

Society of Editors (NSW) at the National Editors Conference

Professional Development Workshop



Writing and Editing for the Web

**Presented by Simon Hillier
Get There Writing Services**

Wednesday, 7 September 2011, 9.00 a.m. to 4.00 p.m.

Venue: Dockside Conference Centre, Sydney

Cost: \$250 for Society members, \$295 for non-members
(includes lunch, and morning and afternoon tea)

To book a place, register online at www.editorsnsw.com/conference2011.htm

This workshop is designed for people building a new website or improving current website copy, or for anyone writing and editing for the web who wants to understand its potential challenges and opportunities. You will receive up-to-date practical guidance to enhance your internet writing and editing skills

Topics will include:

- Internet writing—write and edit for the internet; how people read online; how to build a relationship with your web audience or several different audiences; planning for website writing; and what makes a good or bad website?
- Layout and web writing techniques—laying out your page; images, fonts and copy; effective web copy for readers and search engines (SEO) using keywords, titles, metatags, headlines, subheads, paragraphs, bullet points and hyperlinks; calls to action; and tools for web writers and editors
- Increasing visitors—creating effective email newsletters; driving more traffic to your website for free; developing article ideas; and considering the different types of articles, what to include, and where to publish them on the internet
- New opportunities—including blogging for business; RSS (Really Simple Syndication); and tagging, social media and video.

Group and individual exercises are included throughout the day.

About the presenter:

Simon Hillier has 14 years experience as a web copywriter and online marketer, including eight years with leading e-commerce companies, travel.com.au and lastminute.com. In 2005, he set up Get There Writing Services, specialising in web content writing and consultancy. Simon has conjured up words for scores of small, medium and global businesses. He has written, polished and edited books and ebooks for Australian, US, UK and European publishers, companies and inspiring individuals. His articles have appeared in magazines, newspapers and websites around the world. In addition to running corporate and government workshops, once a semester he slips on his tweed jacket with elbow patches to teach at Sydney University CCE.

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for Editing and Publishing

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www.editorsnsw.com/conference2011.htm**