



Advanced Writing for the Web

Date

Monday, May 24, 2010

Time

9:00 a.m.- 4:00 p.m.

Place

The Library of Congress
Madison Building
Dining Room A, 6th Floor
101 Independence Avenue
S.E., Washington, DC

Metro/Directions

Capitol South
(Orange/Blue Lines)

Sponsor

FLICC

Information

Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations
five business days in advance
at

ADA@loc.gov

Registration

\$195 for FT Accounts/\$210
for non/FT. Register
online at

[http://www.loc.gov/flicc/
feveform.html](http://www.loc.gov/flicc/feveform.html)

Cancellations

Please notify FLICC at (202)
707-4848 if you cannot
attend to allow those on the
waiting list an opportunity to
register.

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eb content writers and managers have the basics of Web writing covered but are looking for ideas for writing specific types of Web pages. This course offers user-focused guidance on techniques for specific types of Web pages including

- Information Alerts
- Contact Us
- FAQs
- About Us
- Publications
- Procedures and Regulations
- Newsletter archives



During this course, attendees will produce a brief standards document on writing the seven types of Web pages for their individual programs. The course will also offer a high-level overview of how Web writing affects search engine optimization and help students practice writing for better search results.

By the end of the course, students will be able to

- identify best practices for writing specific types of Web pages
- increase content management and writing skills
- develop content writing standards for individual agencies and programs

Students will want to bring their Web content to this course to compare it to course samples, get feedback and revise it with classmate input.

Leslie O'Flahavan is a co-founder and partner of E-WRITE which has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, executives, demographers, county government employees, activists, federal employees, and teachers. She is the co-author of *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*.

Before founding E-WRITE, Leslie was a writing instructor and author of educational materials for the Smithsonian Institution, National Geographic, and Cable in the Classroom. She's written articles, curricula, brochures, and teaching posters on topics ranging from helicopters to Hamlet, and from dinosaurs to women artists.

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