

Writing for the Web

One-day Workshop

About this workshop

Writers who create or repurpose text for internet or intranet sites are often skilled at writing for paper, but too often fall into the trap of using print-based writing strategies that don't work well on the screen. Effective web writers know their readers are extremely impatient and purpose-driven. This workshop teaches you how to write web content that is clear, concise and usable.

Who should attend

This course is for anyone who generates website content.

We suggest a workshop size of 12 to 15 participants to allow for individual coaching.

What you will learn

In this workshop, you will learn to:

- Analyze the needs of your web readers
- Apply a step-by-step writing process to save time
- Make your message clear and your content scannable
- Write headings that are informative
- Energize your writing by getting rid of wordiness and clutter
- Use simple language for an engaging, readable tone
- Be concrete to make your writing compelling

What to expect

We recognize that people learn best by doing, so this workshop gives you many opportunities to practice as you learn. It includes mini-lectures, group discussions and a variety of exercises. The workshop is highly interactive and includes constructive and supportive peer editing. Bring in content you need to write or adapt for the web. You have an opportunity to do some writing and receive feedback from your peers and the facilitator.

You receive a comprehensive manual with job aids and resources for post-workshop reference.