



## A WORD-right Case Study

# Executive Coach Supported by Copywriters



### Networking at Blenheim Palace

When Executive Coach Carol Whitaker decided to commission her website, she turned to a fellow networker, Lesley Reader, for referrals. Lesley runs two Oxfordshire-based networking groups, so she recommended a local web developer and introduced Carol to Joy McCarthy of WORD-right at a networking event at Blenheim Palace.

Carol had found she wasn't comfortable with writing her own copy, which was why she wanted some copywriting support. She felt she lacked the confidence to sell her own services, or make judgements about what information to include on her website.

### Phone Briefing Saves Time

As Carol has a very busy schedule, she agreed to discuss her website content over the phone, rather than face to face. After a lengthy telephone briefing, the format for Carol's website copywriting was decided.

Carol Whitaker has a very broad base of skills and experience. Not only is she a successful Executive Coach, she also specialises in Coaching Supervision. In this role,

Carol works with other coaches, helping them solve their problems and develop their professional skills. This all had to be covered in the new Whitaker Consulting website.

### Capturing The 'Essence' of Carol

Executive Coaching is a very personal service and this had to be reflected in the website copywriting. Although Carol was not writing the site personally, it had to retain her 'essence', as well as include some keywords, essential to the site's organic optimisation. The WORD-right team understood the importance of this and Carol was very involved in the copywriting process. Draft copies were sent by email and fine-tuned. Carol felt she was involved with the growth of her website at every stage.

### Case Studies Give Client's View

Carol regards her website as an online brochure for her prospective clients. An important part of the website is the case studies, which recount the real-life experiences of two of her clients. WORD-right conducted telephone interviews for these case studies and wrote up accurate accounts of the client's experiences. This was a valuable exercise, particularly as Carol feels

her clients were more forthcoming with WORD-right, as an independent 3rd party.

### WORD-right: 'Patient and Understanding'

As well as providing a source of information, Carol's website is also performing well on the major search engines. This will become increasingly important later in 2008, as she continues to develop her Coaching Supervision service.

All in all, Carol felt in control during her website copywriting experience, and was fully supported by WORD-right's patient and understanding attitude.

*"WORD-right's support was important to me. This was what I wanted - someone to work with me who was open to my suggestions, responsive, and would take the time to discuss my needs."*

**Carol Whitaker**  
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