



Web Training Course - Writing for the Web

Who should attend this Writing for the Web training course?

This course is designed for anyone who needs to produce copy or content to be delivered over the web.

How long is this Writing for the Web training course?

1 Day

What are the benefits of attending this course?

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.

Content Outline

Understanding users

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

- Different types of content
 - Keeping it all up to date
 - Considerations for content management systems
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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
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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
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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
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The art of webifying

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

Questions and answers