Writing for the Web

Audience   Professional staff responsible for writing web content, including websites, social networking, blog posts, and marketing email

Duration   Two days

Description   *Writing for the Web* enables you to establish needs for your customers and keep them connected to your organization through web content. The workshop includes tips on summarizing ideas, employing search engine optimization, and using keywords, links, visuals, and videos to support your message.

Scope
- Connect your services to your customers through blogging
- Employ links and visuals to highlight your key points
- Write focused, engaging, articulate blog posts

Format   This course requires computer software to enable email and blogging.

Materials
- *Writing for the Web* course manual
- *The Art of E-mail Writing* by Philip Vassallo

Enrollment   Limited to 20 participants

Consultant   Philip Vassallo, Ed.D.

Assessment   Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)