

Copywriting for the Web

'Excellent and engaging, useful case studies really illustrated the points'

Delegate from Palgrave Macmillan

'Very well structured, and a good mix with the two speakers. Would definitely recommend it'

Delegate from Wiley-Blackwell

'I enjoyed both areas of the workshop and really enjoyed the tasks. Both tutors were excellent. Questions were answered thoroughly' – *Delegate from NFER*

'Perfect – 10/10. Paul was brilliant fun! He made a dull topic enjoyable'

Delegate from The Society of Authors

Judging how to write copy that today's customers will want to read on the web (or will welcome into their crowded inboxes) is tough enough, but it also has to succeed in technical terms if they're to find it at all. And when the two seem to conflict, how do you strike an appropriate balance?

This innovative workshop covers both writing for humans, and for search engines and spiders. Real examples of email and web pages submitted by participants will be put through their paces on each date.

Includes:

- How informal is it appropriate for online copy to be? How much will people read, and HOW do they read on screen?
- Keywords in copy, 'the long tail', and SEO (search engine optimization)
- Metatags, alt tags on images, page titles, the significance of copy and word density – what your web team may not tell you but YOU should know!
- How search engines and spam filters work
- Writing emails that get opened and read, including optimal subject headers, avoiding spam filters and firewalls, and legal requirements of email marketing copy
- What your email looks like in the browsers of different email clients
- Plenty of excellent examples from publishing and related sectors
- Small group exercises analysing real examples of participants' copy and reworking them for optimum results.

Course tutors:

Copywriting expert **Rachel Maund** is joined by guest tutor **Paul Crabtree**, formerly Marketing Director of leading digital marketing agency Adestra (which serves the emails of some of the UK's largest publishers), now with agencies FMG and Ceros.

Who should attend?

Marketing executives and managers writing copy for emailings or for the web.

Course dates:

10 June 2010

London

£375 + VAT

14 October 2010

Oxford

£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/copyweb.html**