

## Writing for the Web

**A one-day practical workshop on  
the particular demands of writing quality content for  
web pages and other online communications**

PROFESSIONAL  
**£325\***



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

The online world changes all the time, with many places where people and organisations can connect and communicate.

This workshop gives delegates the essentials of writing powerful, effective short copy. It shows them how to apply these principles when writing for today's web.

Delegates study real examples of current web writing. They are welcome to use their own materials on the writing exercises.

### Delegates learn how to:

- create attractive, purposeful content and copy, using various frameworks;
- differentiate between content planning and copywriting;
- plan and manage content and copy for both human readers and search engines;
- set up their content to maximise their ability to measure its performance;
- create hard working web page content;
- adapt their writing when communicating online using social media sites and other online platforms.

**[www.henshallcentre.com](http://www.henshallcentre.com)**

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

### COURSE CONTENT

#### Essentials of Effective Online Copy

Short copy and what this means online. An integrated approach to selecting online platforms and media. Audience, purpose, content types, word choice and structure.

How to use a simple communications model to empower your writing. Appealing to humans and robots. Finding your style and tone of voice.

Readability and navigation. Online reading behaviours. How to write and use headlines and sub-headings.

#### Establishing your Web Site Copy Strategy

What must your content achieve? Formatting, layout and style. Readability. Static, dynamic and changing content. Keeping your copy fresh.

Constructing targeted content: interest; depth; and searchability. Measuring the effectiveness of your content and copy. Web site success factors and what to avoid.

#### Writing for the Social Media

Conversational marketing. What is it? How do you apply it? Establishing your social media copy strategy. Sharing and caring, not telling and selling.

Authenticity and personality. What to write, how often, in what style. Integrating messages and copy across online platforms, like blogs and directories.

Measuring the effectiveness of your content. Making Google love you. Social media success factors and what to avoid.

### Plan your training

*Writing for the Web* is a practical, jargon-free course on content, messages and words. It does not cover any technical aspects of building web sites nor in-depth, advanced SEO techniques.

It complements *Effective Blog Writing*. Each of our courses is self-contained. They can be taken in any order.