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 this course in-person at any of 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/live-online-training.

General information
Writing for the Web courses are hosted by highly experienced trainers who are experts in the field of writing for business.

This training is arranged on-request, i.e. one-to-one or a 'closed course' for your group. This means that it can be:

- Provided when it suits you.
- Adapted to reflect your work.

Whilst attending training at our centres, delegates have the use of a computer to practice the techniques taught.

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

If you're self-funding your training, you can pay in staged payments, interest-free, over 12 months.

Course materials and certificate
Delegates receive:

- Comprehensive training materials.
- A certificate confirming successful completion of a *Writing for the Web* course.

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 delegates to learn the techniques taught.

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

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

Further information
For further details, see armada.co.uk/course/ writing-for-web-training. For a quote and details of our availability, please contact us.

Course syllabus
See over.

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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

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