



Writing for the web course

We all read content on the web. But, increasingly, teams in almost any department are called on to write web content, too.

And this can include almost any kind of writing – it could be blogs, intranet pages, marketing copy or anything else that fits in the four borders of a web browser.

Whatever kind it is, web writing requires solid writing skills – skills you may have found your team need to improve in.

Solving common problems

Perhaps they don't grab their visitors' attention – a common and fatal mistake online. Or maybe they fail to establish a key, take-home message for each page. Or they may simply not write in your organisation's tone of voice.

It doesn't have to be this way. These are fixable problems, which is why we've designed a day of targeted training that will dramatically improve the effectiveness of your team's web writing.

Tailored to your needs

The course we deliver will be tailored to your team's needs. So whether your team is writing for an intranet or for a huge external audience, we'll design the right course for your organisation.

By the end of the course, your team will understand how to write web pages that work: from communicating crucial information to getting your visitors to take the right action.

Who is it for?

This course is for anyone who needs to write online content. This includes writing for intranets, for blogs and for any other web page.

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

Your team will learn how to:

- win their visitors' attention by understanding the psychology of great headlines
- engage their audience and put key information first (so it's not buried in the page)
- build a logical structure for all their web pages
- make the most of links to create pages that are as useful as possible
- write pages that their readers will want to read
- use the latest search engine optimisation (SEO) techniques for getting their pages noticed by search engines (while avoiding those methods that result in penalties)
- avoid common grammar and punctuation traps
- proofread web pages 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 the web course

9.30 Introduction

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

10.45 Coffee

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

1.00 Lunch

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

3.30 Tea

- Perfect punctuation
- Confident grammar
- Effective proofreading

Summary

5.30 Close

Targeted training to dramatically improve the effectiveness of your team's web writing