

Writing For The Web (Web PR & Online Copywriting)

Course Overview

This course will teach you the fundamental principles of web PR, SEO and online copywriting, online reputation management, social media optimisation and how to write for online articles and press releases for RSS feeds and content syndication.

What Will Be Covered?

The fundamental components of the web PR strategy:

- Online reputation management
- Social media optimisation
- Optimised content (SEO copywriting)
- Article directory submissions and press releases
- Increasing website content

Online copywriting (Writing for the web):

- Difference between print and online copy and presentation
- Statistics and facts on writing for the web
- Defining a suitable online content strategy and how to apply the content matrix to your web copy
- How to evaluate and improve your existing online content

- Understanding the online consumer/reader behaviour
- How to write copy that will be found by search engines (SEO copywriting techniques)
- How to write web copy that sells and that will be read by users
- Techniques on how to best write online news, journalism, blogs, promotions, commercial, educational and email communication and newsletter content and understanding the core differences in each
- Important criteria for subject lines, lists, captions and headlines
- Content structure, scannability and navigation criteria
- Tips for text formatting and design considerations
- Understanding the necessity of keyword, competitor and usability research
- Appropriate use of keywords and key phrases (frequency and density) in copy
- Applying credibility to your content
- The importance of applying a linking strategy to your content
- Pitfalls & what to avoid when writing for the web
- Online editorial review
- Web writing checklist

Who Should Attend?

This course will benefit marketers, PR officers, online editors, journalists, copywriters, communication consultants and content managers. Anyone who wishes to improve the existing content on a website or who is involved in preparing copy for print and online would benefit from this course.

Book Online Now!

Course Duration:

One Full Day Course

Course Fee:

R1 950 plus VAT

Fee Includes:

Internet Marketing Toolkit

Tea, Coffee, Pastries & Refreshments

Lunch

Attendance Certificate

[View references & testimonials from previous delegates here.](#)