

People read online and printed copy differently. This course will teach you to prepare, write and edit your copy to meet that reality. The course is editorial rather than technical in emphasis and will cover the principles and techniques involved in creating or adapting text for an online environment. You are encouraged to bring in examples of your own work in order to put together your own strategy for writing online copy that works.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key Topics

- Reading online
- Who is your target audience?
- Writing text for the web
- Different styles and formats
- Repurposing text for the web
- Language skills and exercises

Course Outline

Introduction

- How visitors read online and how they scan a page
- The difference between online and offline consumption of text
- Putting together a strategy for writing web copy that works

Knowing your users

- Who uses your website?
- Developing the right tone of voice

Principles of web writing

- Techniques to produce targeted, relevant copy
- Inverted pyramids
- Heads and sells
- Sentence and paragraph structure
- Signposting your copy
- Chunking down copy
- Self-contained copy units
- Evergreening copy
- Non-linear formats

Editorial styles and formats

- Developing and implementing editorial content style guides
- Creating attention-grabbing structures to standardise and simplify your content

The art of webifying

- Re-purposing or webifying existing offline copy
- Practical examples of how to take existing offline copy and turn it into accessible online copy that works

Language skills

- Reducing errors and inconsistencies
- Practical exercises designed to improve your ability to write clear, concise, user-friendly, brand-focused copy
- Proofreading online copy

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.