

Workshop: “Writing for the web”

May 8th 2020

09:00 – 13:00

1. Introduction

- How digital is transforming your work
- Content is part of your service content is part of the user experience
- What is good content?

2. How people read on screens?

- We don't read we scan. what is our state of mind? WIIFM
- Definition of user needs
- What is the context in which people are reading?
- You lost control over your content

3. Writing method (efficient and effective): Plan your text

- Why is important to have a method?
- Discovery phase
- Revise and proofreading

4. Exercise / Play

- Use your creativity to write your headlines with constraints

5. Principles of web writing

Visual Hierarchy
Inverted pyramid
Signposts: Help the reader scan faster

6. Keeping standards

Learn Build Measure Loop
Evaluating content
Recycling content = repetition

7. Exercise / Play

Plan your text

Q & A Session