

Now with  
post-course e-learning  
support worth £150

## Writing for the web (remote learning)

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

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

But whatever kind it is, web writing requires solid writing skills – skills you may have found you need to improve in.

### Tailored to your needs

This course is designed to improve *your* skills and *your* writing. Before the course, our expert trainer will analyse a sample of your web writing. So whether you're writing for an intranet or for a huge external audience, we'll give you the detailed feedback you need to improve.

By the end of the course, you'll understand how to write web content that works: from communicating crucial information to getting your visitors to take the right action.

### Who will benefit

This course is ideal if you need to write any kind of online content. This includes writing for intranets, for blogs and for any other web page.

Our courses for individuals are a great way to train only one or two people, or to sample our training before bringing it in-house.

And because this is remote training, you can attend no matter where you are.

## Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the business-writing techniques you learn on the day course.

## Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on the business-writing techniques you've learned.

## What you'll learn

### On this one-day course you'll learn how to:

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

## Course programme

### Writing for the web (remote learning)

#### 9.30\* Introduction

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

#### 10.30 Break

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

#### 11.45 Break

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

#### 1.30 Break

- Individual one-to-ones: feedback on writing samples
- Perfect punctuation
- Confident grammar
- Effective proofreading

#### 3.30 Close

\*Timings based on UK time zone (GMT/BST)

Targeted training to dramatically improve the effectiveness of your web writing