

The *Writing for the web* course



Why is writing for the web so important?

- When people go online for information they want to find it quickly, and they only want to have to read it once.
- If people find your website unsatisfactory, they'll probably go to a competitor's.

In short, your web pages could be doing irreparable harm to your organisation.

Our one-day *Writing for the web* course teaches delegates how to communicate clearly and effectively to screen readers. We look at how people's reading behaviour changes when they go online, how to plan your message with the web in mind and how to write it in a clear, user-friendly way.

Throughout the course we use real examples from the web – good and bad – to illustrate the principles of effective web design and writing. We can also round off the course by reviewing some pages from your own site, and helping the delegates suggest improvements.

Here is a brief guide to what the course covers.

- How do readers look for information online? How do we cater for this?
- What makes writing 'readable'?
- What information do our readers need from us?
- The importance of being understood and creating a good impression
- The techniques of good writing
- Focusing on the audience

- An easy way to plan and organise your 'landing page' and any linked pages
- Using everyday language
- Keeping sentences and paragraphs short
- Making your writing personal (using 'we' and 'you' when appropriate to avoid a pompous and impersonal tone)
- Writing 'actively'
 - using active verbs
 - avoiding unnecessary 'noun phrases'
- Using 'bullet lists' to present linked information clearly
- Putting it all together. An editing workshop, using your own web pages

Course programme

- 09.30 Welcome and introductions
Meeting web readers' expectations
Plain English techniques
- 10.45 Break
Planning and organising your web pages
Using everyday words
Keeping sentences short
Making your writing personal
- 12.30 Lunch
Writing 'actively'
Lists
- 15.00 Break
Editing workshop – reviewing and revising your own documents
- 16.30 Review and close

For more information please phone Dave Fox on 0114 2571400, or email df@wordcentre.co.uk.