

## Writing for the Web: Hands-On Skills for Reaching an Online Audience - 2 Days

### *Course 221 Overview*

#### **You Will Learn How To**

- Plan, draft and edit content to attract and keep readers
- Organise content to help readers find the information they are looking for
- Meet reader expectations by using appropriate language and style
- Capture audience attention with a user-focused message
- Fine-tune text for clarity and concision
- Adapt language for an international audience

#### **Course Benefits**

Writing for the Web is a unique skill, requiring the ability to create clear and concise content that allows readers to easily navigate sites and absorb information quickly. In this intensive course, you develop and sharpen skills to create compelling Web content that attracts visitors and provides value. You learn how to write for the online environment, including optimising content for search engines and organising information flow.

#### **Who Should Attend**

Those interested in creating, revising or maintaining Web content, including technical writers, Web content writers, managers, programmers, developers and other professionals.

#### **Hands-On Training**

Hands-on exercises provide practical Web writing experience and include:

- Identifying the characteristics and criteria of a good site
- Designing content structure using brainstorming tools
- Tailoring your writing to different audiences and needs
- Writing Web content from scratch
- Focusing your message with industry-standard editing techniques
- Editing text for clarity and concision
- Creating content for a global audience
- Persuading your reader by targeting key motivators

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### Course 221 Outline

#### Thinking Before Writing

- How readers use Web sites
- Elements of a high-impact Web site
- Key differences between printed and online text
- Connecting good and bad Web site 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
- Writing from the bottom up
- Chunking information into topics with LATCH
- Integrating the inverted pyramid principle

#### Structuring for clarity and flow

- Creating cohesion with organisational techniques
- Implementing brainstorming methodologies

#### Applying an end-to-end Web writing process

- Expanding on the traditional writing process
- Developing best practice checklists
- Differentiating among programmer, designer and writer roles

#### Writing Content for an Effective Site

##### Creating pages that serve the audience

- Recognising the order in which readers process a Web page
- Constructing zones of interest on a page to support the reader

#### Communicating your message with effective text

- Matching your style to your audience
- Comparing and contrasting writing styles
- Building credibility with effective research
- Cultivating an appropriate writing voice
- Enhancing audience focus

#### Maintaining focus

- Avoiding words, phrases and writing techniques that slow readers down

- Demystifying grammar rules
- English as a positional language
- Repeating key terms
- Expressing similar concepts in similar ways

#### Building effective sentences

- Sequencing words and phrases
- Keeping to the subject
- Employing active and passive voice
- Avoiding the inferential gap
- Grammar and punctuation considerations

#### Creating Compelling Content

##### Constructing sentences with a user focus

- Keeping your audience reading
- Crafting a powerful message
- Selecting the right words
- Maintaining meaning, concision and clarity
- Steering clear of ambiguous words and clichés

#### Writing to sell

- Creating text to persuade readers
- Constructing customer-focused persuasion
- Exploring the key motivators of psychological persuasion

#### Improving Your Text

##### Designing for clarity

- Exploiting value-added modifiers
- Incorporating clarity throughout a site
- Dealing with abbreviations
- Correct Only If Known (COIK)
- Qualifying pronouns and synonyms
- Avoiding negative terms and hidden verbs

#### Practising concision

- Avoiding wordiness
- Eliminating noise words and phrases
- Simplifying text by removing adjectives and adverbs

#### Writing for the World

##### Composing English content for a global audience

- Identifying the style of your text
- Adapting your style to your audience
- Minimising words without losing the message

#### Reducing ambiguity and complexity with controlled English

- The principles of controlled English
- Resources for making English accessible