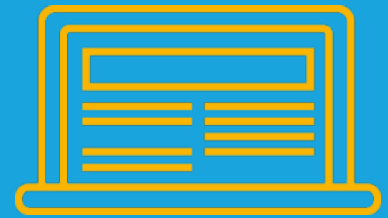# Writing for the web course

Course for companies **Live online**

Who is it for?
Anyone who needs to write online content. This includes writing for intranets, for blogs and for any other webpage.

Delivery
We deliver this course live online.

Participant numbers
Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length
Flexible – typically two half-days of training plus a half-day of coaching sessions.

Pricing
The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888
info@writing-skills.com

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

This could mean blog content, intranet pages, marketing copy or anything else that fits in the four borders of a web browser. But all web writing requires solid writing skills – skills you may have found your team need to improve in.

Perhaps they don't grab their visitors' attention in time to draw them in. 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.

But these are fixable problems. That's why we've designed a day of targeted training that will dramatically improve the effectiveness of your team's web writing.

Tailored to your team

And your course will be tailored to your team's needs, whatever they write and whoever their audience. So, by the end of the course, your team will understand how to write webpages that work: from communicating crucial information to getting their visitors to take the right action.
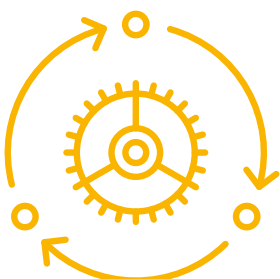
Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

Learning objectives

On this course, 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 webpages

- ⊘ make the most of links to create pages that are as useful as possible

- ⊘ write pages that their readers will want to read

- ⊘ use search engine optimisation (SEO) techniques to help their pages rank in search engines (while avoiding methods that result in penalties)

- ⊘ avoid common grammar and punctuation traps

- ⊘ proofread webpages for errors.

Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.
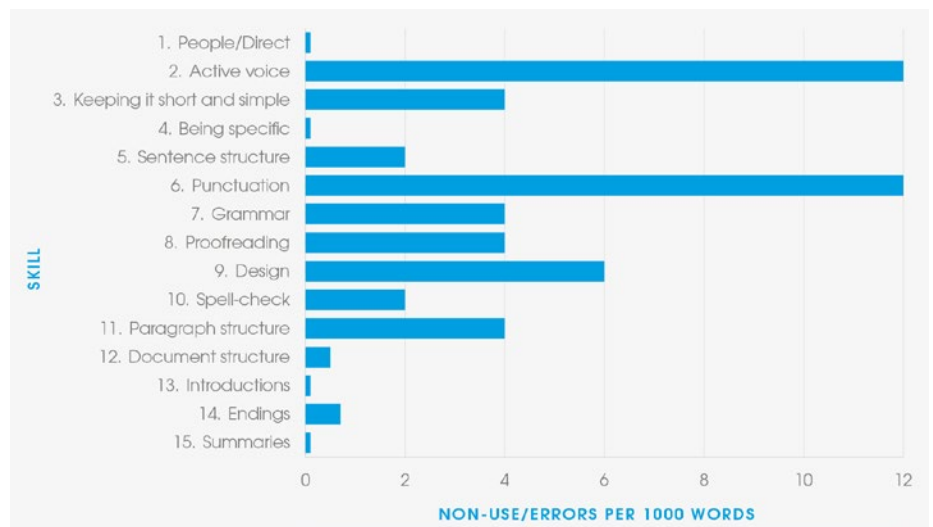
Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.

A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 6,000 organisations worldwide, including:

AVIVA   Deloitte.   eDF   HSBC   NHS

Writing for the web course

Course for companies   **Live online**

9.30–12.30

Effective planning and structure

Introduction and course overview

Setting your objective

Visitor focus: making content reader-driven

Identifying key messages

Getting started
- Overcoming writer's block
- Assembling the facts

Structuring your webpage
- Making the information flow
- Signposting your content

Grabbing attention

Leaving a good impression

Directing your visitor to action

9.30–12.30

Clear, optimised web writing

Introduction and recap

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

Confident grammar

Perfect punctuation

Effective proofreading

13.30–17.00

Individual coaching and analysis feedback

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com

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