Twitter Thread by Indie Hackers



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Tip: It's easy to focus all of your copywriting creativity on the high-visibility copy, but sometimes it's the smallest details that have the biggest impact. Create a personal connection with website visitors by adding delight with microcopy.

Thread ■

Microcopywriting refers to the small, low-visibility details of your website and product. With very little time and effort, you can add delight, create a personal connection, and portray your brand's personality. Plus, it shows that you put in a little extra love and care.

In short, each little piece of microcopy gives your visitors and users even more reason to get on your side (and stay there).

Microcopy comes in all shapes and sizes: An interesting 404 error message, a funny tidbit in a product description, a clever turn of phrase in the fine print of a newsletter.

So take a look around your site, emails, etc. — what copy can you add to give someone an unexpected smile?

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