



Writing for the Web & SEO

1 day course in writing for an online audience

Writing for online audiences is different than writing in print. People behave differently on different devices and consume information in a variety of ways. Learn how to create engaging content that will be easily found, consumed and shared – to raise your organisation’s profile and increase online donations.

Is this course for you?

Are you a communications professional, fundraiser or campaigner and part of your job is to write content for the website?

Do you regularly write blogs?

Have you been disappointed by the amount of visitors your article has received?

We can give you the training you need to write engaging content that will be shared and found by Google.

What you’ll get from this web writing course

When you have finished this writing for the web course you’ll know which content works best online and in what format. You’ll also have learned techniques for better linking and use of keywords and anchor text to increase the number of relevant visitors to your website.

What we’ll cover

- How people consume information online
- Who is your audience?
- Types of digital content
- Search engine optimisation (SEO)
- Optimizing content for Google
- How people search
- On page SEO: keywords, links, headings, meta tags and content

When, where & how much?

This is a full day course, we start at 9:30am and finish at 5:00pm

Location: Sydney CBD and Melbourne CBD

Investment: \$599 + GST per person, including lunch

Want to know more?

For more details please call our Training Wizard:
Dianna Verlaan,
on 0417 732 217
or email us at training@parachutedigital.com.au

BOOK YOUR SEAT TODAY

Ask us about course dates & in-house training.
0417 732 217 training@parachutedigital.com.au