

How to raise your web content standards cost-effectively

Making your training budget work harder

what learners say

'My experience of the course has been great and I have already been putting what I have learned into practice.'

'Another great lesson with very useful information.'

'The training is quick and efficient.'

'I enjoyed the course it is very interesting.'

'It gave me a lot to think about.'

'If you're unsure about how to tackle writing for the web - this course will set you up and give you the confidence you need.'

£100_{+VAT}

per place for 50 places or £145 (inc VAT) for one

Credit card or invoice payment. Corporates may like to ask for a course preview.

We are also the leading supplier of inhouse web writing training courses. Contact Malcolm Davison on **01444 254780** or email: info@writingfortheweb.co.uk

eLearning web writing course



Benefits for the learner

On-demand – allows convenient 24/7 training at off-peak times or even at home.

Learning time – the course takes less than a day at one sitting or can be fitted in over a month.

Self-paced – reduces stress for slow and faster learners. Keen learners have access to extra material.

Motivational content – video, photos, practical exercises and quizzes engage the users, so they are inspired to power through the material.

Reference material – provided for later review. And a certificate to print on completion adds to the sense of achievement.

Why our course?

Expert knowledge – learn from the market leader in web writing training. We have worked with over 400 governmental and commercial organisations including the UN, the EC, Whitehall departments and 30 local authorities. Get the top tips from the experts.

Well-proven – leading organisations use the course to train individuals or whole departments. Their feedback has led to fine-tuning and a well trusted, high standard course.

Simplicity – our system hosts the course and all you need to do is to sign up and perhaps monitor individuals' progress and performance.

Award winning potential – our web training has led to clients winning web awards, SOCITM accolades and gaining the Plain English Crystal Mark.

Benefits of good web content

Improved communication – ensure the quality of your written material matches your visual identity standards. Bad communication will damage your corporate reputation.

Lower your printing costs – tighter writing results in shorter cheaper-to-print publications.

Better letter and email communication – writing from your reader's perspective rather than the organisation's will improve rapport with internal and external audiences.

Advantages of eLearning

Reduced cost – our course fee is a quarter of a tutored web course and there are no travel, hotel or meal costs.

Less time spent away from the job – one day's input can be slotted in around other work.

Increased retention – 25% greater than traditional methods. [study by JD Fletcher in Multimedia Review]

Consistent and repeatable delivery of content.

Much more detail at
www.writingfortheweb.co.uk/elearning

“writing
for the
web”