

WRITING FOR THE WEB

Create online content that connects with readers to achieve better results.

Seminar #2182

Overview

As businesses expand their Web marketing and promotion, and as more and more professionals take on responsibilities that include writing online content, the need for Web-specific writing skills is increasing. However, many e-venues such as intranets, blogs, e-newsletters and even company Websites are being written incorrectly or with minimal and often adverse effectiveness. This hands-on, two-day writing program offers skills, tools and professional instructor feedback to help anyone who creates, revises or maintains online content connect with their target audience—and achieve improved results.

Schedule

- [2] days
- [2] days - \$1,995 Non Members
- [2] days - \$1,795 AMA Members
- [2] days - \$1,537 GSA

Credits

1.2 CEU

Schedule

We have 6 scheduled sessions located nationwide starting between 7/30/2012 - 2/14/2013

Date	Location	Duration
Jul 30, 2012 - Jul 31, 2012	New York, NY	2 Days
Sep 27, 2012 - Sep 28, 2012	Arlington/Washington DC, DC	2 Days
Oct 15, 2012 - Oct 16, 2012	Chicago, IL	2 Days
Nov 8, 2012 - Nov 9, 2012	New York, NY	2 Days
Jan 31, 2013 - Feb 1, 2013	Arlington/Washington DC, DC	2 Days
Feb 14, 2013 - Feb 15, 2013	Atlanta, GA	2 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Understand the unique challenges of writing for online readers and how to connect with them
- Learn to write relevant, concise content and to structure it effectively
- Become proficient in the art of blogging for business
- Understand fundamental principles of Web optimization
- Know basic graphic design principles
- Learn basic Web-building terms (HTML, meta-tags, SEO, etc.)
- Focus on reader and business needs to produce better results
- Enhance usability and access to reach a broader audience

What You Will Cover

- Web-content fundamentals: writing and organizing for maximum effectiveness
- Rules of Web writing and how it differs from other forms of promotional writing
- Structuring your content for optimum usability and impact
- Search engine optimization for writers and how it must affect content
- Best practices and tested approaches to online business writing
- Connecting with your audience: knowing their needs and writing copy that resonates for them

Who Should Attend

All business professionals who write online content, including content managers and editors, online help writers, business analysts and administrators, programmers, Web masters, copywriters, Web-content writers, designers and developers as well as marketing managers, brand managers and coordinators.

Special Feature

Participants must bring a laptop computer with a recent version of MS Word.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)