

Making Web Content Work

Learn on your own, at your own pace

Why self study?

While most people appreciate the benefits of a class-based course, sometimes this just isn't a practicable solution. Even the semi-formal arrangement of a blended learning approach can prove too much of a challenge for some people's busy diaries.

This solution is ideal for anyone who needs to fit bite-sized chunks of learning into an already packed daily schedule.

Programme overview

This information Mapping self study programme is designed to enable you to structure content for effective access and presentation online. You will learn to develop the complex content you need to place on your intranet or web site.

The programme is especially useful for organisations with information rich intranets and web sites. You will learn how to ensure that visitors can access information easily and understand the content quickly.

Programme goals

By the end of this self study programme, participants will be able to:

- plan the high-level content of a site using six tasks
- understand options for organising the content of a site to support site purpose and user needs
- analyse page content using six Information Types
- organise content into short, modular units that are appropriately labelled
- present information in a visually appealing way to maximise its effectiveness

Programme features

Participants can take our *Making Web Content Work* self study programme at a time and place of their choosing within a period of 60 days. The programme is available 24/7 via Pacific Blue's website. It offers:

- 6 to 7 hours of self-paced tuition
- short modular lessons
- downloadable module summaries to print and keep for reference
- a web gallery that provides access to online examples of concepts
- practical exercises to help you apply your new skills and assess your progress

Who should take this programme?

Our *Making Web Content Work* self study programme is designed for anyone defining and developing content rich web and intranet sites. It is especially relevant for content development teams.

How you will benefit

The programme will help you to:

- provide content which is easily read and used online
- ensure that you visitors can rely on the web or intranet to get quick answers to their questions
- provide the information your visitors need, when they need it with minimal clicks and scrolling
- gain confidence in your web writing skills
- build standards or templates for content

Thinking of taking our self study programme?

Accessing the self-study programme

We can normally set up individual user accounts on our website within 24 hours of you requesting it.

Pricing and materials

The self study programme costs £295.00 per person, plus VAT for 60 days of access.

Next steps

If you are interested in finding out more about the programme or are ready to sign up, then call us on 0845 122 7102.