



mekon
create

Writing for the Web Introduction

Who	This course is designed for anyone who needs to produce copy or content to be delivered over the web
Why	This course looks at how people actually use the web and how you need to prepare your copy and content for the purpose. The course is editorial rather than technical and will cover the principles and techniques of usability, how you can exploit journalism techniques for web copy as well as the relationship between design and content and the way users consume your pages.
Length	1 day

Understanding users

The difference between online and offline consumption of text
Who uses your website?
How your audience uses content

Content production process

Different types of content
Keeping it all up to date
Considerations for content management systems

Principals of web writing

Techniques to produce targeted, relevant copy
Scan-ability and navigation
Inverted pyramids
Click depth and page structure
A little journalistic flare – the direct approach

Re-purposing content for the web

Chunking down – breaking into small focused chunks
Sentence and paragraph structure
Self-contained copy units
Navigational and link text
Brevity
Skimming support

Working with a style guide

Brand identity and corporate essence
Tone of voice
Developing consistency
Nail down terminology
Visual style and using style sheets
Link targets and highlighted words
Proof reading

The art of webifying

Practical exercises designed to improve your ability to write clear, concise, user-friendly, brand-focused copy

Questions and answers