

# Writing articles for websites and blogs

**This course is for you if:**

- You want to earn an income from writing web articles,
- You want to write stories for your own blog, or
- Your job entails writing content for digital media.

**You will learn:**

- Key web writing and SEO strategies
- How to write compelling openers that are web-friendly
- Twenty key tips to write the body of an article
- How to close your article
- Where and how to sell articles online

**Course details:**

- Modules: Seven modules over 140 pages
- Duration: course can be completed at own pace within seven months
- Start date: at any time; applications all year round

**Students must complete:**

- 19 writing exercises with feedback on each
- Three full-length articles

**Admission requirements:**

- Basic writing skills are essential
- Computer skills, e-mail and Internet access required
- No previous tertiary qualification required

**Tutor for this course:**

- Fiona-Walsh

Fiona Walsh has an MA in Communications from City University, London and over 20 years' experience working in publicity and media writing, including as Publicity Manager for English National Ballet, Head of Press for the Royal National Theatre and Director of Press and Marketing for Bermuda Shorts Film, all based in London. She returned to the National Theatre in London for a year in 2012 as Communications Manager, with overall responsibility for managing broadcast, print, online and social media content around the NTs involvement in the 2012 Cultural Olympiad during the Olympic Games and the Queen's Diamond Jubilee celebrations.

Module one - the web writing industry uncovered

- Top questions about writing for online markets
- How is web journalism different from print?
- Basic features of a web article
- Two-part assignment

Module two - vital web writing strategies

- Key web writing strategies
- SEO fundamentals
- Where to find ideas
- Choosing and analysing a target publication
- Three-part assignment

Module three - writing eye-catching headlines and intros

- How to write a good headline for the net
- Writing bylines and sub-headings
- Choosing keywords
- Four-part assignment

Module four - mastering the intro paragraph

- How to write a gripping lead paragraph
- Two-part assignment

Module five - writing compelling article middles

- Filling out paragraphs 2 - 10
- Quoting experts
- Working on logical flow
- Avoiding plagiarism
- Two-part assignment

Module six - closing with a bang!

- Writing meaningful conclusions
- Checking on chunking
- Creating lists, sidebars and resource boxes
- Four-part assignment

Module seven - polishing your article

- Editing tips
- Where to find work
- Copyright issues
- Tips for managing your writing business
- Two-part assignment

### **How does the course work?**

Detailed class notes covering the content of each module are e-mailed to students. At the end of each module, students will be required to complete writing exercises. In total, the course includes nineteen short writing assignments, all of which count towards the final result of the student. This includes three articles of publishable quality.

Once the writing assignment has been completed and e-mailed to the lecturer, an assessment and feedback will be sent to the student, and the module will be considered complete. Students can also participate in ongoing online discussions by posting comments about the materials covered in the course or other issues pertaining to writing in the college blog.

### **Conditions of certification:**

Students will receive an SA Writers College Certificate upon successful completion of the course, provided they meet the following conditions:

- Students must have completed all 19 assignments

- The course must have been completed within seven months of registration.
- Students are expected to attain a minimum average of 50% for the course

Minimum estimated time commitment:

Reading time: 14 hours

Writing time: up to 15 hours

Research time: 5 - 10 hours, depending on the complexity of the selected topics for articles.

**Date:** 01 September 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 29 September 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 06 October 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 27 October 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 03 November 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 24 November 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 01 December 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 29 December 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 05 January 2018

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

**Date:** 26 January 2018

**Venue:** Online correspondence course, Countrywide

**Cost:** R4,495

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