



Writing for online audiences course

Increasingly, professionals in almost any department may be called on to write online content.

And with more and more digital content being produced globally, it's more important than ever that your online writing stands out.

Optimise your online content

We behave differently online. And anyone writing for online audiences has to know how to grab visitors' attention immediately, or risk losing them to the wilds of the web. They also need to know how to choose and write for the different channels and what kind of voice they should use to build interest, loyalty and trust.

This day of targeted training is designed to dramatically improve the return from your investment in online communication channels. It will help your team to understand how to engage audiences online to keep them coming back for more.

Tailored training

The course we deliver will be tailored to your team's needs. Whatever content they're producing or online channels they're focusing on, we'll design the right course for your organisation.

Who is it for?

This course is for anyone who needs to write digital content, including writing for websites, intranets, social media, blogs or any other online channel.

What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

On this course, your team will learn how to:

- understand the different techniques required for writing engaging digital content
- win their visitors' attention by understanding the psychology of great headlines
- build a logical structure for all their online content
- adapt their writing style to the online channel they're using and their digital audiences
- write online content that will keep their audience coming back for more
- use search engine optimisation (SEO) techniques to get noticed by search engines
- avoid common grammar and punctuation traps
- proofread digital content for errors.

Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

Course programme

Writing for online audiences

9.30 Introduction

- Welcome
- Course overview
- Setting your objective
- Visitor focus: making content reader-driven
- Identifying key messages and online channels

10.45 Coffee

- Getting started
- Overcoming writer's block
- Assembling the facts
- Structuring your online content
- Making the information flow
- Signposting
- Grabbing attention
- Leaving a good impression

1.00 Lunch

- Improving readability
 - Reader-centred writing
 - Writing for search engines
 - Making your writing active
 - Writing in plain English
- Structuring your sentences for easy reading online

3.30 Tea

- Punctuation tips for accurate online content
- Grammar essentials for online channels
- Proofreading digital content

Summary

5.30 Close

Discover how to write online content that keeps your audience coming back for more