



Writing for the web course

We all read content on the web. But increasingly, teams in almost any department are called on to write web content, too.

And this can include almost any kind of writing – it could be blogs, intranet pages, marketing copy or anything else that fits in the four borders of a web browser.

Yet web writing requires solid writing skills – skills you may have found your team need to improve in.

Solving common problems

Perhaps they don't grab their visitors' attention – a common and fatal mistake online. Or maybe they fail to establish a key, take-home message for each page. Or they may simply not write in your organisation's tone of voice.

It doesn't have to be this way. These are fixable problems, which is why we've designed a day of targeted training that will dramatically improve the effectiveness of your team's web writing.

Tailored to your needs

The course we deliver will be tailored to your team's needs. So whether your team is writing for an intranet or for a huge external audience, we'll design the right course for your organisation.

By the end of the course, your team will understand how to write web pages that work: from communicating crucial information to getting your visitors to take the right action.

Who is it for?

This course is for anyone who needs to write online content. This includes writing for intranets, for blogs and for any other web page.

What does the programme include?

A face-to-face one day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

Your team will also have complete access to weekly online lessons as part of our follow-up programme, Emphasis 360. This will allow your team to recap the techniques they covered in the course – and learn new ones.

Numbers, pricing and venue

We can train four people up to an entire organisation. (Please ask about our open courses if you only need to train one to three people.)

The cost of the course varies depending on how many people you're looking to train. If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we'll run our course on your premises. (We can also train remotely via WebEx.)

All our courses come with a 30-day money back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

Your team will learn how to:

- win their visitors' attention by understanding the psychology of great headlines
- engage their audience and put key information first (so it is not buried in the page)
- build a logical structure for all their web pages
- make the most of links to create pages that are as useful as possible
- write pages that their readers will want to read
- use the latest search engine optimisation (SEO) techniques for getting their pages noticed by search engines (while avoiding those methods that result in penalties)
- avoid common grammar and punctuation traps
- proofread web pages for errors.

Course programme

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9.30 Introduction

- Welcome
- Course overview
- Setting your objective
- Visitor focus: making content reader-driven
- Identifying key messages

10.45 Coffee

- Getting started
- Overcoming writer's block
- Assembling the facts
- Structuring your web page
- Making the information flow
- Signposting
- Grabbing attention
- Leaving a good impression

1.00 Lunch

- Improving readability
 - Reader-centred writing
 - Writing for search engines
 - Make your writing active
 - Writing in plain English
- Structuring your sentences for easy reading

3.30 Tea

- Perfect punctuation
- Confident grammar
- Effective proofreading

Summary

5.30 Close

Get your documents read: discover how to grab your readers and keep them reading