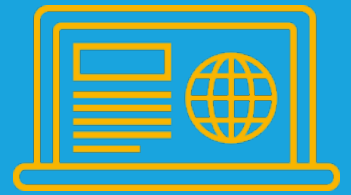


Writing for online audiences



Course for companies

In person

**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 in person.

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 one day. We can adapt the course for longer or shorter sessions as required.

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**

25 years



of better writing

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

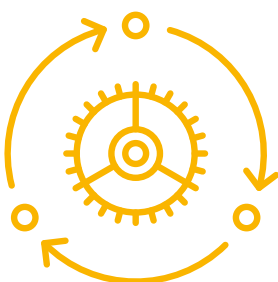
And with more and more digital content being produced globally, it's more important than ever that your online writing stands out.

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.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
 - ✔ Small-group training ensures each delegate gets individual attention.
 - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
 - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
-

Learning objectives

On this course, your team will learn how to:

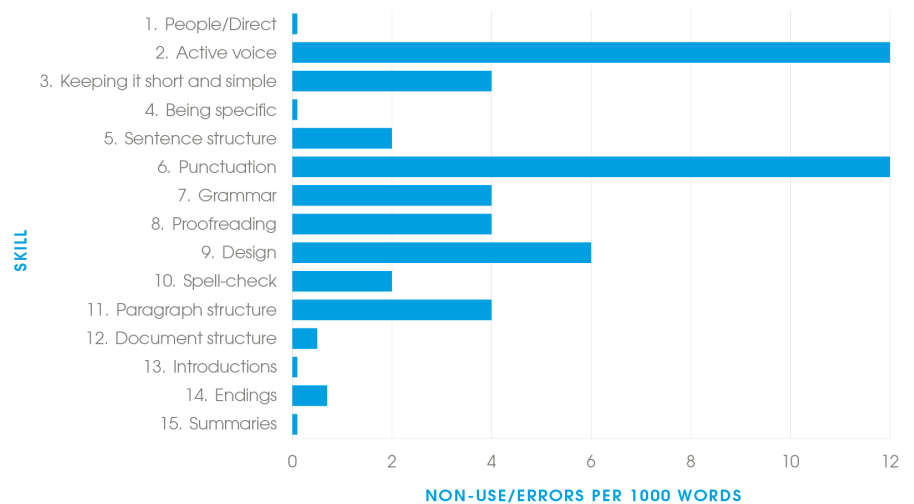
- ✔ understand the different techniques required for writing engaging digital content
- ✔ win their visitors’ attention by understanding the psychology of great headlines
- ✔ build a logical structure for all their online content
- ✔ adapt their writing style to the online channel they’re using and their 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.



Individual 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

During the course, 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 online 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	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Setting your objective Visitor focus: making content reader-driven Identifying key messages and online channels
10.45	Break
	Getting started <ul style="list-style-type: none">☑ Overcoming writer's block☑ Assembling the facts Structuring your online content <ul style="list-style-type: none">☑ Making the information flow☑ Signposting☑ Grabbing attention☑ Leaving a good impression
1.00	Lunch
	Improving readability <ul style="list-style-type: none">☑ Reader-centred writing☑ Writing for search engines☑ Make your writing active☑ Writing in plain English☑ Structuring your sentences for easy reading online
3.30	Break
	Punctuation tips for accurate online content Grammar essentials for online channels Proofreading digital content
5.15-5.30	Summary and close

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