

Writing for the Web

OVERVIEW

Course duration: 1 day.

Websites, Social Media, e-newsletters and blogs are now the main place we communicate with clients, secure new customers, and raise our credibility. But the web's high-speed environment makes its readers quick to judge, time-short and purpose-driven. This course will teach you the essentials of writing for such readers – to make more of your content read and noticed, influence your target readers, and bring returns on investment.

The course uses research evidence, case studies and practical exercises to demonstrate the essentials of writing for the web – helping delegates improve their website's structure and layout, influence and impact.

IS IT RIGHT FOR ME?

The course is for anyone writing or preparing copy for the web – websites, e-newsletters and blogs/social media – or responsible for a website's operation and maintenance.

You may be new to copywriting or new to writing for this media; designing a new website or seeking to improve one; or involved with digital marketing projects. The course is equally suitable for those from small/large organisations, and private, public and voluntary/third sectors.

WHAT WILL I LEARN?

By the end of this course you will:

- Learn the ways and reasons why digital readers differ, and the implications for content writers.
- Understand the importance of connecting with your readers, writing for scannability, and easy navigation and interaction.
- Receive feedback on your website, with suggestions for making short and long-term improvements.
- Obtain simple steps to improve your website's ranking on search engines.
- Receive tips on creating effective e-newsletters – getting them read and noticed.
- Have ideas for writing blogs and Social Media – to impress customers, build connections and sell services.
- Learn other ways to improve your digital content.

WHAT WILL IT COVER?

Writing for website

- How digital readers differ
- Tuning into readers' wants
- Essential techniques when writing for websites
- Improving digital content: importance of style guides, accessibility and proofreading.

Websites

- Webifying your copy (from a printed to website format)
- Eye-catching web pages – lessons from best practice
- Feedback on delegates' websites

- Search Engine Optimisation – the essential first steps.

E-newsletters

- The dos and don'ts
- Ways to increase your 'click rate' (percentage opened)

Writing for Social Media

- Writing for social media and blogs – how to make your content stand out.