

Writing for the Web

1 Day **BGWW**

OVERVIEW

Participants find this one-day workshop very helpful either in the creation of new pages or the improvement of existing ones. It will also guide them in resolving real problems, linked to drafting, structure or presentation on the contents of an internet or intranet site and most importantly to benefit from the point of view of an expert in writing for the web.

DESIGNED FOR

People directly responsible for drafting or editing the contents of a company's website or an intranet.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Apply the solutions learnt to comparable situations.
- Adopt in day-to-day work the same attitude that was encouraged during the workshop: a user oriented attitude, an aim to produce contents that are readable, comprehensible, useful and attractive, a desire to adapt the contents to the reality of the internet.

TOPICS COVERED

Introduction

- Good and bad habits
- The publishing environment
- A different medium to paper

Understanding the Internet User

- Study techniques
- Reading methods
- What goes with reading
- Reading speed
- Scanning the page
- Strategic zones
- Text/image ratio
- Scrolling
- The need to keep things in context

Writing to be Read

- Being concise
- Highlighting
- The volume of text
- The inverted pyramid
- Keeping things in context
- Hyperlinks
- Referencing

Specific Constraints

- Target audiences
- Accessibility standards
- Metadata
- Multilingual environment

Trying not to Get it Wrong

- Brutal adaptation from another medium
- Navel-gazing
- The production workflow of content

Exercises

- Improving the readability of a text
- Rewriting the hyperlinks of a text
- Writing the heading for a release
- Cutting out jargon
- Linking a text to an image

EXTRA NOTES

An equivalent course is available in French. Please call us for details.