

Writing for the Web

Training course outline

A website with a clear, concise message is an essential tool for any business.

Writing for the Web training teaches skills for creating content that is easily understood and consumed when read on-screen



Course summary

Teaches how to write effective online content, covering:

- Writing content that can be easily understood and interpreted when read on-screen.
- Getting your message across clearly.
- Editing and proof reading effectively.
- Overcoming the challenges of Web writing.

Duration

One day.

Who should attend?

People who are new to web writing, and those looking to improve 'hits' to their website or the sales generated from it.

In-class or live online

You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information

Courses are hosted by highly experienced instructors, who have held senior writing roles in industry.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support

Following training, you're entitled to 30 days' email support from your trainer.

Further information

See armada.co.uk/course/writing-for-the-web.

Course syllabus

See over.

Course syllabus

Topics	Sub-topics
Thinking before writing	How readers use websites Elements of a high-impact website Key differences between printed and online text Connecting good and bad Website characteristics to the writer's responsibilities Profiling your readers with user personas
Structuring your content	Organising information to answer user questions Capturing and focusing the reader's attention Designing from the bottom up Chunking information into topics with LATCH Integrating the inverted pyramid principle Structuring for clarity and flow Applying a Web writing process
Writing effective site content	Creating pages that serve the audience Communicating your message with effective text Maintaining focus Building effective sentences

Topics	Sub-topics
Keeping the audience reading	Constructing sentences with a user focus Crafting a powerful message Practicing concision Designing for clarity
Writing for the world	Composing English content for a global audience Reducing ambiguity and complexity with controlled English
Enhancing usability and access	Distinguishing between usability and accessibility Applying W3C and 508 accessibility guidelines to content Highlighting writing techniques that target accessibility Adding text to graphics for increased search results