Writing for the Web

Date
Tuesday, April 15, 2008

Time
9:00 a.m.- 4:00 p.m.

Place
The Library of Congress
Madison Building
West Dining Room, 6th Floor
101 Independence Avenue,
S.E., Washington, DC

Metro/Directions
Capitol South
(Orange/Blue Lines)

Sponsor
FLICC

Information
Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations five business days in advance at
ADA@loc.gov

Registration
$250 for FT Accounts/$270 for non/FT. Register online at http://www.loc.gov/flicc/feveform.html

Cancellations
Please notify FLICC at (202) 707-4848 if you cannot attend to allow those on the waiting list an opportunity to register.

The graphics may be gonzo, the technology cutting edge, but it's well-written content that brings visitors to your site and keeps them coming back. In this course, you'll learn proven principles of Web writing (conciseness, effective hypertext links, putting the message above the fold) to help visitors find information and navigate your site. You'll learn how Web writing is different from print writing and why print documents dont work on the web as-is. Youll learn the traits of a well written Web site and how to incorporate these traits into your Web writing. Youll learn how to satisfy the needs of a variety of users and how to help users find what they want. In-class exercises will help you practice your Web writing skills and feedback from the instructor will build confidence in your Web writing.

This one-day session from E-Write will feature how to

- Discover what users look for
- Write user-focused content that is scannable and concise
- Learn principles of effective Web writing
- Find out how site navigation affects Web writing
- Use effective hypertext links both in navigation and within text
- Discern how Web writing differs from print writing
- Repurpose print documents for the Web

Leslie O'Flahavan is a co-founder and partner of E-WRITE which has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, executives, demographers, county government employees, activists, federal employees, and teachers. She is the co-author of Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents.

Before founding E-WRITE, Leslie was a writing instructor and author of educational materials for the Smithsonian Institution, National Geographic, and Cable in the Classroom. She's written articles, curricula, brochures, and teaching posters on topics ranging from helicopters to Hamlet, and from dinosaurs to women artists.