

# Writing for the web

Hands-on course of 2 days - 14h

Ref.: CCW - Price 2024: CHF1 490 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Know the techniques of writing for the Web
- Define an editorial charter and writing principles for your site
- Write and optimize your existing writing based on your communication objectives
- Improve your natural search engine optimization

## HANDS-ON WORK

Group discussions, writing exercises, and content re-writing.

## THE PROGRAMME

last updated: 06/2022

### 1) Knowing the techniques of writing for the Web

- Writing to communicate: Product communication, BtoB, institutional, crisis, etc.
- Taking into account the specifics of Web media.
- Learning all the reading media that exist today: Laptops, e-readers, tablets, smartphones.
- Writing to be read: Offering value-added, consistent content in keeping with your style.
- Writing to be seen: Natural SEO mechanics; improving how your pages are written.

*Hands-on work* : Discussions and sharing experiences.

### 2) Organizing information and content

- Knowing and understanding the reader: "F"-reading, reading while surfing, etc.
- Defining an editorial strategy: Objectives, angles, tree structure, etc.
- Building reader loyalty.
- Working on ergonomics: Homepage, browsing levels, shortcuts, links, etc.
- Being readable: Clarity, effectiveness, accessibility, friendliness, etc.
- Varying the content.
- Writing for social media.

*Hands-on work* : Draft of an editorial style guide.

### 3) Writing content for the Web

- Informing: The 5W rule, different types of plans.
- Adapting your style to the Web: Syntax, vocabulary, text length, etc.
- Titles, decoration, graphic writing.
- Choosing colors.
- Finding information to add to your site: RSS, aggregators and syndication, etc.
- Complying with Web legislation.

*Hands-on work* : Writing articles for a Website.

### 4) Adapting and enhancing Web content

- Rich Media: Enhancing your text with visuals, videos, sound.
- Using links: Internal links, external links.
- Giving a sense of depth.
- Ranking and promoting content.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Scripting your content: Breakdown and progress.

*Hands-on work* : *Adapting and enhancing texts.*

### 5) Copywriting

- Making titles, subtitles, intertitles and lead-ins.

- Applying Web-related typographical rules.

- Verifying punctuation.

*Hands-on work* : *Correcting and improving texts.*

### 6) Optimizing your content

- Improving your SEO.

- Using a keyword generator.

- Optimizing your visibility on the technical site: Code and html tags.

## DATES

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REMOTE CLASS

2024 : 05 Sep, 19 Dec