

Writing for the web

One Day Course

Course introduction

Do you need to write content for your company website, but not sure if you are using the correct techniques? There are many things that illustrate good writing skills. They include correct spelling, good grammar, as well as interesting content. However, to write for the Web you have to be aware of how people read Web pages. Web readers want information and they want it easily. They haven't got the time or the patience to search for what they are looking for; they want it given to them on a plate. Why do some web pages seem to work and others don't?

Course Aims

This course helps you to write a well-designed webpage. It covers everything from strategy and content, the design and look of a page and persuasive writing skills.

Course outline

Course content

Devising a Strategy for your Website

- Questions to ask when setting up websites
- Setting an objective, how it affects your writing
- Four factors to consider for converting text
- The importance of getting feedback
- Making your website accessible to those with disabilities

Understanding how People Read Online

- Understanding the techniques people use to 'read' websites
- How to make your text scannable
- Why you need to understand your reader
- Tips for integrating graphics and media with text
- Readability (language, writing styles, etc)

Structuring your Information

- How to use mind mapping to structure information
- Linking information
- Design considerations and how to refine your navigation process

Writing Skills

- How to edit text to make it lean
- Guidelines for headings
- Principles of good writing - what to avoid, how to make it personal
- How to make your content compelling
- What information should be offline
- Checklist for good web copy

Designing your Content

- Link paths – vertical, diagonal, lateral
- Different kinds of links and guidelines to make them effective
- Tips on search engine optimisation and page ranking
- Dos and Don'ts for screen appearance– fonts, colour, background, separators, tables and charts

Editing and Proof Reading

- A top-down approach to polishing the words and punctuation
- Ensuring your content has maximum impact
- How to avoid commonly confused words and common punctuation and spelling errors

What will I learn

- How to decide on a strategy for the content on your website
- Realise how people will read your website content
- How to structure your website writing
- Ideas for designing the actual content
- How to proof read and edit your content correctly

Related courses: Google Analytics

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