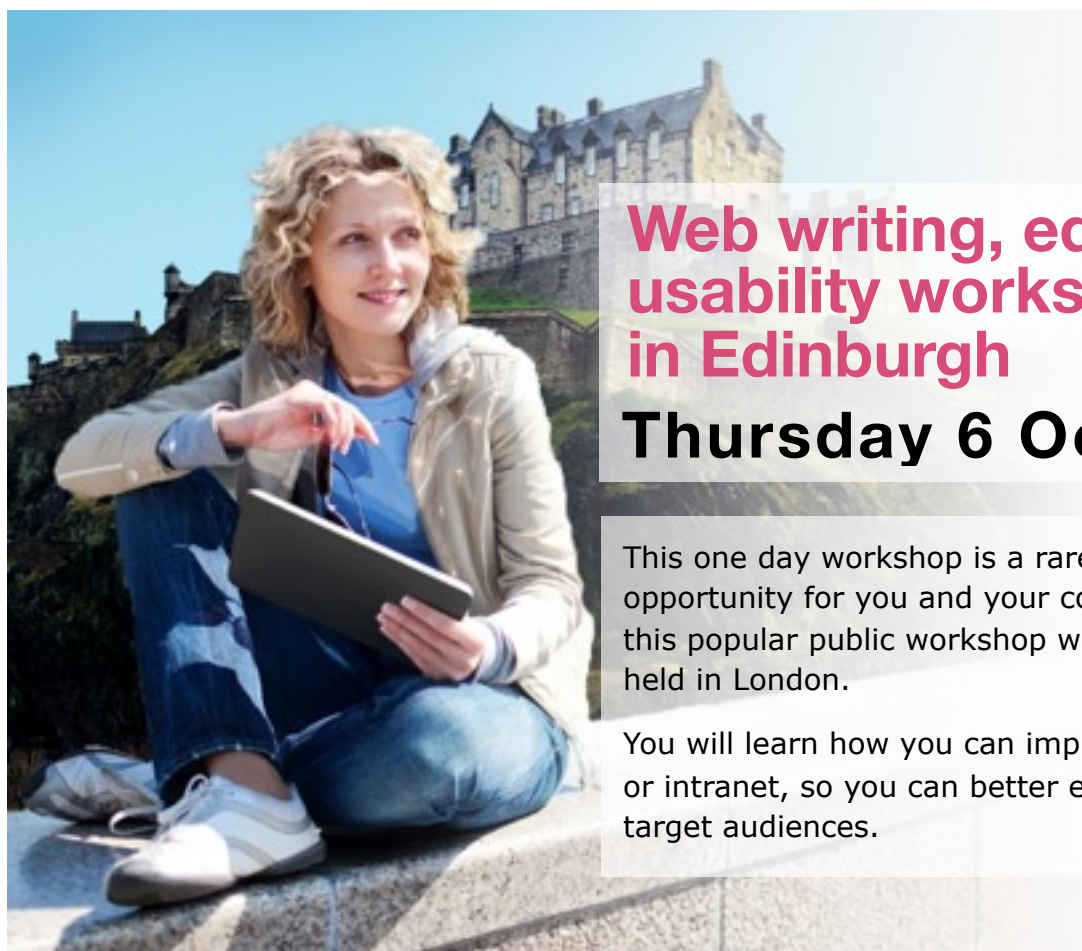


# WEB CONTENT COURSE



## Web writing, editing and usability workshop in Edinburgh

**Thursday 6 October**

This one day workshop is a rare Scottish opportunity for you and your colleagues to attend this popular public workshop which is otherwise held in London.

You will learn how you can improve your website or intranet, so you can better engage with your target audiences.

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.

He has also worked for most financial institutions in Scotland and many of the Scottish Government departments.

Of 34 local authorities he has trained, 31 have gone on to earn a Crystal Mark from the Plain English Campaign.

### What will be discussed?

- How to produce text that motivates readers to respond and achieve your web communication objectives
- The latest ideas and well-proven approaches for

improving onscreen readability to ensure you engage readers

- Making sure your website and intranet copy is not let down by poor design and usability
- Practical guidelines that can be easily adopted by your organisation

**more overleaf ...**

**How to book** Places are £450 plus VAT (£540) for the one day course. The second and further places are £405 plus VAT (£486). **Prices 5% less if you book by 9 September.** We provide a computer but you can save £15 +VAT if you bring your own. The course venue is close to the Royal Mile and 5 mins walk from Waverley Station.

Booking form at: [www.writingfortheweb.co.uk/scotland.html](http://www.writingfortheweb.co.uk/scotland.html)

Or phone **01444 254780**.

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

# More about the workshop



## Writing

- Understand how the web differs from print
- 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 channels including social media
- 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. Writing for search engine optimisation.
- 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

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

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

## 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 a freelance communication consultant with over 30 years' blue-chip company and agency experience in PR, marketing and editorial.

Malcolm started his career as a computer programmer at Barclays Bank before moving into marketing and PR and later becoming Publications Editor for the international building materials group Redland plc.

He 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 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."

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

Thursday 6 October