

Sales & Marketing

# Writing for the Web

## Course Details

### Price

£325.00

### Length

Full day (09:00-17:00)

## Course Overview

This one-day course is a basic introduction to writing copy for online audiences. During the day you will be introduced to the principles of writing for the web, best practice guidelines and useful formats for newsletters, blogs and website copy.

## Course Content

- Why writing online copy is different to other mediums
- The good, the bad and the ugly - discuss examples
- Best practice tips and techniques for writing for the web
- Useful formats for writing newsletters, sales copy and articles
- Repurposing and recycling copy for online use - where to use it and what changes to make
- Keeping your content on track

Flexible learning that works for you

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The day will include practical exercises as well as time for discussion. You are welcome to bring examples of projects you are working on for feedback during the day.

## Benefits

Copywriting for the web is different to print publications. We skim articles, hop from page to page and often read on the move or on our mobile devices. It stands to reason that how we write for the web needs to take these factors and more into consideration.

This course will give you an understanding of the principles of writing for online audiences and you will have the chance to practice your new skills.

## Next Steps

If you would like to book a place on this course please click on the '**Book Course**' button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the '**Register Interest**' button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### Nichole Culverwell

Nichole manages Black Vanilla and leads all client services at the agency. She has worked in the public relations industry for over 30 years and helps senior management teams to deliver reputation management strategies, PR campaigns, crisis management and internal communications projects. Nichole is a Fellow and Chartered CIPR practitioner, the highest accreditation in professional public relations practice. She also has a CIPR Specialist Diploma in Crisis Communications and the IoD Diploma in Company Direction.