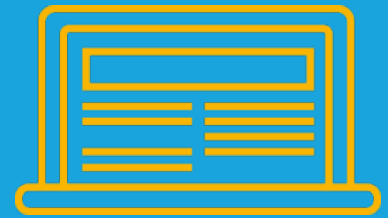


Writing for the web course



Course for companies

In person

**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 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

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

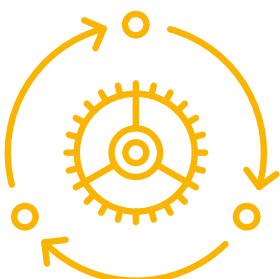
This could mean blog content, intranet pages, marketing copy or anything else that fits in the four borders of a web browser. But all web writing requires solid writing skills – skills you may have found your team need to improve in.

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 needs

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.





‘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:

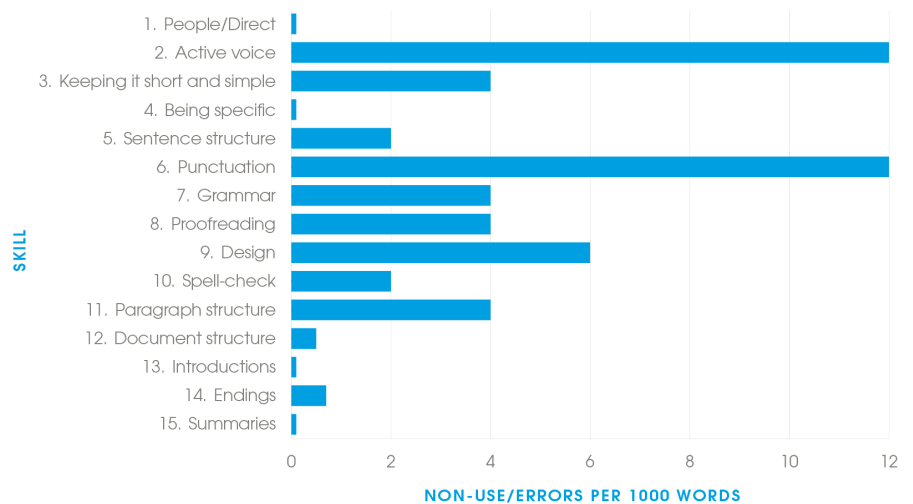
- ✔ win their visitors’ attention by understanding the psychology of great headlines
- ✔ engage their audience and put key information first (so it’s not buried in the page)
- ✔ build a logical structure for all their webpages
- ✔ make the most of links to create pages that are as useful as possible
- ✔ 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.



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
10.45	Break
	Getting started <ul style="list-style-type: none">☑ Overcoming writer's block☑ Assembling the facts Structuring your webpage <ul style="list-style-type: none">☑ Making the information flow☑ Signposting your content 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
3.30	Break
	Confident grammar Perfect punctuation Effective proofreading
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