



Consulting and Training | Reach New Heights

Course Name

Writing and Packaging for the Web

Sector Name

Information Technology

Document Type

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Writing and Packaging for the Web

Course Introduction

Writing and Packaging for the Web is a modern digital communication skill focused on creating clear, engaging, and user-friendly content for websites, apps, and digital platforms. It combines content writing, UX writing, and SEO optimization to ensure that information is not only readable but also effective in achieving business and user goals.

In today's digital world, users scan rather than read, which makes content structure and packaging just as important as writing quality. This course teaches how to design content that improves user experience (UX), increases engagement, and boosts conversion rates.

You will learn how to write for different web formats such as landing pages, blog posts, product pages, and microcopy (buttons, menus, and alerts). A key focus is on SEO writing, where you will understand how to use keywords naturally, improve search engine rankings, and optimize content for Google.

The course also covers content packaging techniques, including headings, formatting, visual hierarchy, and readability strategies that make web content easier to scan and understand. You will learn how to structure content for both humans and search engines.

Another important area is UX writing, which focuses on creating clear and helpful interface text that guides users through digital

products. This includes writing calls-to-action (CTAs), error messages, and onboarding instructions.

By the end of the course, learners will be able to create professional web content that is:

- ✓ Clear and engaging
- ✓ SEO-optimized for search engines
- ✓ Structured for readability and UX
- ✓ Designed to increase user interaction and conversions

This course is ideal for content writers, marketers, designers, and anyone working in digital marketing, SEO, or web development.

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Target Audience

- ✓ Cloud Computing Engineer
- ✓ Computer Network Specialist
- ✓ Computer Support Specialist
- ✓ Database Administrator
- ✓ Information Technology Analyst
- ✓ Information Technology Leadership
- ✓ Information Security Specialist
- ✓ Software/Application Developer
- ✓ Web Developer
- ✓ Technology sales consultant

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Learning Objectives

- ✓ Gain a comprehensive understanding of how to build a logical structure and create clear and concise content for webpages
- ✓ Make the most of links to create pages that are as useful as possible
- ✓ Write pages that their readers will want to read
- ✓ Avoid common grammar and punctuation traps
- ✓ Proofread webpages for errors
- ✓ Know what contents engage the audience and put key information first.
- ✓ Catch visitors' attention by understanding the psychology of great headlines
- ✓ Use search engine optimisation (SEO) techniques to help their pages rank in search engines (while avoiding methods that result in penalties).

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Course Outline

✓ Day 01

Effective Planning And Structure

- ✓ Introduction and course overview
- ✓ Setting your objective
- ✓ Visitor focus: making content reader-driven
- ✓ Identifying key messages
- ✓ Getting started
- ✓ Overcoming writer's block
- ✓ Assembling the facts

What Constitutes Good Website Content?

- ✓ Analyze the differences between writing online vs offline copy.
- ✓ Analyze online texts to understand what to do and not to do when writing for the web.
- ✓ Writing for your target audience.

Writing and Packaging for the Web

Course Outline

✓ Day 02

Producing Clear And Well-structured Web Content

- ✓ How to use headings and why we need to use them?
- ✓ Chunking your content down.
- ✓ Using paragraphs.
- ✓ Signposting content.
- ✓ Using multimedia.
- ✓ Techniques for clear writing.

Clear, Optimised Web Writing

- ✓ Introduction and recap
- ✓ Improving readability
- ✓ Reader-centered writing
- ✓ Writing for search engines
- ✓ Making your writing active
- ✓ Writing in plain English
- ✓ Structuring your sentences for easy reading
- ✓ Confident grammar
- ✓ Perfect punctuation

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Course Outline

✓ Day 03

Clear, Optimised Web Writing

- ✓ Introduction and recap
- ✓ Improving readability
- ✓ Reader-centered writing
- ✓ Writing for search engines
- ✓ Making your writing active
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Course Outline

✓ Day 04

Copywriting Techniques To Attract And Retain Readers

- ✓ Writing effective headlines.
- ✓ Sequencing your content strategically.
- ✓ Using positive and engaging language.
- ✓ Including emotion.

Seo Principles

- ✓ Using keywords correctly.
- ✓ Meta tags and title tags.
- ✓ Adding links strategically.

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Course Outline

✓ Day 05

Packaging/structuring Your Webpage

- ✓ Making the information flow
- ✓ Signposting your content
- ✓ Grabbing attention
- ✓ Leaving a good impression
- ✓ Directing your visitor to action

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 19, 2026	Oct. 23, 2026	5 days	4250.00 \$	UAE , Dubai
April 19, 2027	April 23, 2027	5 days	4250.00 \$	UAE , Dubai
July 13, 2026	July 17, 2026	5 days	4950.00 \$	England , London
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 \$	KSA , Dammam

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