



FOLLOW THE UX LEADER

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Writing for the Web Training “Creating Web Content That Clicks!”

User Experience versus Marketing / Communications

Discussion of the convergence of traditional communications/marketing writing with user-focused content. Specific topics include: reader vs. user, eye tracking analysis, and effective messaging for the purpose of the website.

Benefits versus Features

Effective web writing is focused on benefits not features. Hands-on group exercise will demonstrate the value of this approach, regardless of industry or sector, in creating web content that “speaks to your reader”.

Understanding Your Target Audience Using Personas

Discussion of primary and secondary target audiences. Specific topics include: working with and using personas, interpreting user’s values in writing effective web content, using personas to influence tone, style and vocabulary.

Writing 150 Words or Less

Discussion of the importance of brevity online. Specific topics include: how information architecture is crucial to the writing process, writing sound bite sentences, and the importance of storytelling. Hands-on exercise writing 150 words or less.

Writing for Digital Content Channels: Social Media and Mobile

Web content is a living document. Publish once and ignore doesn’t exist online. Discussion of the importance of editing and revision cycles, how and when to re-purpose content across channels, how to write for social media and mobile. Topics include: persuasive content for online engagement, writing effective headers, calls to action, tweets and Facebook updates. Hands-on exercise includes copy editing and writing for social media and mobile.

Keyword Research

Discussion of keyword research for meta-data, tagging and Google. Topics include: tools for keyword research, context considerations, title tags, page rank, organic search vs. pay-per-click, and the future of the semantic web.

Writing Searchable Web Content

Hands-on exercise writing plain language content using the vocabulary of the target audience. Group discussion about the importance of search engines to content findability and whether content marketing (SEO) is still relevant today.

Schedule

Workshops run from 8:30am - 4:30pm. Prices include:

- * Complimentary continental breakfast
- * 3 course hot lunch
- * Morning and Afternoon snack break

Participants’ Swag

Participants attending the Writing for the Web Training will receive the following from our generous sponsors:

- * 50% off a 1 year subscription to InboundWriter <http://www.inboundwriter.com>
- * One complimentary Loop11 Account <http://www.loop11.com>
- * 30 day ClickTale Web Analytics Account <http://tinyurl.com/3eeron4>
- * Rosenfeld Media’s “Storytelling For User Experience” by Whitney Quesenberry and Kevin Brooks <http://tinyurl.com/b8oj42>
- * “7 Content Tips for Small Businesses” by Content Science
- * When signing up for 1 month trial, participants will receive discount code for 50% off 1 year subscription to Inbound Writer <http://www.inboundwriter.com/>
- * Draw for one of six books from Morgan Kaufmann <http://www.mkp.com/hci> and New Riders <http://tinyurl.com/6m5e7z>