



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

Website content writing and packaging webpages are still relatively new but are important fields, especially in the marketing field. As we are all visual beings, we tend to read visually pleasing content on the web. But all web writing requires solid writing skills – skills that are good enough to grab visitors’ attention in time to draw them in.

This training course is designed to provide participants with the key concepts and techniques in order to improve the effectiveness of content writing and the structuring of webpages. This course will focus on topics such as producing clear and well-structured web content, copywriting techniques, SEO principles, and structuring web pages.

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Writing and Packaging for the Web

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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Writing and Packaging for the Web

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.

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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
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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 13, 2026	April 17, 2026	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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