

Writing for the Web

Programme Overview

Writing and editing for an internet or intranet site is different to writing for print. There is a need to apply a different set of writing skills to attract and retain the attention of the reader. Conveying the corporate message effectively can be crucial to achieving individual, team and business objectives.

Who Should Attend?

Any member of staff with responsibility for supplying text for use on a company intranet or internet site, or staff responsible for updating a website using text supplied by other people.

Course Objectives

By the end of the course delegates will be able to:

- Identify what makes on-line different from print
- Identify effective writer-to-reader communication
- Understand the importance of screen layout in the writing process
 - Recognise the importance of colours and fonts
 - Recognise effective ratios of text to graphics on a screen
- Analyse text for structure, style and impact
- Implement a range of editing techniques
- Understand the importance of hyperlinks
- Implement techniques for maximizing feedback
- Identify the key rules of grammar and consistency
- Create a personal checklist for the preparation of documents/articles

Course Content

- The challenges of writing for the web
- The rules of communication
- Accessibility and usability
- The importance of Plain English
- An exploration of the different web writing styles
- Editing tools and techniques
- How writing can be used to sell
- Writing for e-mail newsletters
- Vocabulary, grammar, spelling and consistency