



# DIGITAL COPYWRITING ESSENTIALS

## Discover the essential skills and practices for writing effective digital copy.

Whether it's a quick status update or detailed blogpost, writing on a digital platform is already a part of your day. The structures and styles for online are, however, different - there is no one-size-fits-all approach to the platforms. For your copy to cut through the current cluttered digital environment, it needs to be engaging. Through tested techniques, you'll discover the art of writing engaging digital copy for search purposes, emails, websites and social media.

### LEARN TO:

- Write and develop engaging copy
- Apply the rules of copy in a digital space
- Articulate an idea that is both concise and engaging
- Develop landing pages, subject lines, emails and website copy effectively
- Tailor your copy for each digital channel
- Craft rich and entertaining blogs and posts
- Identify the role and implications of mobile

### COURSE COVERS:

The foundations of good copy and how the rules transform for an online arena, covering:

- The basic but essential approach to copy
- A debate on traditional versus online writing styles
- Web structure and thinking in 3D
- Spelling, proofreading and structuring - especially landing pages
- Email timing and etiquette
- Tips and techniques for email subject lines
- Writing for SEO, social media, mobiles and blogs

#### IN-CLASS PRICE

Member: \$650

Non-member: \$895



**In-class course available in  
Sydney, Melbourne and Perth.  
See page 34 for course dates.**