

### **ABOUT THE WEB COPYWRITING WORKSHOP**

Are you responsible for the words on your employer’s (or your own) website? Do you work in advertising, graphic design or new media – and need to give your clients advice on how they should write for the web?

This one day course is led by Alan Black. It’s packed with surprising revelations and lots of practical exercises – as well as hints and tips which can save you a lot of time and hassle. By applying what you learn on the course, you’ll have a leaner, fitter website – giving people what they want, and getting them to follow your calls to action as never before.

Our training clients include Standard Life, The University of Edinburgh, Edinburgh and Lothians Tourism Board, James Watt College, Thornhill Investment Management, Parallel 56 and Learning and Teaching Scotland.

### **WHO SHOULD ATTEND?**

We can train anyone to write well for the web, but it’s usually best if you have at least some experience of marketing. The course avoids unnecessary internet and marketing jargon.

### **LOCATIONS**

Although most of our workshops are in Glasgow, Edinburgh and London, we can come to you anywhere in the UK. For example, we’ve recently arranged workshops in Southport and Chester.

### **WHAT WILL YOU LEARN?**

The workshop is designed to cover all the main areas of web copywriting. At the end of a full day workshop, you’ll have learned about:

- ⇒ Understanding your audience
- ⇒ How people read websites
- ⇒ How to be credible
- ⇒ Site structure – a writer’s approach
- ⇒ Page structure – don’t hide your message
- ⇒ Get people to your “action” pages
- ⇒ Choosing your words – tone of voice
- ⇒ Web copywriting clichés
- ⇒ Editing for consistency – web style guide
- ⇒ Editing for length
- ⇒ Getting found by the search engines
- ⇒ Email marketing

## **YOUR TUTOR**

The course will be run by Alan Black, founder of Blackad and a copywriter with over eleven years' experience. Alan positively encourages people to come to the course with questions about their own websites.

Alan has been writing for the web since 1997, including sites for Anadin, Air Miles, VisitScotland and Tennent's Lager. He's trained hundreds of people to write web copy – from absolute beginners through to award-winning advertising agency copywriters. Before founding Blackad, Alan worked as a copywriter for large advertising agencies in Scotland and London, latterly as Creative Director.

## **BUILDING THE RIGHT WORKSHOP FOR YOU AND YOUR TEAM**

The benefit of a private course is simple: you get to decide the content, allowing you to build a course that meets your exact needs. Here's how we work with you:

### **1. PRE-COURSE VISIT**

We take a face-to-face brief to ensure we deliver exactly the workshop you need.

This briefing session lasts around two hours, and covers subjects such as your business objectives, competitive set, team skill sets, brand guidelines and web content management. It's also a chance for you to see workshops we've delivered for other clients.

### **2. ONLINE SURVEY**

After the briefing session, we create a web-based questionnaire for potential attendees. You simply email a link to the attendees.

The questionnaire allows us to see what users want – balancing these results against your broader aims.

Please note that we don't collect any personal data at this stage.

### **3. COURSE OUTLINE**

Before we build the full workshop, we'll send a detailed outline for your approval.

### **4. CONSULTANCY AND TAILORING**

We perform approximately a full day of consultancy on your existing web copywriting.

If you agree, we create exercises and examples based on your material – we try to avoid using general examples. Our copywriting courses always have a large practical element – a full day workshop would usually include five exercises, with feedback from an experienced web copywriter.

### **FULL DAY COURSE OR HALF DAY COURSE?**

A full day course is perfect if your team need a complete guide to writing for the web.

The half day course is more suited to delegates who have significant experience of copywriting for the web or printed material. For example, we've run the half day course for advertising agency copywriters and web editors.

The full day course and half day course outlines give you an idea of what to expect. However, please remember that all our courses are completely bespoke – you decide what you need.

### **BREAKS AND CATERING**

For full day workshops, we recommend a one hour break for lunch, as well as regular refreshment breaks during the morning and afternoon sessions. This gives your team plenty of time to check back with the office or catch up on voicemails.

### **WHAT'S INCLUDED?**

- ⇒ Exercise book
- ⇒ Copy of the course slides
- ⇒ Tip sheet
- ⇒ Web style guide
- ⇒ Data projector and laptop hire (if required)
- ⇒ Satisfaction survey
- ⇒ Travel within two hours' drive of our office (each way)

## FULL DAY: FIVE EXERCISES USING YOUR MATERIAL/COMPETITOR MATERIAL

### MORNING

- Warm-up exercise
- Why words matter online
  - Research review – what can we learn?
- Review competitor sites
- Review your site
- Audiences online
  - Who's out there?
  - How do people read online?
  - Common myths exposed
- Planning a site (or section of a site)
  - Good and bad structures
  - Naming your pages
  - Avoid structuring pitfalls
  - Practical tips to help define your structure
- Planning the copy
  - Why online copy is like print copy
  - ...why it's different
  - Chunking information
    - Inverted pyramid
    - Sub-headings
    - "At-a-glance" pages
    - See where a click will take you – signposts, not surprises

### AFTERNOON

- What to write?
  - How many words?
  - What sort of words?
  - Simple – not simplistic
  - Tricks and tips
- Moving people through your site
  - Linking conventions
  - Move people to where you need them
  - Creativity vs. solid copy
- Finding the right tone – and sticking to it
  - Extending your corporate tone of voice online
- Editing for length
  - Tips and tricks
- Editing for sense – "turn this into English"
  - Tips and tricks
- Promoting your site
  - Writing to be found vs. Writing to be read
  - Search optimisation – it's all about the words
- Email marketing basics
  - Treating emails like web pages
  - Avoid the spam filter
- Recommended books and tools
- Follow-up exercise (homework)
- Summary and questions

>> [Book your workshop](#)

## **HALF DAY: THREE EXERCISES USING YOUR MATERIAL/COMPETITOR MATERIAL**

- Warm-up exercise
- Reviewing some sites - common problems
- Review your existing site
- Site and section-wide
  - Multiple structures
  - Naming your pages
- Page-specific
  - Structure within the page
  - Featured and advertised content
- Offline to online
  - Chunking information
  - No surprises

### What to write for the web?

- How many words?
- What sort of words?
- Simple – not simplistic
- Tricks and tips
- Creativity vs. solid editorial
  - Finding the right tone – and sticking to it
  - Extending your corporate tone of voice online
- Editing for clarity
  - Tips and tricks
- Summary and questions
- Online tools for copywriters

>> [Book your workshop](#)

### **COSTS AND BOOKING**

Because no two workshops are the same, we quote each one individually.

For a personal quotation, please call **0845 838 0612** or email [copywriter@blackad.co.uk](mailto:copywriter@blackad.co.uk)

If you decide to book a workshop, we'll ask you to confirm the details in writing – usually by faxing us a purchase order or an order confirmation. Our fax number is **0845 838 0614**.

On the day of the course, we'll send you a VAT invoice. This invoice must be settled within 14 days.

### **ARE THERE ANY EXTRA COSTS?**

We try to keep our pricing as simple and transparent as possible. Bring us to your premises to deliver the workshop, and all you'll pay is the cost of training (assuming you're within a two hour drive). But don't worry if you're further afield – we're often able to waive our travel and accommodation costs.

Alternatively, you can book the travel and accommodation on our behalf.

### **RUN THE COURSE AWAY FROM YOUR PREMISES**

Short on space, or simply want to get away from the distractions of day-to-day business? We can arrange high quality accommodation and catering for your team, at locations throughout the UK and Eire. We charge a small administration fee for this service. Or, if you prefer, you can book external accommodation directly.

## **WHAT OUR CLIENTS SAY**

### **The University of Edinburgh**

“Blackad knew exactly what we needed. Their delivery was to the point and highly entertaining and we came away feeling totally inspired.”

*Lorraine Corbett - College of Science and Engineering*

### **Thornhill Investment Management Ltd**

“All of us thoroughly enjoyed the copywriting for the web course. Alan’s extensive knowledge of what does, and does not work on the web has been invaluable in writing copy for our site.”

*Jane Ironside - Assistant Portfolio Manager*

### **Cheshire & Warrington Tourism Board**

“Blackad researched our remit to perfection and the course was delivered appropriately to all our needs. Delivered in an informative, relaxed style, yet with professionalism. All delegates gained a great deal of practical knowledge which is being exercised in our everyday roles.”

*Donna Lund - Information and Website Executive*

### **Edinburgh & Lothians Tourist Board**

“Blackad delivered a one day ‘Writing For The Web’ course for us earlier this year, and I would highly recommend them. Blackad were friendly, professional and extremely helpful in planning the course. They really took time to understand our needs and tailored the course content and delivery to enable us to get the best out of the day.

“As well as gaining new skills, ideas and confidence, our staff enjoyed the day spent with the trainer and welcomed his style of delivery. His passion and enthusiasm for his work is catching!”

*Jane Black - Personnel Manager*