

Writing for the Web

One Day Workshop

If you need to develop written Web content that will attract the attention of readers and keep them returning to your site, Writing for the Web is the workshop for you.

OBJECTIVES

Writing for the Web is a one-day workshop that provides a sound basis for developing written Web content. This workshop is particularly valuable for those people who developed writing skills in a paper era and need guidance in the approaches that are most effective on the Web. The workshop provides the perfect structure for participants to learn, practice and develop the techniques needed to communicate effectively through website writing.

OVERVIEW

Participants will learn:

- Typical characteristics of users of content-based websites
- How to define the audiences of different websites
- Developing a suitable text narrative for the audience
- Presenting attention-grabbing Web pages that maintain reader interest
- Six key tips for developing effective Web writing

WORKSHOP TIMETABLE

The workshop is run over one full day. First we examine the characteristics of readers of content-based websites, and then look at how you can define your particular website's audience interests and behaviours. Now that you know more about the readers you're addressing, you can develop a narrative those readers will find interesting. Presenting information in a way that attracts attention and maintains it is followed by six simple steps that will improve the quality of your writing for the Web. During the day attendees explore techniques that are applicable to the websites on which they work and practice the methods described in the sessions.

At the time of registration for the workshop, please email us two pages of written content prepared for web publication, preferably on two different topics.

Schedule	
9:00am	Welcome
9.05am	Session 1 - Characteristics of Your Website's Readers <ul style="list-style-type: none"> - Visitor durations - Regular versus casual readers - Website entry points - Reader origins - Using collected data to define reader characteristics
9.45am	Session 2 - Defining Your Website's Audience <ul style="list-style-type: none"> - Why define audiences? - Developing content through the eyes of the audience - Layering of website information - Using dual navigation approaches
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Session 3 - Developing a story <ul style="list-style-type: none"> - Why is the story worth telling? (Or: is the story worth telling?!) <ul style="list-style-type: none"> - How your audience defines the story - Deciding on the key concepts to communicate - Writing tools for concept communication - Making the story relevant to the reader - Achieving success in less than 10 seconds!
12.40am	<i>Lunch (45 minutes)</i>
1.50pm	Session 4 - Getting people 'In' <ul style="list-style-type: none"> - Giving people what they want - Page visuals, layout, design, emotion - Writing that performs - Breakout boxes and other techniques - Navigation - Why content is vital
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Session 5 - Writing Techniques <ul style="list-style-type: none"> - Before you begin writing - Pacing your writing - Avoiding jumps in context and concepts - Style, warmth, formality - Plain English, use of spoken English in Web writing

4.15pm	Session 6 - Summary Key attributes of written Web content that works
4.30pm	<i>Finish</i>

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has over a decade of experience as a Web Editor and has worked in both commercial and Public Service roles. He also edited a national Australian print magazine, has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author.

Acorn Training

74 Townshend St Phillip, ACT

Ph: 02 6217 7000 Fax: 02 6217 7001 ABN 34073999185
courses@acorntraining.com.au