



# Writing for the web skills

- Learn how to write more effectively for intranet and internet
- Understand the importance of headings and summaries
- Learn how to structure your copy more effectively
- Find out how to measure the readability of your writing
- And much more

**InfoTech**  
Communications

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A one-day seminar  
run at your premises



This one-day hands-on seminar looks at how you can best deliver material to your readers on the internet and intranet.

It looks at the techniques you can use to write better headlines, summaries and copy. It also looks at how to time your stories for maximum impact, get feedback, and encourage people to use your intranet.

### Course contents:

- Writing for the Web - The work of Nielsen and Kilian. How do people read differently on screen? "Macro" and "Micro" information. Writing concisely, pyramid structures, breaking up material.
- Writing exercises - basic sub-editing, paying attention to headings, sub-heads (one-liners), summaries, body copy. What about other hyperlinks?
- Readability - using the Flesch Index to check your own writing style.
- Guidelines for good web design - size, colours, imagery. Making the most of your copy and making sure it is read.
- Corporate standards, stylesheets, templates.
- Picking the right time and even day for maximum impact. Using e-zines, e-mail and announcements to maximise impact. Encouraging feedback.
- Images - how can you improve them? What are the main pitfalls? Commissioning photography for intranet.

Steve Nichols ([steve@infotechcomms.co.uk](mailto:steve@infotechcomms.co.uk)) runs InfoTech Communications, which specialises in online communications. He has acted as intranet consultant and trainer for many blue-chip companies including Aviva, AWG, Shell, BT, Standard Life, HBOS, BNFL, Accenture and Australia New Zealand Bank.

Steve has run in-house courses for Norwich Union, Standard Life, Euromoney, Halifax Building Society, Anglian Water, the Scottish Arts Council, Guinness, Herts County Council, Manchester City Council, Novartis, AstraZeneca and many others.

Steve won the "Writing for the Web" class in the CiB Editing for Industry Awards 2004 and the "Best Not-for-profit Website" class in 2005.

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