



Writing Content for the Web Course Outline



Course aims:

This web writing course has been designed so that you will be able to approach online writing with more confidence, improve the readability of online text and set corporate editorial standards. You will also appreciate why wider aspects - such as design, navigation and usability - are an integral part of the writing process.

By the end of the course the delegates will be able to:

- Analyse online writing for structure, style and effect
- Recognise key criteria necessary to maintain high corporate standards
- How to improve readability through design, layout and typography
- Look at why some websites work and others don't

Who should attend:

Anyone who currently write pages for the web or those who will be starting to create their own web pages.

Duration: 3 hours

Communication	Communicating the site's purpose ,communicating information about your company
Writing content	Preparing to write, knowing your audience/target, writing guidelines how to write your content, understand good writing guidelines for the web, terms to avoid, style and voice, writing style and format, inverted pyramid style of writing, the top ten mistakes on websites, evaluate what's wrong with sample pages
Editing web writing	The editing process, proof reading, cutting down content
Web site style guide	How to create an in-house web site style guide, suggested standards
Accessing past content	Archives and accessing past content
Links, navigation and search	Using navigational aids, why links, navigation bars and searching is an important part of a web page
Graphics and animation	What you should and shouldn't do
Exercises	Examining pages and rewriting the content