



Workshop Overview

Copywriting for digital platforms is different to writing offline. Attention, scanning and navigation behaviour vary, so copy needs to be clear, engaging and concise. In this course you will learn practical skills to translate your writing into quality content and develop new communications strategies that will make you stand out on a wide range of digital and social media.



Benefits

By attending this workshop, you will learn to look at writing through a digital lens. This workshop will help you understand what makes people 'stick' to sites and how to write copy that captures the reader's attention. You will learn basics of search engine optimisation (SEO), what makes a good website and understand the user's touchpoints, journey and interaction.

Outcomes & Content

- ✓ How to write with SEO in mind
- ✓ What makes a good website
- ✓ What makes good online text
- ✓ How to write copy for online reading
- ✓ Online reading patterns and adapting copy
- ✓ Customer journey and touchpoints
- ✓ Running usability studies
- ✓ The importance of clarity



Who should attend ?

This course is designed for learners with existing knowledge and several years of experience in communications or PR. The workshop is recommended for all professionals who create communication texts and material.

