

## WEBWRITING

*BackDRAFT® Writing Training turns professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.*

WEBWRITING is a one-day seminar designed to offer staff of corporations and public organizations the latest insights into how the web functions as a unique medium. Entertaining and interactive, the seminar offers participants the latest research on web-user habits and trends, and helps develop practical skills of structure and style that make the most of what is rightly called “the medium of exploration.”

While the focus of the seminar is mastery of web-writing technique, topics include the groundbreaking research of Jacob Nielsen, the principles of web writing, the worst and the best of the web experience, how web readers develop impressions, the role of web writing in brand building, and the development of web-savvy writing techniques.

By the end of the seminar, participants will have developed an understanding of the principles, and practical skill in the creation or retooling of web text for maximum effect. Details of the content of each day’s programming appear on the following page.

Training includes...	Participants learn to...	Designed for...
<ul style="list-style-type: none"> <li>▲ Intensive six-hour seminar</li> <li>▲ Full-color study guide</li> </ul>	<ul style="list-style-type: none"> <li>▲ Identify their writing personality types</li> <li>▲ The Web—the medium of exploration</li> <li>▲ Reading from the screen versus paper</li> <li>▲ Planning for online cognitive perception</li> <li>▲ Accommodating web habits</li> <li>▲ What Jacob Nielsen discovered</li> <li>▲ How long is too long?</li> <li>▲ Why only 9% of users ever scroll</li> <li>▲ Playing to eye-movement patterns</li> <li>▲ 10 new rules of web writing</li> <li>▲ How web readers develop impressions</li> <li>▲ Web writing as brand building</li> <li>▲ Great writing-art versus craft</li> <li>▲ Expert web writing examples</li> <li>▲ Web-centric writing habits</li> <li>▲ Adopting tactical writing habits</li> <li>▲ Building a web-writing process</li> <li>▲ Working in writing clusters</li> <li>▲ Applying the Nielsen standards</li> <li>▲ Giving and taking feedback</li> <li>▲ Conducting a web peer review</li> <li>▲ Web-writing evangelism</li> <li>▲ Building a web-writing engine</li> </ul>	<ul style="list-style-type: none"> <li>▲ Corporate communicators</li> <li>▲ Program officers</li> <li>▲ Global communications teams</li> <li>▲ Public-relations practitioners</li> <li>▲ Webmasters</li> <li>▲ Marketing personnel</li> <li>▲ Agency staff</li> </ul>
		<p style="text-align: center;"><b>Delivery &amp; cost</b></p>
		<ul style="list-style-type: none"> <li>▲ Six-hour, one-day seminar</li> <li>▲ Up to 40 participants: <span style="float: right;">\$7,000</span></li> </ul>

**BackDRAFT® WEBWRITING**

*One-day seminar agenda in four sessions*

**1. WHY THE WEB TRULY IS A DIFFERENT MEDIUM**

**PRESENTATION:** How reading *the screen* differs from reading *the paper* • research data about cognitive perception while online • accommodating web habits • what Jacob Nielsen discovered about web readers • how long is *too long*? • why only 9% of users ever scroll • playing to eye-movement patterns • the six principles of web writing

**DISCUSSION & PRACTICE:** *Turning your research and data into key messages • sharing the worst and the best of the web experience • Grab me or bore me—the only two web options*

**2. DELIVER THE INFO—MAKE THE IMPRESSION**

**PRESENTATION:** how web readers develop impressions of the site owner • branding as a business process • the role of web writing in brand building • great writing—art vs craft • the six principles of on-brand writing • review of webwriting best practices using current examples from industry, government and the non-profit sector

**DISCUSSION & PRACTICE:** *Custom key-messages review • key-impressions review • using a reader-attitude meter (RAM) to validate writing impact • hands-on exercises in word-based impression management*

**3. IDENTIFYING THE BUILDING BLOCKS**

**PRESENTATION:** intro to web-centric writing habits • Diction—words, keywords and jargon • Grammar—respecting varied traditions • Syntax—the delicate art of word order • Logic—driving the argument home • Punctuation—signposts of logic • Rhetoric—the ultimate art of persuasion

**DISCUSSION & PRACTICE** —*building a consistent organizational approach to web writing • what’s in a web headline? • hands-on exercises in rapid retooling of web text for maximum effect*

**4. BUILDING THE WEBWRITING CULTURE**

**PRESENTATION:** adopting tactical writing habits • building a web writing process • working in writing clusters • applying the Nielsen standards • giving and taking feedback • seeking and conducting an effective peer review • retaining individual ownership of work • web writing evangelism • building a web writing engine

**DISCUSSION & PRACTICE:** *spotting, naming and fixing individual writing fumbles • distinguishing choices in style from errors in judgment • web writing trade secrets including toggling, bottlescrewing, anchoring and looping • brainstorming strategies.*

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