

WRITING RIGHT FOR THE WEB

April 20, 2010 :: 1:00 – 2:30 p.m. EDT

“This presentation changed forever the way I look at Web pages.”

“As the University of Victoria’s new Web Writer, one of my mandates is to train staff in writing for the web. I had 30 of them attend this webinar, and it was very well received.”

“This conference was very informative and useful, even with the knowledge that I already have. I thought the speaker chose good real world examples that allowed me to see how others have utilized the ideas that he was talking about.”

“I found the webinar very helpful, particularly the parts about formatting your press releases or message for the web. It was helpful having side-by-side examples of what works and what works better.”

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



OVERVIEW

Your website navigation is clear. Your content is on target with what interests your audience. But your website still isn't engaging your visitors in the way you'd like.

If the writing style on your site is not web-friendly, your most important audiences may not receive your messages. And even in today's social media world, your official website remains your most valuable online marketing tool.

Join us to explore the common pitfalls of web writing and how they can derail your site's effectiveness. Throughout the program, examples from higher education websites will be used to highlight best practices and demonstrate the value of a designated web editor to your online marketing team. You will learn how to use web writing and content presentation principles to increase your site's effectiveness and search engine visibility.

WHO SHOULD ATTEND

Communications professionals and web authors looking to communicate their messages to key audiences via the web will learn:

- What web audiences look for
- Copywriting principles specific to the web
- Tips for updating current web content
- Search engine optimization basics

Web designers seeking basic content presentation principles will also benefit from this webcast.

PROGRAM AGENDA

- Engaging key audiences
 - How people read your website
 - The value of a web editor
 - Your website as a magazine series
- Direct marketing copywriting principles applied to your website
 - The basic principles
 - A few key differences
 - Motivating response
- Practical tips for reforming your web pages
 - Writing compelling copy
 - Effective formatting
 - The power of your first sentence
 - The ability to scan
 - The perils of excessive PDF use
- Writing tips to increase your visibility for search engines
 - Creating great page titles
 - Effectively using key words in page content

Learn how to use web writing and content presentation principles to increase your site's effectiveness and search engine visibility.



INSTRUCTOR



Robert E. Johnson, Ph.D., Bob Johnson Consulting

Bob's specialties include creating web content that engages visitors, competitive website reviews, and interactive communication plans for advancement and enrollment activities. Bob is the editor of the popular email newsletter, "Your Higher Education Marketing Newsletter," sent monthly to 4,100 subscribers, and the @highedmarketing Twitter site with nearly 2,000 followers.

He is also the author of *Advancement and the Web: Thriving in a New World* and *Transforming Your Web Site into a Collaboration Marketing Tool* and co-editor of *Integrated Marketing Communication, A Practical Guide to Developing Comprehensive Communication Strategies*.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before April 13, 2010

Single Site Connection: Writing Right for the Web _____ \$350.00 USD

Additional Site Connection: Writing Right for the Web _____ \$195.00 USD

(After April 13, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 12, 2010. A \$75 processing fee will be assessed. After February 12, 2010 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

