



Writing *for the* Web

Are you or your organization facing large volumes of information that need to be disseminated on the web? To add to the challenge, are you dealing with complex information or technical subject matters? This two-day workshop will enhance your skills at writing web content that is well-organized, clear and focused on the readers' needs. Through practical exercises, you will learn to use words that matter to the readers, and to develop content that is easy-to-read and easy-to-understand so that readers can quickly find what they are looking for.

Audience

Anyone who is expected to plan for, write or review content for the web

Duration Two-days

Price \$995.00

Topics:

- Understanding who reads your website content
- Researching readers' needs and developing reader profiles
- Writing clean, clear and crisp
- Using grammar and punctuation effectively
- Driving readers to action
- Using visuals to increase impact, not to distract from filler
- Testing website content to improve it
- Working with technical and design staff
- Editing print documents to be effective on the web
- Writing for the mobile web
- Making the search engine optimization work for you