

Writing for the Web : Introduction

Course Description

This introductory course looks at how people actually read copy online and how you need 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 getting text right 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.

Pre-Course Requirements

You need no previous web writing experience to attend our Writing for the Web course.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	05-07-2018 at London Bridge 31-07-2018 at London Bridge 06-09-2018 at London Bridge 24-09-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction

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

Knowing your users

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

Style guides

- Developing and implementing editorial content style guides

Principles of web writing

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

Editorial styles and formats

- Developing editorial 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

Attracting and retaining readers

- Using keywords
- Using links and site structure to maximise page visits

Language skills

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

Questions and answers