Contentetc

In-company training | E-learning | Content

Writing for the web
E-learning course

Our how to write for the web interactive training course will show you all the vital secrets

The best practice for writing online, how the right language makes your web copy easier to read, examples of good web writing, tops tips for writing online, making the most of search engines and attracting more people to your site. Online readers are more demanding, less loyal and won't give you as much time. Your words need to work much harder to get your message across. This e-learning course will show you how.

Who it's aimed at and course overview
This course is great if you are about to, or have just started, writing for the web, either professionally or personally.

The course comes in 4 parts:
Part 1: Reading on the web is different to reading print. Find out how so you can make your writing work online
Part 2: Pull readers to your site by writing to attract search engines, then learn how to keep them reading
Part 3: Get your information in the right order. It will make the maximum impact on your readers – and keep them coming back for more
Part 4: Make the most of the media; see how images and video play a role in getting your message across

You will learn:
All the ways that web content differs from the printed word
• The essential techniques for effective online writing
• The secrets of grabbing your readers' attention
• How to use language to build reader interest
• How to adapt your print content for online audiences
• The secrets of search engines, keywords and phrases
• Why you should use images and other visual devices
• Time-saving tips and tricks used by the professionals
• The latest tactics for achieving online impact
• The benefits of interactivity, including links, podcasts, video, audio and social media

...and much more.

Detailed course content and duration
If you sat down and did the course in one sitting, it would take approximately 2 hours to complete. However, the exercises and quizzes we include mean it can take longer. You can work at your own pace, and dip in and out of the course as often as you want, and go back to sections to really make sure you've understood.

If you have any queries at all, you are very welcome to **get in touch with the trainer as often as you want**.

We set a 4 week deadline from the point you receive your enrolment information. If you need longer though, you just need to let us know.

Writing for the web is an ideal complement to our Search Engine Optimisation online course.

If you would like to receive a Certificate when you have completed your e-learning course, please just let us know and we will arrange for one to be sent to you.

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The course covers:

How people read online
- Thinking about your reader
- Why are they there and what do they want?
- How people read a screen
- The skim factor
- What does this mean for the writer?

Writing for the web
- Web vs print: the differences
- The 25/50 rule: keeping copy short
- Getting the most important information first
- Grabbing your reader with short and sharp headlines
- Using the inverted pyramid
- The vital first paragraph
- Using active language
- Breaking copy up
- Thinking top and left of the page
- Adapting material for longer articles
- Using devices to pull the reader's eye down the page

Using search engines to pull readers to your site
- How readers are measured
- How search engines work and rank
- Feeding the search engines
- Using key words and phrases
- How writing changes for search
- Striking a balance

Using the media
- Giving your coverage depth
- Creating links
- Making it timely, offering more and keeping it updated
- Thinking and tagging images
- Making it multimedia: using slideshows, podcasts and vodcasts
- Encouraging readers to contribute through blogs, polls, quizzes and forums

Interactive quizzes, exercises, top tips and checklists

This course is packed with interactive exercises. You'll be quizzed on how people read online; writing for the web; and analyse sample content from the web, to see what works and what doesn't.

There are handy tips and checklists at key stages of the course. These cover vital topics including:
- How people read on the web
- Writing online
- Search engine optimisation
- Keeping things short
- Thinking left
- Breaking copy up
- Making it multimedia

and many more.

Discounts and prices

Writing for the web is £19.99 + tax per user * which gives you full unlimited access to the course for one month. If you need longer though, you just need to let us know.

If you want to add personal one-to-one trainer feedback to the course, the price is £69.99 + tax.

Contact us

Please call us on
00 44(0)1428 722105
to speak to either Lucy, Rosemarie or Elaine about your particular training needs.

Or email us at
info@contentetc.com
and we will get back to you as soon as possible.

Your trainer and feedback

Margaret Coffey is a journalist, trainer and founding-director of ContentETC. As a trainer she works with major UK media owners and other organisations to design and deliver programmes to improve the performance of writers across all media channels. For 30 years she has written about business and technology for US and UK publications and websites, including BusinessWeek, The Independent, The Financial Times and many others. Margaret's recent clients include Bauer Media, Immediate Media, the University of Strathclyde, the Museum of London, Tekdata Interconnections and the National Bank of Kuwait Capital.

The beauty of e-learning is that you can do it at a time and place to suit you. But you won't be alone! **Margaret will talk you through the key points to improve your skills and knowledge, and at any time during your e-learning course, you can email her with any queries or comments.**

Margaret can also give you invaluable **one-to-one feedback on your own work**. If you buy the trainer feedback option with your course, she will ask you to email your work after you have completed the e-learning. She will supply you with individual guidance, comments and practical suggestions. Then, once you've improved your work, she will review your revised content and provide a second set of comments. This unique feedback really brings your e-learning to life and makes sure you have truly grasped - and applied - all of the key principles.