



bristol business college

YOUR BEST BUSINESS DECISION

Business Writing for the Internet

How do people read online? The short answer is, they don't.

People scan text online, looking for the information that they want or need.

If you write or edit anything that will be posted online, you need to understand how customers read your copy. Businesses continue to spend countless hours writing material for leaflets or brochures, and then copying that content to their social media or websites.

In this one-day workshop learn how to re-structure content for all types of online media. It is specifically designed for Communication Managers or staff who manage online channels.

Central to the course will be world-leading usability research. It is designed to be as interactive as possible with regular opportunities for discussion and collaborative learning.

Course Objectives:

- ⊕ Overview of the known issues
- ⊕ Terminology of usability
- ⊕ Solutions in practice
- ⊕ Prose style and level
- ⊕ Business impact

Delegates will learn:

- ⊕ Micro-content and why it is important
- ⊕ Paragraph functions in the online environment
- ⊕ The importance of succinct prose
- ⊕ Eye-tracking studies and the 'inverted pyramid'
- ⊕ How carefully crafted prose can add to the bottom line

This one-day workshop will also set ample time aside for practical exercises.

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1 Day Course