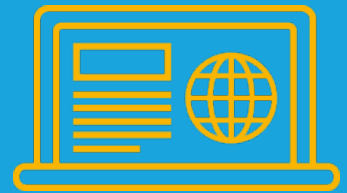


# Writing for online audiences



Course for companies

Live online



#### Who is it for?

Every team that have to write digital content: for websites, intranets, social media, blogs or any other online channel.

#### 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 a half-day 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](mailto:info@writing-skills.com)**

25 years



of better writing

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

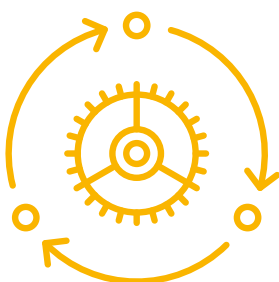
And with more and more digital content being produced globally, it's more important than ever that your online writing stands out.

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 understand what kind of voice they should use to build interest, loyalty and trust.

### Tailored to your needs

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.

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, based on real examples of your communications.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

## 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 short, intensive sessions 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:

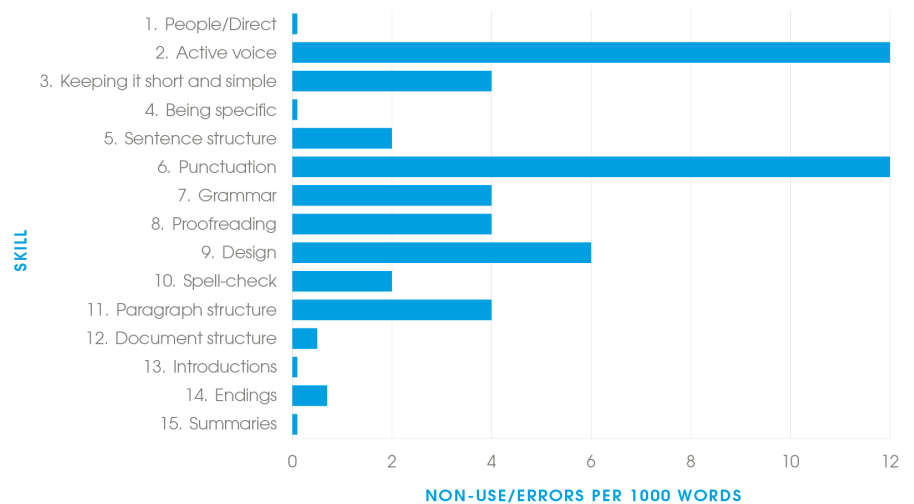
- ✓ recognise the different techniques required for writing engaging digital content
- ✓ identify their objective and key messages for any digital content they create
- ✓ win their visitors' attention by understanding the psychology of great headlines
- ✓ build a logical structure for all their online 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.



## 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 1,000 organisations worldwide, including:



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9.30-12.30

## Clear, reader-focused content

Introduction and course overview

Visitor focus: making content reader-driven

Identifying key messages and online channels

### Structuring your online content

- ☑ Making the information flow
- ☑ Signposting
- ☑ Grabbing attention
- ☑ Leaving a good impression

### Improving readability online

- ☑ Reader-centred writing
- ☑ Making your writing active
- ☑ Writing in plain English
- ☑ Structuring your sentences for easy reading online

### Writing for search engines

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 reinforce and complement 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](mailto:info@writing-skills.com)