

# Gearing You For Growth

Bursaries | Business Skills | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Writing For The Web

### Course Overview

The Internet is full of fascinating places to find information, check out your favourite companies and stores, look for deals, read the news, and much more.

However, people do not read information on the web in the same way that they read a printed newspaper, magazine, or a book. As writers, we have to be very aware of how people approach a web page so that we can create interesting and engaging content.

This one-day course is for people who write for readers on the web.

### Course Objectives

This one-day workshop will teach delegates how to:

- Apply engaging techniques that draw readers to web pages.
- Plan what to write to reflect their web hierarchy.
- Create engaging content, including catchy headlines.
- Enhance their writing with other forms of media.
- Make their writing accessible to a variety of readers.

### Prerequisite

There are no prerequisites.

### Target

This workshop is for Writers, Marketing Teams, Authors or anyone who is responsible for creating content for the world-wide web.

### Duration

- 1 Day



## Course Outline

### Getting to Know the Web

To start the course, delegates will learn how web writing is different from other writing. They will also learn how HTML works and the importance of working with their web designer. Finally, they will learn eight influence factors that they can use to engage readers.

### Tips on Creating a Site Hierarchy

In this session, delegates will look at how site design and navigation features (including menus, links, and buttons) can help engage readers.

### Creating Your Content

Next, delegates will get some tips on writing eye-catching headlines and good content. They will also learn about setting writing goals.

### Testing the Waters

This session will give delegates some hands-on practice with a key aspect of web writing: conciseness.

### Deciding What's Fit to Print

Delegates will learn how to measure usability and other tools that can help them decide what to write about.

### Adding Audio and Video to Your Content

There is a great debate out there about whether or not audio and video belong on every site. Delegates will consider this topic during this session.

### Getting Your Content Noticed

To begin this session, delegates will learn some tips for making their content accessible to all readers. Then, delegates will learn about search engine optimization, alternative search, and keyword optimization.