

# WEB CONTENT COURSES

Still the market-leading course 10 years on

Sharper web writing skills can help you engage with your audiences more effectively



## Inhouse: Web writing, editing and usability workshops

We deliver one day or two day workshops tailored for your specific needs at your offices. We analyse web content, look at your web publications in the context of the sector. We then craft suitable exercises and customise our presentations.

We can specialise in writing for websites, intranets and email newsletters or all three.

Malcolm Davison was first to deliver a web writing course in the UK. Ten years on, he has trained over 400 organisations - including banks, government departments, local authorities and has worked at the EC and the UN in Geneva.

### What will you learn?

- How to write text that makes an impact and fully achieves your web communication objectives

- The latest ideas and well-proven approaches for improving onscreen readability
- How to make your website easier to use, without breaking the bank
- Practical guidelines that you can pass on to whoever writes your content

more overleaf ...

### A decade of web writing training

More information at: [www.writingfortheweb.co.uk](http://www.writingfortheweb.co.uk)

Or phone **01444 254780**.

Email: [info@writingfortheweb.co.uk](mailto:info@writingfortheweb.co.uk)



# More about the our workshops

## Credible, persuasive writing

- Adapt your writing style to the web
- Discuss examples of good and bad practice
- Analyse online writing for structure, style and effect
- How to get the message across - some different writing approaches
- Tailor information for different target audiences
- Compile accurate but persuasive headings and summaries
- Write concisely and precisely, putting every word to work
- Stimulate reader feedback and interaction

## Usability

- Understand how to link material clearly through navigation paths and use of hyperlinks
- How to guarantee that everyone will find material on your website
- Find out what works visually in layout and typography on screen
- Judge how much information to present or break down on a screen
- Recognise how to improve readability through design, layout and use of images

## Setting control processes

- Identify the criteria necessary for best web communication practice
- Make your own checklist of professional guidelines
- Consider developing a corporate verbal identity
- Foster teamwork in your organisation

31 out of 34 local authorities that we have trained later went on to be awarded a Plain English Crystal Mark by the Plain English Campaign.

## Who should attend

- People at all levels involved in preparing or editing copy for websites and intranets
- Communications, editorial, web designers and IT staff
- Project managers and directors

## Extra topics we can cover

- Email newsletters
- Press 2.0
- International communication
- Intranet
- Downloadable files
- Social media
- Search engine optimisation

**Malcolm Davison** FIIC, MCIM, LBIPP has advised major corporates in the UK and Europe on the structure and design of their intranets and websites. Clients also include the UN, the European Commission, Whitehall departments

## What people say

"The course on web writing and editing exceeded my expectations. Hardly anything was not of direct relevance. It will give our whole team a great platform on which to build."

"The course was very professionally led. All the key web writing communication principles were covered, along with lots of worthwhile hints and tips."

"Very good and professional, I can't wait to go out and put some of the ideas into practice!"

We also provide a web writing elearning course and run public courses in London and Edinburgh.