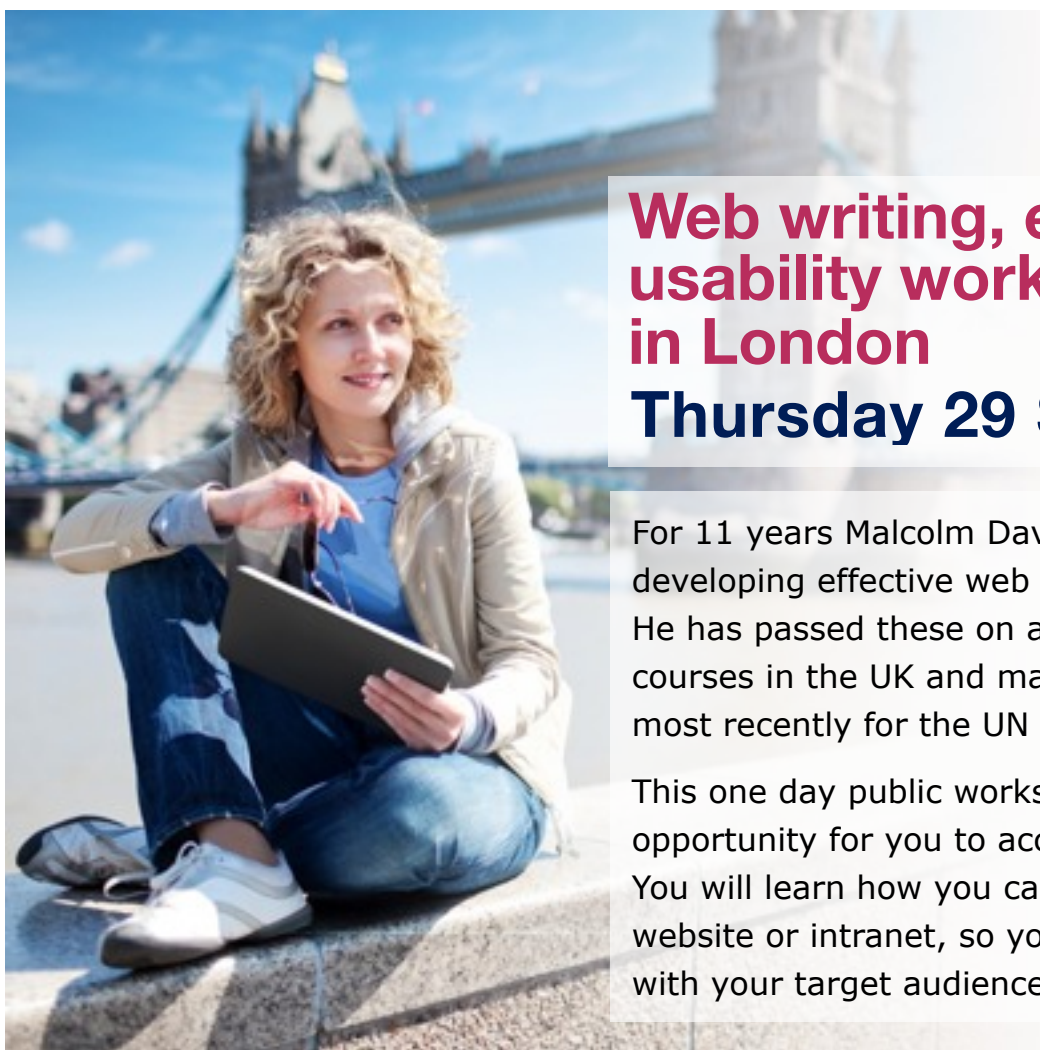


# WEB CONTENT COURSE



## Web writing, editing and usability workshop in London

**Thursday 29 September**

For 11 years Malcolm Davison has been developing effective web writing techniques. He has passed these on at inhouse training courses in the UK and mainland Europe and most recently for the UN in Norway and Italy.

This one day public workshop is a rare opportunity for you to access this knowledge. You will learn how you can improve your website or intranet, so you can better engage with your target audiences.

### What will be discussed?

- How to write copy that not only makes an impact but also achieves your web communication objectives
- The latest thinking on improving text readability
- Good looking text attracts readers - you will be given a layout formula to make all your text look good on screen
- Navigation tips that ensure that the reader can easily navigate to find web content
- Simple and useful guidelines and check lists for you to adopt
- Selecting the right channel - website, intranet, newsletter, social media, paper or other digital media

**more overleaf ...**

**How to book** Places are £450 +VAT (£540) for the one day course including lunch (with a very special and memorable surprise). Subsequent places are £405 +VAT (£486). The course is a short walk from Southwark Underground Station (Jubilee line).

**Book by 9 September and you will get a 5% discount.** Booking form at:

[www.writingfortheweb.co.uk/london.html](http://www.writingfortheweb.co.uk/london.html)

Or phone **01444 254780**.

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

# More about the workshop



## Writing

- How web communication differs from print
- Examples of good and bad practice
- Analyse online writing for structure, style and effect
- How to get the message across - several writing approaches
- Tailor information for different channels including email newsletters and social media
- Compile accurate, persuasive headings and summaries
- Write concisely and precisely, putting every word to work
- Stimulate reader feedback and interaction - and using personas

## Usability

- Understand how to link material clearly using hyperlinks, and optimising text for search engines
- How to ensure that everyone will find material on your website
- Dealing with lengthy material, how much content to present on a web page and how to link the remainder
- What eye-tracking tells us about optimising text for screen reading and use of images

## Setting control processes

- Identify the criteria necessary for best web communication practice
- Discuss defining a corporate verbal identity
- Fostering a teamwork approach in your organisation
- Make your own checklist of professional guidelines
- Quality control procedures

Tailored inhouse courses also possible and a web writing elearning course is available

## 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

**Malcolm Davison** FIIC, MCIM, LBIPP is managing director of [writingfortheweb.co.uk](http://writingfortheweb.co.uk) and European director of [Industrymailto.co.uk](http://Industrymailto.co.uk). He has over 30 years' blue-chip company and agency experience in PR, marketing and editing.

Malcolm started his career as a programmer at Barclays Bank before moving into marketing and PR. Latterly he was publications editor for an international building materials group.

Over 11 years he has advised major corporates in the UK and Europe on the structure and design of their intranets and websites. Clients include the UN, the European Commission, Whitehall departments, UK universities and the Scottish and Welsh Governments.

## 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."

Thursday 29 September

Course information and booking form:  
[www.writingfortheweb.co.uk/london.html](http://www.writingfortheweb.co.uk/london.html)