

Writing for the Web Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

This Writing for the Web Training Course has been designed for people who want to write effective web-based documentation, either from scratch or based on existing material in a paper format.

This course will teach learners the essentials of writing for such readers - to make more of your content read and noticed, influence your target readers, and bring returns on investment. The course uses research evidence, case studies and practical exercises to demonstrate the essentials of writing for the web - helping learners improve their website's structure and layout, influence and impact.

This is a highly practical course and scenario based exercises and group discussions will be used throughout to allow delegates gain a better understanding about how writing for the web applies in practice.

Below you will find a proposed course outline.

Our trainer can also work with you before the course to get your input and tailor the content as needed.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



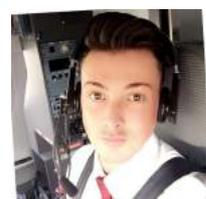
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





Writing for the Web Training

COURSE OVERVIEW

This course looks at how people actually read copy online and how you need to prepare, write and edit your copy to meet that reality.

The course is editorial rather than technical in emphasis and will cover the principles and techniques involved in getting text right for an online environment. You are encouraged to bring in examples of your own work in order to put together your own strategy for writing online copy that works. You need no previous web writing experience to attend our Writing for the Web course.

LEARNING OUTCOMES

By the end of the programme each learner will:

- Learn the ways and reasons why digital readers differ, and the implications for content writers
- Write for scannability
- The importance of easy navigation and interaction
- Get feedback on your websites, with suggestions for making short and long-term improvements
- Take simple steps to improve your website's ranking on search engines
- Create effective e-newsletters - and understand the dos and don'ts to get them read and noticed
- Learn other ways to improve your digital content

Below you will find a proposed course outline detailing all the topics covered on the training programme.



Course Content

TOPIC 1: WRITING FOR A WEBSITE

- How digital readers differ
- Tuning into readers' wants
- Essential techniques when writing for websites
- Improving digital content: importance of style guides, accessibility and proofreading

TOPIC 2: WEBSITES

- Webifying your copy (from a printed to website format)
- Eye-catching web pages - lessons from best practice
- Feedback on learner' websites
- Search Engine Optimisation - the essential first steps

TOPIC 3: E-NEWSLETTERS

- The dos and don'ts
- Ways to increase your 'click rate' (percentage opened)

TOPIC 4: WRITING FOR SOCIAL MEDIA

- Writing for social media and blogs - how to make your content stand out



Louise Bunyan

Training Associate

Louise is a digital marketing consultant, trainer and manager with a specialism in employer brand and talent attraction campaigns. Louise is committed to helping people and organisations use digital and social media technologies to connect, build relationships and improve businesses activities.

Louise is an internationally experienced results-driven digital marketing trainer with a diverse background. Louise works with a wide range of businesses of all sizes across all industries to audit their online presence and to create a practical online strategy to win more customers. She also has a passion for employer branding, recruitment marketing and talent acquisition.

Louise's areas of expertise include Digital Marketing, Google AdWords, Social Media Marketing, LinkedIn, Google Analytics, Instagram, Facebook and Twitter.

Some of Louise's qualifications and affiliations include:

- Post Graduate Diploma, Creative Digital Marketing, UCC
- BA in Media and Communications, University of Limerick
- Post Graduate Diploma, Public Relations and Event Management, Fitzwilliam Institute
- Winner of Best Marketing & Communications Blog 2016 from Blog Ireland Awards
- Train the Trainer, QQI/FETAC



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

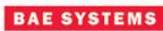
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

- ☎ 01 5241338
- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise
Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

- ☎ 041 9865679
- ✉ drogheda@dcmlearning.ie
- 📍 24 Laurence Street
Co. Louth