



What you'll study on the Web writing course

Subjects will not necessarily be done in the order below.

Module One

- The importance of web writing
- How people read websites – making content reader-driven. Improving readability
- Web copy vs web design and branding ... how to integrate them
- Understanding fonts, spacing and punctuation

Module Two

- Who and what to write for: identifying the target audience and developing personality and tone
- Following style guidelines

Module Three

- Writing copy that is relevant, user-friendly and successful
- Structuring copy: creating information islands that use Immediate Impact and Maintaining Momentum strategies
- Converting copy written for print publications for the web

Module Four

Specialist web writing skills:

- News

- Commercial copy
- Social networks
- Web search articles

Module Five

- Headings and links

Module Six

- Optimising copy for search engines

Module Seven

- Copyright and other legal issues

Module Eight

- Proofreading on screen

Module Nine

- Finding work and getting paid for it



• Aimed at:	Potential web writers
• Duration:	Flexible - around 3 - 6 months
• Accreditation:	ODLQC / ABCC
• Qualification:	Diploma

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