

StayLetLegal.com

Marketing Copy Rewrite

Friendly, reassuring, and conversion-focused — with liability guardrails built in.

Guiding Principles for This Rewrite

Every change below follows three rules: (1) warm and human — speak to owners, not lawyers; (2) action-oriented — move people towards signing up; (3) liability-safe — no absolute compliance guarantees, no legal claims.

Homepage

Trust Banner

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Trust banner (top of hero)	<i>"Trusted by thousands of Property Owners"</i>	"Trusted by UK holiday let owners"	"Trusted by" has warmth and credibility. Removing the number avoids a factual claim you'd need to keep updated.

Hero Section

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Main headline	<i>"Is Your Holiday Let Legally Compliant?"</i>	"Holiday Let Compliance, Made Simple"	Friendly and benefit-first. Removes the anxiety-inducing question format. Positions you as a solution, not a test.
Subheadline	<i>"Keep your holiday let legal, safe, and guest-ready in minutes — not months."</i>	"Get clarity on your holiday let compliance in minutes — and know exactly where you stand."	"Get clarity" and "know where you stand" are reassuring without promising a legal outcome. Removes "not months" which sets a strange expectation.

How It Works — Intro & Steps

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
How It Works intro line	<i>"Our AI compliance tool checks your property against the latest UK holiday let rules"</i>	"Our AI tool reviews your property against key UK holiday let requirements — so you know what to focus on."	Adds the outcome benefit ("so you know what to focus on") which is more motivating. "Reviews" is softer than "checks" without losing meaning.
Step-by-step guidance (description)	<i>"Follow an easy checklist to make your property fully Let Legal."</i>	"Work through a simple checklist designed for UK holiday let owners — no jargon, no guesswork."	Speaks directly to the audience. "No jargon, no guesswork" directly addresses the fear of the compliance process.
Step 2 description	<i>"Get a step by step guide & AI-powered analysis report on how to become compliant..."</i>	"Get a personalised, AI-powered report tailored to your postcode and property type — ready in around 10 minutes."	"Personalised" is a strong conversion word. The time estimate ("10 minutes") removes friction and sets a low bar to start.
Step 3 title	<i>"Trusted Accreditation Badge"</i>	"Stay Let Legal Checked Badge"	Consistent brand naming. "Checked" is clear and avoids the word "accreditation" which implies formal third-party certification.
Step 3 description	<i>"Become approved and receive your trusted Stay Let Legal Accreditation Badge."</i>	"Complete your assessment and display your Stay Let Legal Checked Badge — letting guests know you take compliance seriously."	The benefit is now explicit: guests see you're responsible. Removes "approved" which could imply formal certification.

User Type Card — Short-Term Rental Hosts

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Card description	<i>"Perfect for Airbnb hosts ensuring compliance across all booking platforms and local regulations"</i>	"Designed for Airbnb hosts and short-term rental owners who want to stay on top of their compliance — across platforms and local rules."	"Stay on top of" is proactive and motivating. Removing "Perfect" avoids hyperbole. Adding "short-term rental owners" broadens appeal beyond just Airbnb.

CTA Section & Footer

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
CTA headline	<i>"Find out if your holiday let is compliant"</i>	"Ready to see where your holiday let stands? It only takes 10 minutes."	Reframes as an invitation, not a test. The time-nudge ("10 minutes") is a proven conversion trigger that lowers perceived effort.

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Footer tagline	<i>"Ensuring holiday let compliance across the UK"</i>	"Helping UK holiday let owners stay on top of their compliance"	"Helping" is warmer than "ensuring." "Stay on top of" is aspirational and active — it positions the user as in control.

About Page

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Main headline	<i>"Stay Let Legal — Your AI-Powered Holiday Let Compliance Checker"</i>	"Stay Let Legal — Your AI-Powered Holiday Let Compliance Tool"	"Tool" is more accurate and less liability-loaded than "Checker", which implies a definitive pass/fail.
Subheadline	<i>"Keep your holiday let legal, safe, and guest-ready in minutes — not months."</i>	"Understand your holiday let compliance and know where to focus — in minutes, not months."	"Understand... and know where to focus" is empowering. Keeps the "minutes not months" contrast which works well as a speed hook.
Supporting paragraph	<i>"Stay Let Legal makes it simple... tells you exactly what's missing."</i>	"Stay Let Legal makes it simple. Our AI tool reviews your property against key UK holiday let requirements — from fire safety to licensing — and highlights the areas that may need your attention."	Removes "tells you exactly what's missing" (too absolute). "Highlights areas that may need your attention" is accurate, helpful, and liability-safe.
Step 3 title (How It Works)	<i>"Action Plan"</i>	"Your Next Steps"	"Your Next Steps" is personal and forward-looking. "Action Plan" can feel corporate and heavy.
Step 3 description	<i>"Step-by-step guidance to fix any gaps and stay fully compliant."</i>	"Step-by-step guidance to help you address any areas flagged in your assessment."	Removes "fix" (implies guaranteed resolution) and "fully compliant" (legal claim). "Areas flagged in your assessment" is accurate and specific.

Feature Cards

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Up-to-date with UK laws	<i>"We track changes to national & local regulations so you never fall behind."</i>	"We keep a close eye on national and local regulation changes — so you're always"	"Keep a close eye" is human and reassuring. "Working from up-to-date guidance" is accurate

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Location-specific	<i>"Knows your local council's rules, caps, and licences."</i>	working from up-to-date guidance." "Tailored to your local council's rules, caps, and licensing requirements."	without promising you'll never fall behind. "Tailored to" is a stronger benefit word and feels more personal than "Knows."
Built for hosts	<i>"No legal jargon, just clear answers and next steps."</i>	"Plain English guidance and clear next steps — no legal jargon, no confusion."	Leading with the benefit ("Plain English") is more persuasive. The double reassurance ("no jargon, no confusion") reinforces ease.
Document & Reminders	<i>"Store your certificates with easy renewal reminders and access to templates."</i>	"Store your certificates and get renewal reminders — so nothing slips through the cracks."	"So nothing slips through the cracks" speaks directly to the owner's real fear. Removes "templates" reference (can add back if feature is live).

FAQs

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
FAQ: What is Stay Let Legal?	<i>"...assess whether their property meets the latest legal, safety, and licensing requirements..."</i>	"Stay Let Legal is an AI-powered compliance tool for UK holiday lets. It helps hosts and property managers understand how their property aligns with key compliance and licensing requirements — nationally and within their local council area."	Removes "meets the latest legal requirements" which implies a legal determination. "Aligns with key requirements" is accurate and safe.
FAQ: How does the compliance check work? (ending sentence)	<i>"...and give you a clear action plan to fix any gaps."</i>	"...and provide a structured set of next steps to help you address any gaps identified."	"Help you address" is supportive rather than prescriptive. Avoids "fix" which implies guaranteed resolution.
FAQ: Do I still need a lawyer?	<i>"Stay Let Legal is not a substitute for legal advice, but it's designed to spot the most common compliance risks..."</i>	"Stay Let Legal is not legal advice and doesn't replace a solicitor or compliance consultant. It's designed to help you spot common compliance risks and understand your next steps — and we'll always flag when something may need professional attention."	The reassurance at the end ("we'll always flag when professional help is needed") is actually a trust-builder and converts anxious users. Legally safe and more compelling.
FAQ: What happens if my	<i>"...report will tell you exactly what's missing,</i>	"Don't worry — your report will clearly	"Don't worry" opens with reassurance. "May need attention" and "point you

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
property flags issues?	<i>why it matters, and how to fix it..."</i>	highlight any areas that may need attention, explain why they matter, and point you towards helpful next steps, relevant guidance, and trusted suppliers."	towards" are supportive without being prescriptive. Removes "exactly" and "fix it" which over-promise.
FAQ: Does this work for Scotland/devolved nations?	<i>"Yes — the tool covers the whole UK, including local rules for devolved nations..."</i>	REMOVE — as per your original recommendation.	Removing is the right call. Better to under-promise on geographic coverage until fully confident in the data.

Contact Page

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Contact page intro text	<i>"Have questions about holiday let compliance? We're here to help you stay legal and avoid costly fines."</i>	"Have a question about holiday let compliance? We're here to help — just get in touch."	Removes "avoid costly fines" which creates anxiety and could be seen as fear-mongering. Keeping it simple and warm is more inviting.

Register / Sign-Up Page

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Sign-up subheading	<i>"Join thousands of property owners ensuring compliance"</i>	"Join thousands of UK holiday let owners getting ahead of their compliance"	"Getting ahead" is proactive and positive. It positions sign-up as a smart, forward-thinking move rather than a chore.
Marketing opt-in checkbox	<i>"I'd like to receive updates about compliance regulations and special offers"</i>	REMOVE — as per your original recommendation.	Correct call. Simplifies the sign-up experience and avoids any PECR/GDPR friction at the conversion point.

Dashboard

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Dashboard intro text	<i>"Manage your property compliance and stay up to date with regulations"</i>	"Your compliance hub — manage your properties and stay on top of the latest guidance."	"Your compliance hub" gives the dashboard an identity and feels like a valuable space to return to. "Stay on top of" is active and empowering.

Results & Report Pages

Assessment Results

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Results headline (pass scenario)	<i>"Congratulations! You Have Passed the Stay Let Legal Assessment"</i>	"Great news — no major issues were found in your assessment."	Celebratory without claiming a legal pass. "Great news" is warm and human. "No major issues" is honest and safe.
Top stat card	<i>"Fully Compliant"</i>	"No Issues Found"	Shorter, cleaner, and avoids the word "Compliant" which implies a legal determination.
Section header	<i>"Compliant Items (41)"</i>	"Items Looking Good (41)"	"Looking Good" is friendly and celebratory. It rewards the user emotionally without making a compliance claim.
Section description	<i>"These items are compliant and meet regulatory requirements"</i>	"Based on your responses, no issues were identified for these items."	Accurate, honest, and liability-safe. "Based on your responses" is an important qualifier.
Summary stat	<i>"41 Compliant"</i>	"41 No Issues Found"	Consistent with the stat card language above.
Summary stat (issues)	<i>"0 Non-Compliant"</i>	"0 Items Needing Attention"	"Needing Attention" is softer and more actionable than "Non-Compliant" which sounds like a formal failure.
AI report: Executive summary paragraph	<i>"This assessment confirms full compliance across all applicable requirements..."</i>	"Based on the information you provided, this assessment did not identify any major issues across the areas reviewed."	"Based on the information you provided" is a critical liability qualifier. "Did not identify" is factual and honest.
AI report: Section title	<i>"COMPLIANCE SNAPSHOT"</i>	"ASSESSMENT SNAPSHOT"	Removes "compliance" from a section that is presenting your data, not a legal determination.

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
AI report: Metric	"Compliant items: 41"	"Items with no issues identified: 41"	Consistent with all other language on the page.
AI report: Metric	"Non-compliant items: 0"	"Items requiring attention: 0"	Actionable framing. "Requiring attention" is clear without implying legal failure.
AI report: Overall status	"Pass"	"Assessment Complete"	"Assessment Complete" is neutral and accurate. "Pass" implies a formal graded test with legal weight.
KEY NON-COMPLIANT ITEMS section	"KEY NON-COMPLIANT ITEMS"	"Items Requiring Attention"	Removes "non-compliant" which is formal enforcement language. "Requiring Attention" is action-oriented and less alarming.
Compliance status statement	"All recorded responses are currently compliant."	"No issues were identified based on the responses provided."	"Based on the responses provided" is an essential qualifier that protects you. Removes the absolute "currently compliant" claim.
Status badge	"Status: Compliant"	"Status: No Issues Identified"	Consistent with the report language. Avoids any suggestion of a formal compliance certification.

Badge Page & Certificate PDF

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Page title	"Compliance Badge"	"Stay Let Legal Checked Badge"	On-brand and specific. Removes "Compliance" from the badge title — the badge should represent the assessment, not a legal status.
Intro text	"Download your compliance badge and get embed code for your website"	"Download your Stay Let Legal badge and embed it on your website — let guests know you've completed your compliance assessment."	Explains the value to the owner ("let guests know") and accurately describes what the badge represents.
Badge graphic text	"Compliant"	"Assessment Complete"	The badge text is highly visible and carries significant implied weight. "Assessment Complete" is honest and safe.

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Button text	"Download Certificate (PDF)"	"Download Your Assessment Summary (PDF)"	"Assessment Summary" accurately describes the document. "Certificate" implies formal accreditation.
Embed note	"...Visitors can click the badge to verify its authenticity using the verification URL."	"The embed code displays your Stay Let Legal badge on your website. Visitors can click it to view your assessment summary based on your submitted responses."	"Based on your submitted responses" is a key qualifier. Removes "verify authenticity" which implies third-party certification.

Certificate / Assessment Summary PDF

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
File name	"stay-let-legal-certificate..."	"stay-let-legal-assessment-summary..."	Consistent with the document type being a summary, not a certificate.
Main title	"CERTIFICATE OF COMPLIANCE"	"STAY LET LEGAL ASSESSMENT SUMMARY"	"Certificate of Compliance" carries significant legal weight. "Assessment Summary" is accurate and honest.
Body statement	"Congratulations, you have now passed and achieved your Stay Let Legal accreditation."	"Based on your responses, no major issues were identified in this assessment. Well done for taking the time to review your compliance."	Celebratory and warm, while being factually accurate. "Well done for taking the time" rewards the user's effort without overclaiming.
Certificate Issued label	"Certificate Issued"	"Assessment Date"	Accurate — this is the date of the assessment, not a certificate issuance.
Certificate ID label	"Certificate ID"	"Assessment Reference"	Consistent with calling this an assessment, not a certificate.
Verify link	"Verify online"	"View assessment details online"	"Verify" implies external validation. "View assessment details" is accurate and transparent.

Regulatory Updates Page

Location / Context	Current Text	New Text (Marketing-Led)	Why It Works
Page tagline (centre text)	<i>"Stay informed. Stay compliant. Stay Let Legal."</i>	"Stay informed. Stay one step ahead. Stay Let Legal."	"Stay one step ahead" is motivating and aspirational. It removes "Stay compliant" which is a legal claim and replaces it with something that feels empowering.
Footer tagline	<i>"Ensuring holiday let compliance across the UK"</i>	"Helping UK holiday let owners stay on top of their compliance"	Consistent with all other footer instances. "Helping" is warmer than "Ensuring."

Summary: Key Themes in This Rewrite

1. Replace 'compliant / compliance' with 'assessment' language wherever it appears in result states, badges, and certificates. These are assessments based on self-reported answers — not legal determinations.
2. Add 'based on your responses' as a qualifier wherever results are displayed. This single phrase does significant liability work while still feeling helpful.
3. Lead with benefit, not process. Users don't want to 'check their compliance' — they want to 'know they're on the right track' or 'get peace of mind.'
4. Use 'may need attention' rather than 'non-compliant' or 'missing.' This language is actionable and supportive rather than alarming.
5. The 10-minute time frame is a powerful conversion tool — keep it prominent on the homepage and registration page.