

Online Copywriting – Intermediate and Advanced

Intermediate: London 15th June Manchester 9th June
Advanced: London 5th May Manchester 12th May

Improve your online copywriting, covering the four main areas of legibility, layout, language and logic, to increase the effectiveness of your site in communicating with the customer and prompting desired action. These one-day courses also include writing copy for email, search and accessibility. The advanced course is limited to 8 delegates and includes the opportunity to have your copy rewritten by the trainer.

Learn how to use the four main areas of online copywriting: legibility, layout, language and logic to draw attention to key company messages and ensure that they are clearly understood. You will also cover online copywriting subgenres including newsletters, search engine optimisation and accessibility and learn about structuring content between different web pages, as well as on an individual page.

“This is ideal for people with experience of writing or editing for print who want to extend those skills to web publishing.”

Tim Tucker - APA Training Consultant

The course covers the four main areas of online copywriting:

- Legibility – making text comfortable to read from a screen
- Layout – designing text to draw attention to your key messages
- Language – ensuring your message is understood
- Logic – structuring content between different web pages, as well as on an individual page

We will also cover particular sub-genres of online copywriting including:

- Email newsletters
- Search engine optimisation
- Accessibility

Trainer – Tim Fidgeon



Tim has 10 years' experience in digital marketing and online copywriting. After heading up the copywriting functions for several large digital agencies, he is now a freelance consultant. Tim has spoken at 'Internet World' and has recently worked with: BT, Chartered Institute of Marketing, General Motors and Sony. His articles on digital marketing and online copywriting have been published by: .net Magazine, New Media Knowledge, Usability News, Web Standards Group

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