

Writing for the Web and Mobile Devices

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no. 273-26

Duration 1.00 day(s) | 6:00 hours ¹

Website link <https://pmctraining.com/training/writing-for-the-web-and-mobile-devices/>

Effective Techniques to Draw Readers to Web Pages

The Internet is a fascinating place to find information, visit your favorite companies and stores, read the news, stay connected and much more. However, people do not read information on the web in the same way that they read a printed newspaper, magazine, or a book. As writers, we have to be aware of how people approach a web page or mobile device so that we can create interesting and engaging content.

In this interactive one-day workshop, participants will learn and practise new ways of structuring their writing for the web and mobile devices for maximum impact.

Learning outcomes

At the end of this workshop, you will be able to:

- Apply engaging techniques that draw readers to web pages
- Plan what to write to reflect web hierarchy
- Understand how readers read on different devices
- Create engaging content, including catchy headlines
- Enhance your writing with other forms of media
- Make your writing accessible to a variety of readers
- Optimize search engines and keywords

Workshop topics

Understanding the Web

- Purposes of web writing
- Design and structure
- How HTML works

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- Eight influence factors to engage readers

Understanding Site Hierarchy

- Designing sites
- Menus, links, and buttons
- The difference between information for computers and mobile devices

Creating Content

- Writing eye-catching headlines
- Writing content
- Writing goals
- The need for conciseness

Deciding What to Print

- Learning what gets read
- Testing usability
- Multiple platforms
- Eye tracking

Adding Audio and Video

- When is it appropriate?
- How do users access it?

Getting Your Content Noticed

- Search engine optimization
- Alternative searches
- Optimizing keywords

Balancing SEO and Word Stuffing

Prerequisites

There are no prerequisites for this course.

Who should attend this course?

Anyone who wants to learn more about writing content for the web and mobile devices.