

Digital Copywriting Training Course

Turbo-boost your digital copywriting skills

Course Dates

Please note: This course is currently only available [in-house](#)

It has been proven time and time again that copy has a huge impact on audience perceptions, and is key to how organisations communicate, persuade or sell. Exceptional digital copy will therefore play a critical role in your organisation's success.

Emarketeers' practical digital copywriting training course offers research-based best practice that will demonstrably help you improve your website or email conversions and engagement.

We will use many real-life examples and re-write exercises, making this a fun day, that will help you to develop confidence in your new copywriting skills.

The course will leave you super-energised to start improving your digital copy the next day

Course Programme

Understanding Your Audience

- How people read online – the impact on digital copywriting
- Profiling – ways to understand your audience better, so you can write for them more effectively
- Scrolling – encouraging people to scroll and how to manage it if they don't
- Offers and promotions – how to get people reading this critical content
- Legibility – ensure your text is easy to read on the screen

Choosing The Right Language

- What sort of language should you use online?
- Grammar – how fussy should we be?
- Guidelines and exercises on: vocabulary, sentences and paragraphs
- Tone-of-voice – developing consistency and excellence within an organisation
- Concision – how can we be more concise...and when is content too concise?

Communicate, Persuade And Sell

- Attract attention – make sure your core messages get looked at
- 'Brainstem simple' – create pages that get your message across to audiences, without them even realising it
- Front-loading – using techniques to maximise business benefit in your writing
- Guidelines and exercises on: headings, formatting, lists, links and buttons
- Structure and persuasion – arguments, narratives, metaphors, personality types and persuasion principles

Improving Readability

- Understanding how readability tools work
- Common readability metrics and what they mean
- Using readability scores to evaluate and optimise content

Organisational Issues

- Managing a team – how to support your organisation in creating online content that is consistently excellent
- Review and editing of others' work – practical advice to help make this quick, effective and efficient

Benefits

Following the Digital Copywriting training course, you will be able to:

- ✓ Write digital content that communicates, persuades and sells more effectively
- ✓ Understand how web and email impact on writing
- ✓ Ensure that your key messages stand out and are immediately understood by your audience(s)
- ✓ Develop organisational policies and processes to guarantee consistently excellent digital writing (including tone-of-voice)
- ✓ Sell the value of high quality digital copywriting within your organisation

All attendees receive an attendance certificate, digital copies of course material and four weeks post course support online.

Audience

The Digital Copywriting course is ideal for anyone involved in writing, curating or editing website or email copy and content. Typical attendees include: copywriters, content editors, marketers or project managers.

What people say

Writing for the web is an essential course for anyone involved with marketing their business. The trainer was a fantastic instructor, full of useful knowledge about content writing, and made the entire day a fun learning experience!

Emma Coletti, Assistant Librarian
The Honourable Society of Gray's Inn





I feel like I have learnt more on this course then I did when I was back in school. The trainer was very engaging and very informative. I would highly recommend this course to anybody who has an interest in writing content for the web, or would like to know the psychology behind our behavior towards online content, both on the web and social platforms.

Samuel Godwin, Marketing Executive
Steatite

STEATITE

Great course & great trainer. I learned exactly what I needed from it! Highly recommended.

Steffan Gooch, Managing Director
The Social Sourcery



Recently attended Emarketeers Writing for the Web course. Highly recommend – lots of useful info learnt in a jam-packed day. Left feeling very motivated, informed and inspired!

Maddy Long, Communications Adviser
JNCC



Writing for the Web is an excellent course for beginners and experts alike. The material is delivered in an entertaining and engaging way.

John Howard, Communications Consultant
OlsenMetrix Marketing



Tim was an excellent presenter. His recommendations were backed up with extensive research on best practice rather than opinion. The course will come in good use when formulating engaging and memorable content in future.

Matthew Heywood, Online Marketing Executive
Spreadex





Excellent course. Thorough, clear and interesting – I learned a lot!

Laura Lacey-Freeman, Web Editor
Anglia Ruskin University



The trainer was fantastic – very funny and engaging. I've gained some very useful knowledge and thoroughly enjoyed myself.

Jenny Ross, Digital Content Officer
University of Reading



Writing for the Web was that rare mixture in a course: informative, interesting and fun. The practical exercises provided just the right level of challenge to reinforce the lessons and concepts outlined by the presenter, and explored in the various points of discussion.

Guy Pursey, Digital Development Project Manager
University of Reading



The course was a great introduction to writing for the web and the tutor was very engaging and helpful, I took away some useful advice. The food was also great.

Bryony Cottam, Product Administrator
Simply Hike



The presenter was very informative and enthusiastic which was refreshing and kept you interested. The amount covered in one day was impressive too.

Lucy Delaney, Clinical Engagement Coordinator
Bupa





Thank you Tim for a very informative day in lovely surroundings with plenty of refreshments and a tasty lunch. I learnt a lot and just need to put it in to practice now.

Linda Heath, Product Co-ordinator
Red Funnel Group



Great course – informative and enjoyable. Would highly recommend, and Tim was an enthusiastic and knowledgeable course leader.

Victoria Chadwick, Digital Content Executive
Eurocamp



An excellent and insightful course that provides you with helpful information to improve the legibility and marketability of your web content.

Ben Hammond, Editorial Assistant
Woodland Trust



Tim Figeon was a great tutor who, through his enthusiasm, humour and relevance, made the course content comprehensible, useful and memorable.

Bella Beckford, Product Administrator
The Simply Group



Great course to help you understand how people consume content on the web. Recommended!

Miriam Chiazor, Content Editor
Afro Tourism



Friendly, fun and professional – what more do you want!

Rosa Williams, Assistant Marketing Manager
Stagecoach



I found the course very useful and am already applying the learnings to my work. It helped me to understand visitor behaviour, and how to improve my work for the web. Tim is also a great teacher. I would recommend.

Tamara Labelle, Product Marketing Manager
Bought by Many



The course was well presented and offered some interesting insights into writing online content. I liked that all the claims were supported by studies and the small group size made asking questions easy.

Sophie Chalk, Editorial Director
EKC



The trainer came up to our office for a bespoke training programme, and delivered it in a fun, relaxed and informative way. The team all took something away from the day and I'd say it was a great success.

Tim Lowe, Web Editor
GO Outdoors

