

# Online copywriting training

Course code: H1COPY

Learn to write in a way that will be loved by readers and search engines alike. Find out how to write texts that will not only bring visitors to your website, but also convince them. A well-written and honestly written text will turn the reader into a customer and you as a brand in his eyes into a lovebrand. In short, a properly written text convinces and sells.

## Who is the course for

- A novice copywriter - and wants to get a solid foundation.
- An enlightened marketer - who knows that quality content matters.
- A manager, a company owner - who is interested in the (in)quality of the texts he receives.
- Content manager - who was in charge of the company's website and FB.

## Teaching materials

Printed materials

## Course outline

### Introduction to Online Copywriting

Here's what you need to know to create great, high-quality content. You will learn why to deal not only with the topic itself, but also with its processing and technological requirements.

### Strategic approach to content

If it's content, it's strategic. We will discuss the target audience, brand tonality and their importance for writing texts (as well as adapting them to your customers).

### Basic principles of text and visual anchors

We know how people read the internet and we will teach you how to do it. We'll talk about what to avoid, what (doesn't) belong in texts, and how to display content so that people want to read it and take the right information from it.

### How to SEO

You will find out what quality content looks like in terms of technical parameters and what criteria search engines use to evaluate it. Or what can be read from keywords.

### Spelling Exercises and Principles for Readers

You will avoid common spelling fouls. We will discuss the texts from the linguistic point of view and summarize what the reader is interested in in the texts.

### How to build the final text

We'll go through the steps of content creation. How to create a publishing plan, a headline that catches the eye, a perex that catches the eye, and how to finally compose the final text.

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