



Writing for the Web

Introduction

Our *Writing for the Web* training course teaches about the priorities and practicalities of writing for this medium.

We do this in just one day by focusing on:

- ▶ Overcoming the challenges of web writing.
- ▶ The essentials of effective writing.
- ▶ Getting your message across.
- ▶ Editing and proof-reading.

Duration

One day.

Who should attend?

People who are new to web writing, and those looking to improve 'hits' to their web site or the sales generated from it - technical writers, advisors and information officers, press/communications officers, and others.

Course outline

▶ Overcoming the challenges of web writing

Different types of web sites and their main characteristics.

Challenges of web writing, and how to overcome them.

Practical guidance on writing for the web.

BBC on-line rules, Six W's, and 10 commandments of Internet writing.

Review of several sample web sites. Examine strengths and weaknesses, and write improvements.

▶ Essentials of effective writing

Learn to follow the five essentials of effective writing. Good English should be:

- simple
- informal
- direct
- active
- personal

Written exercises to turn Gobbledygook sentences into clearly understood, lively and accurate copy.

▶ Getting your message across

Adapting your work for the web

Learn to write for how people search and read the Internet.

Keeping the reader interested on the screen.

Importance of metadata such as headings and context.

Getting your structure right.

Guidance on sentence length, paragraphs and punctuation.

Other characteristics of good English.

Written exercises.

▶ Finalising content

Things to watch out for when editing your own work.

Ten tips for better proofreading.

Common grammatical errors to avoid.

Banned words and phrases.

Practical exercises in preparing error-free copy.