

## Public web copywriting courses

**£399+VAT – including lunch,  
refreshments and decent biscuits**

Glasgow, Edinburgh and London

If you just need to train one or two people, you should definitely consider our public web copywriting courses.

Why? Cost comes into it – you'll pay just £399 + VAT for each place.

But what – or rather, *who* – do you get for your money?

The answer is **Alan Black** – a real, live web copywriter who writes digital copy for brands like Tesco.com, Vodafone and AXA.

Alan's been training people to write since 1997 – but until 2013 he only ran private, in-house courses. So now you can get the same quality of training as the big boys, without the need for a big boy's chequebook.

## Small class sizes

Our courses are small. Really small. Imagine yourself in a room with nine other people... plus Alan – that's a typical course. By keeping it small, we give you one-to-one feedback on your exercises, and considered answers to all your questions.

## Lunch is included. Naturally. As is Wi-Fi.

No, we don't mean a Meal Deal sandwich from Boots; we only use decent caterers, so you can expect a very tasty buffet lunch. We'll also keep you topped up with tea, coffee and mineral water throughout the day. Coeliac? Vegetarian? Nut-free? Just let us know when you book.

## Coming to a training room near you

We run one course every month from our offices in Glasgow. We're five minutes from Glasgow Central Station and ten minutes from Queen Street Station. Driving or cycling? There's secure car and bicycle parking nearby.

Glasgow too far? We run courses in other UK cities, including Edinburgh and London. Call us on 0203 603 7740 to find out when we're running a course near you.

## What you get

- ✓ Small class sizes
- ✓ Embarrassingly experienced course leader
- ✓ Desk manual and quick tip sheet
- ✓ Satisfaction survey
- ✓ Completion certificates
- ✓ Discounts on future courses

## A few of our training clients



## What our clients say

“The day-long copywriting course from Blackad fundamentally changed the way my team views copywriting and indeed content generation overall. The pace of the day kept them engaged and Blackad’s preparation for the course was extensive. I would definitely recommend the copywriting course to anyone looking to enhance the skills of their team.”

**Alicia Skubick, Travelex**

“Blackad gave our team the confidence and skills to let the brand shine though their words.”

**Geoff Morrison, Crieff Hydro**

“Blackad – simply put, they get copywriting. And by the end of a training session with them, we got it too! Alan’s thorough but never boring – and thankfully tosses the writing rule book out the window. Their web writing course is motivating and a must. Get prepared to transform your chaotic thoughts into copy brilliance.”

**Trish Elms, Scottish Refugee Council**

“Alan runs a very relaxed, insightful and informative course. There are ample exercises to keep the interest high, together with examples of good and poor practice tailored to the audience. Alan’s manner makes this more like a seminar than a course. He engages well with his audience and that aids the learning process. In fact, Alan’s working with us to run two more courses for the same client. That probably says it all.”

**Ian Lovatt, Fenning Lovatt Partnership**

“All of us thoroughly enjoyed Blackad’s 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, Thornhill**

## Web copywriting – full day public course

- How should you speak online? How to define and refine your online tone of voice... plus a word or two on style
- Engagement and decision support – how it works online
- Planning your content: from purpose to character count
- Horses and courses: website copy, blogs, Twitter, Facebook and more
- Organising and summarising online
- Reducing the cognitive load on your readers
- What sort of words online?
- Make the good stuff leap off the screen
- Force it to the beginning – F-shape and 18 characters
- At a glance – help the reader
- Common user experience issues, and how copy can help
- Accessibility – link labels, geographic descriptions and more
- Short constructions
- Consistency – merging work from different writers
- Search
- Keyword research
- Placing your keywords
- How to stay human when you're writing for robots

## A word about exercises – and computers

We work through at least six exercises in a full day session – these are solo and group tasks. Most are completed on paper; we usually project the task on the screen. Some are more informal, and completed on a flip chart.

You'll notice we didn't mention computers in that last paragraph. That's because we find they hamper the learning process – everyone huddled behind a screen, recreating the standard, uninspiring office environment.

That's why we get you to use good old-fashioned pads, pens, sticky notes and grey matter.

Ready to book? Got a question?

Call us on **0203 603 7740** or **0141 530 3422**

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