Writing for the Web

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

People read online copy differently from printed copy. This course will teach you to prepare, write and edit your copy to meet that reality. The course is editorial rather than technical in emphasis and will cover the principles and techniques involved in creating or adapting text for an online environment. You are encouraged to bring in examples of your own work in order to put together your own strategy for writing online copy that works.

Course information

Course duration

One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course costs: £495 plus VAT for individual tuition.
Please call for prices for groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station. We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction
- How visitors read online and how they scan a page
- The difference between online and offline consumption of text
- Putting together a strategy for writing web copy that works

Knowing your users
- Who uses your website?
- Developing the right tone of voice

Style guides
- Developing and implementing editorial content style guides

Principles of web writing
- Techniques to produce targeted, relevant copy
- Inverted pyramids
- Heads and sells
- Sentence and paragraph structure
- Signposting your copy
- Chunking down copy
- Self-contained copy units
- Evergreening copy
- Non-linear formats

Editorial styles and formats
- Developing editorial style guides
- Creating attention-grabbing structures to standardise and simplify your content

The art of webifying
- Re-purposing or webifying existing offline copy
- Practical examples of how to take existing offline copy and turn it into accessible online copy that works

Language skills
- Reducing errors and inconsistencies
- Practical exercises designed to improve your ability to write clear, concise, user-friendly, brand-focused copy
- Proofreading online copy

Questions and answers