

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/2182

Writing for the Web

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

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, eNewsletters and even company websites are being written incorrectly or with minimal and often adverse effectiveness. This hands-on, 2-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.

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.

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