

## Writing for the Web : Advanced

### Course Description

Designed for those who already have some experience of writing online copy, this course covers how to formulate a digital engagement strategy, how to develop an online voice for your brand and highlights advanced techniques for producing targeted, relevant copy.

The course also addresses how to structure your content to improve usability and search engine optimisation.

This course is editorial rather than technical in emphasis. If you want to tailor the content to your exact requirements, you are welcome to do so.

### Pre-Course Requirements

You should have attended our Introduction to Writing for the Web course or have an equivalent knowledge of the topics covered.

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### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	05-06-2018 at London Bridge 06-07-2018 at London Bridge 01-08-2018 at London Bridge 07-09-2018 at London Bridge 25-09-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	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 role of web copy in an integrated online strategy

### Listening and strategy

- Buzz monitoring, web analytics, sentiment analysis
- Understanding your audience
- Formulating a digital engagement strategy that works
- Commissioning and editing the right content for your readers
- How to work a brand tone of voice online

### Tailoring content for mobile consumption

- How tablets and smartphones are refining web-writing strategies

### Social and multimedia

- The role of blogs on websites
- Using multimedia to compliment your copy
- Sharing and promoting content through social media

### Style Guides

- Giving your Style Guide a healthcheck

### Techniques for writing online copy

- Techniques to produce targeted, relevant copy
- Creating engaging and useable heads, intros and instructions
- Making effective use of links
- Signposting your copy
- Self-contained copy units
- Evergreening copy

### Structure

- Structuring content in creative ways that improve usability and boost SEO

### Repurposing copy

- Re-purposing existing offline copy
- Practical examples of how to take existing offline copy and turn it into accessible online copy that works
- Monitoring your site for shovelware syndrome

### Questions and answers