

Onsite Training: “Writing for the web”

May 9th 2023

09:00 – 13:00

1. Introduction

- How digital is transforming your work
- Content is part of your service, content is part of the user experience
- What is good content?

2. How people read on screens?

- We don't read we scan. What is our state of mind? WIIFM
- Definition of user needs
- What is the context in which people are reading?
- You lost control over your content

3. Writing method (efficient and effective): Plan your text

- Why is important to have a method?
- Discovery phase
- Revise and proofreading

4. Principles of web writing

- Visual Hierarchy
- Inverted pyramid
- Signposts: Help the reader scan faster

5. Keeping standards

- Learn Build Measure Loop
- Evaluating content
- Recycling content = repetition

6. Exercise / Play

- Use your creativity to write your headlines with constraints
- Plan your text

Q & A Session