

Write for the web

**DPIC-81 2 Days (14 Hours)**

Description

This web writing training will allow you to master the art of writing for the web while taking into account SEO requirements. Indeed, writing for the web involves not only writing for readers, but also for search engines. The careful choice of keywords and their strategic placement in the page structure are key elements in improving the visibility of your pages. However, editorial quality is essential for your texts to be referenced effectively. By focusing on the style, titles and clarity of your texts, you can ensure pleasant reading and optimal visibility. This practical training is designed to help you improve your web writing skills.

Who is this training for ?

For whom

Marketing manager, communications manager, editorial manager and anyone who has to write for a website.

Prerequisites

None.

Training objectives

- Adapt your writing to the specificities of the web and natural referencing

Training program

Avant

- A self-diagnosis.

Écrire spécifiquement pour le web

- Adapt your writing to web media.
- Reading behavior on the Web.
- The characteristics of digital communication.
- Good use and formulate the links.

Optimiser la rédaction pour le référencement naturel (SEO)

- Writing for search engines.
- Identify important HTML tags for SEO.
- Choose the right keywords.

Écrire pour être lu

- Ensure the readability and scannability of the text.
- Find catchy titles.
- Build a plan.
- Write with a style punchy.

Renforcer l'impact des messages

- Enrich with multimedia content.
- Use the power of social networks to relay.
- Incite the reader to action.

Après - Mise en œuvre en situation de travail