

## Course Information

After completing this course, students will be able to create effective web copy that will engage with the audience and motivate them to take the required action.

## Duration

1 Day

## Cost

£395 (ex VAT)

## Prerequisites

Courses can be tailored to meet customers' requirements. Courses run in Edinburgh and Glasgow. Courses can also be run at client sites throughout the UK on request.

## Additional Notes

Courses can be run on Windows and Macintosh platforms and tailored to meet customers' requirements. Courses run in Edinburgh, Glasgow and at client sites throughout the UK.

## Related Courses

- Google Analytics
- Search Engine Optimisation

## Introduction to Web Copywriting

- Why writing for the web is different to other forms of writing
- Examples of good and bad web copy
- Web Copywriting best practice

## Consider your audience

- Define your tone of voice
- Consider your visitor types
- Who do you write your copy for?

## Working with the words

- Web Writing techniques
- Using plain English
- How readable is your copy?

## Working with different types of copy

- Home page, page copy, deep content
- Writing summaries
- E-mail newsletters

## Writing for search engines

- Establishing keywords
- Metadata
- Page copy

## Accessibility

- Understanding the issues around accessibility
- How your content can make an accessible site inaccessible