



Web Writing Essentials

1 day • 6 tools • Limited participants • Public training

Explore how to adapt your content for a digital platform and keep readers' attention in a crowded web environment.

We show you how to:

- structure your content for effective navigation
- improve usability with clean, modern design
- engage your audience with an active, conversational tone.

Outline

Tool	Activities
Map your audience	Assess the kinds of visitors to your pages and how well your content meets their needs.
Structure for the web	Apply navigation principles and use structural outlining to sequence information.
Design the page	Learn how to make your content more inviting and boost its scan value.
Maximise the headings	Learn the heading types for a clear information hierarchy.
Get the tone right	Use our tone scale for a conversational tone and review passive verbs to further improve it.
Get the words right	Review readability with word choice and sentence length, and by cutting clutter.

You can enrol through the [store](#) page on our website.

Key details

- \$750 plus GST
- 9.30 am to 4.30 pm
- Virtual training with remote access

Plain English in practice

Professionals find our training tools and activities highly practical and beneficial.

'An excellent course for those starting a website revamp.'

'Best writing workshop I've been to!'

'Our website is so important to help us provide information to the public. I think plain English is money well spent.'