

Tight, bright and easy to digest

Developed and delivered by **Janette Young media and communications**

“Four basic premises of writing: clarity, brevity, simplicity and humanity” – William Zinsser

Duration:

Four-hour workshop.

Format / program structure:

Hands-on and focused on practical outcomes.

Program Overview:

Ever been told to "Zinsser" your written work? Get used to it if you want to succeed at web writing.

William Zinsser is an American journalist and author of "On Writing Well". His mission has been to encourage writers to remove wordy clutter – something that aligns completely with web writing.

Writing for the web is more disciplined, focused and *global* than any other style.

Why? Because web writers face massive behavioural barriers compared to traditional information deliverers.

Web readers jump, scan, scroll and click – in short, they are quick to go “back” if your writing does not engage them.

Add these challenges the complexities of being “found” in the ever-growing World Wide Web and you could feel a little out of your depth.

But never fear – help is at hand. This course will take you through the process of successful web writing and suddenly it will all ... click!

About the presenter:

Janette Young started training in web writing in 2001, lecturing and teaching Online Journalism, Media Law and Ethics and Print Media at Edith Cowan University in Western Australia.

Since then, she has worked at the forefront of Strategic Communications across Corporate, Government and Not-for-profit sectors and created a suite of tools and templates that make effective web writing possible for anyone.

Janette is a former Business Editor with News Limited and APN News & Media, Sub-Editor on The London Times and Press Association in Fleet Street, and finalist in the 2009 Queensland Media Awards.

She advises on website design and content as part of her nationwide consulting business and is a member of the National Speakers Association of Australia.

Topics covered

Identify your messages.	The value of sub-headings.
Identify your targets.	Hooking up – build links that grow your readership.
The art of brevity.	Analyse this – the value of keyword phrases.
Write a web heading.	Credibility, reliability and legality.

Who should attend:

Anyone who wants to write for an organisational website or build their business profile and does not wish to be ignored or get into legal / professional trouble.