)
[Contact](#)

Struggling with Employee Engagement?

Only 1 in 4 Employees in New Zealand are Engaged at Work, but we can Help you Raise the Bar

Reach your business goals faster with a happy and committed team

We help you come up with an action plan to...

✓ Ensure your people are in the right place in



How and why it works here:

The statistic quoted in the sub-headline (only 1 in 4 employees are engaged at work) is based on a large-scale study conducted by the respected Gallup institute.

It highlights the struggle an employer may have been facing, which led them to seek out Bright Track's services in the first place.

It, therefore, serves as a confirmation for the site visitor that they have come to the right place and that their pain/problem can be solved.

This "promise" of the brand (Bright Track) to help the employer solve their issue of employee engagement is reinforced in the H2 headline: Reach your business goals faster with a happy and committed team.

Example 2: Testimonials

We take the stress out of career change

Career change happens for many reasons, but it almost always causes feelings of stress, worry and anxiety. These feelings can quickly send you into overwhelm, especially when you're confused about your career options or don't have the confidence to try something new.

That's where we come in. We help you gain clarity around your career ideas and give you the confidence to kickstart your new career – minus the stress and worry!

Maybe you...

- ✓ Are bored with your role and looking for a new challenge?
- ✓ Have cared for children and are returning to the workforce after a longer break?
- ✓ Have been made redundant?
- ✓ Are looking to transition out of full time employment as you approach retirement?
- ✓ Can no longer work in your previous career because of an illness or injury?

No matter why you are changing careers, we help you navigate through the uncertainty by identifying your strengths and values, and working with you to come up with a holistic plan to suit your current life situation.

Each session results in a clear course of action for you to explore.

"After the meeting with you I was able to refocus myself and press towards something I knew I'd be much better at. I've been working there for almost 5 months now and it has made a real difference to my job satisfaction."

— PHIL MESTYANEK

How and why it works here:

Marketing research and psychology tell us that customers are far more likely to believe what others say about you and your brand than what you say about yourself.



This concept is anchored in our natural scepticism and has been fostered through the false claims of many unethical companies.

But here's the good news: There is an even more powerful force out there and you can harness it to effectively wipe out any potential scepticism your audience may hold. That force is social proof.

It's the same force that, in the offline world, sets off alarm bells at an empty restaurant (if nobody else is here it can't be good) or, conversely, drives thousands of eager customers to queue up for kilometres or camp out in front of an Apple store before a new product launch.

In the online world, testimonials, reviews, and the like are the currency of social proof.

But not all testimonials are equal. The best testimonials are those that reinforce your value proposition, and that's precisely the case with the testimonial on the career change page, which confirms the job satisfaction brought about by a timely career change.

POWERFUL TESTIMONIALS

- Reinforce your brand's value proposition / unique selling point
- Give specific benefits (e.g. include information about what the client has achieved as a result of your service)
- Use specific metrics: Numbers, percentages, timeframes
- Include a lot of information about the testimonial provider, e.g. their name, company, position, photograph

Example 3: Professional Qualifications and Membership Associations

CDANZ Members

We are both professional members of the [Career Development Association of New Zealand \(CDANZ\)](#), the lead body promoting professional standards and best practice in career development in New Zealand



How and why it works here:

With many industries being largely unregulated in New Zealand, there is often little security about the competence and expertise of professional service providers.

This insecurity can be effectively combated by clearly presenting professional qualifications, membership associations, and other credentials that "qualify" you to do the work that you do.



RISK REVERSAL STRATEGIES

- For software as a service products, a free trial or money back guarantee are the most effective risk reversal strategies
- For physical products, guarantees like a money back or satisfaction guarantee work well
- For services, you can opt for a satisfaction guarantee, or invest some time up-front to determine whether you and your potential customer are a good fit via a free scoping consultation
- Note, the higher your lifetime customer value, the more time, effort, and money you can invest upfront to gain a new customer

Strategy 3: Risk Reversal

Anxiety about choosing the wrong product or service is one of the leading objections that hamper conversions and sales.

Prospects are worried that they may be making the wrong decision by choosing you, that you may not be the best fit, or that they'll be disappointed with what they get for their money.

Adding some sort of risk reversal strategy is an effective measure to counter this sales objection, and it's often all it takes to close the deal.

Risk reversal comes in many shapes and sizes, and not all strategies are practical for different types of product or service. Examples include a free trial, refunds, and guarantees.

For Bright Track, we opted for the service-based-business equivalent of a free product trial: The free 30-minute consultation.

Are you ready to discuss your career needs?

Contact us for a free 30-minute consultation

CONTACT US

This is a win-win situation for both the business and the client, as it lets both parties get a feel for the other.

For the client, it's an opportunity to find out more about the approach and personality of the service provider, and it gives them a free "taster" of the professional services being offered.

Thereby, it removes any potential anxiety around being billed for services they didn't find useful. For the service provider, it's an effective onboarding process with a very high conversion rate.

That means, unless you have a very low lifetime customer value, it's worth the upfront investment of 30 minutes of your time.



SUMMARY

Consistently Turn Traffic Into Profits

As a busy entrepreneur, you don't have the time to spend hundreds of hours learning yet another skill, but you know that a performance-optimised website is absolutely crucial for your business growth.

And performance-optimised web copy is exactly what we're all about.

By placing a strong emphasis on keyword, competitor, and market research, we can identify and specifically target traffic and conversions, all while employing tried and true copywriting principles and marketing expertise.



Helena contributed her extensive SEO knowledge and great way with words to the development of our Bright Track website. She very quickly understood the heart of our business and our clients issues. Her content elegantly reflected these and our service offerings. Helena's efficient responses and encouraging way kept us moving forward and meant that she was a delight to work with. We unreservedly recommend Helena – Stephen Gully, Co-Owner of Bright Track

LET'S BE PARTNERS!

Let's bring your brand to life!

When free website traffic is a top priority...

When you're not sure how to make good copy great...

When you want to convert more traffic to sales...

Then we can help!

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