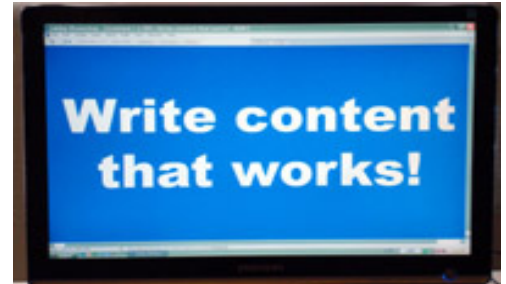


# Better Business Communications Series

## Web Writing Solutions ...create a stronger web presence



### Why take this workshop?

- If your website content is written in conventional writing styles, then most Web readers don't read much of it.
- People read differently on the Web than in other media. Usability studies show that most Web readers "grab & go".
- High School & College English classes did not teach how to write effectively for the Web.
- Even most professional writers do not know how Web writing differs from other media.

### What will participants gain from this workshop?

Participants in the **Web Writing Solutions** workshop will be guided to:

- understand better how people read on the Web
- break through the "wall of words"
- convert "paper-style" to "web-style"
- know when and when not to PDF
- write for accessibility issues
- promote without "marketese"
- use information layering
- format for active space
- communicate better by appropriately using:
  - headings, lists, tables, links, graphics, etc.

### How is the workshop conducted?

**Web Writing Solutions** is a hands-on, interactive workshop where participants learn by doing. This is a one-day workshop and each workshop is limited to 15 participants.

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### Where are the workshops offered?

The Miller Campus of Salt Lake Community College, in the computer lab. These workshops can also be customized for your organization and held at your location. For more information about customization, call Susana Chaffos at 957-3457.

### How do I enroll?

Fill out the form at [www.slcc.edu/mbrc/calendarofevents.asp](http://www.slcc.edu/mbrc/calendarofevents.asp) or contact Student Services at 957-5200.

### How much does it cost?

Tuition for **Web Writing Solutions** workshops is \$119.00. Volume discounts and funding partnerships may be available. For more information on discounts and funding partnerships, call Susana Chaffos at 957-3457.

### Who teaches this workshop?

**Web Writing Solutions** workshops are led by Greg Larson who has worked in the frontlines of website writing as a content writer, Web style guide writer, and Senior Developmental Editor. Greg is an internationally published writer who also teaches Business Communication at Salt Lake Community College and Neumont University.

