

## Why web copywriting training?

How can written content improve your search rankings??

What does it mean to *write for the search engines*?

How can I attract more readers?

How can I persuade more visitors to buy when they arrive at our site?

Our SEO Copywriting Course is designed to answer all of these questions, and many more. It's about helping writers to make the most of the web – creating copy that users and search engines love. It's about building best practice into editorial, marketing and educational copy.

The course is practical, up-to-date and stuffed with examples unique to your business.

We focus on what works, and what doesn't – so you can leave armed with a toolbox full of techniques and ideas that are easy to put into practice.

## Who is the course designed for?

The aim of the training isn't to create new writers from scratch. Instead, we work with editorial, marketing, copywriting and technical teams – basically anyone who might need to create written content for the web (from articles to product descriptions).

Previous training clients include Nationwide, Visit London, Holiday Extras and John Lewis.



*"The writing for the web course exceeded our expectations. It was fun, inspiring and comprehensive – but even more than that it was useful. I was surprised how specific the examples were to our site and our competitors. We all took away so many practical tips and ideas that we can use every day."*

**Julie Chappell, Head of Media, Visit London**



*"The SEO training provided by Paul Mallaghan was informative and up to date. His easy-to-understand training style and use of current case studies means that what he says is both relevant and memorable."*

**James Osborne, Head of SEO, Holiday Extras**

## How does it work?

Unlike most cookie-cutter copywriting training, every single Scribblemill course is unique. This means that all examples are specific to your site, your market and your competitors.

### Before we meet:

We'll talk about your business, your industry and what you want to get out of the session. In most cases, it helps to complete a quick questionnaire, which can be forwarded to all attendees. This gives us an idea of the experience, expectations and skillset of the group.

After that, we'll send you a draft agenda for approval.

### During the course:

We'll use practical examples, live demonstrations and participate in exercises together. Questions are encouraged throughout and we'll discuss all points brought up.

### After the session:

Every delegate will receive copies of the slides (via email) plus contact details for the trainer. We encourage any follow-up and clarification questions.

## Where does the course take place?

You can choose between the following options:

- At your premises, anywhere in the UK.
- At a location of your choice (we're happy to arrange venue and facilities, or leave it up to you if you prefer).

## What does the course cover?

As every course is different, we don't have a rigid set agenda. However, some of the topics that we have covered in previous courses include the following:

(Every session is peppered with dozens of examples from your site and from competitor sites.)

Understanding how people search - and the importance of keywords

Finding your business tone - What are your words?

Using free online tools to find keywords and spark new content ideas

How to structure a page for different types of readers

Blogging - how to write posts and market them through social media

Headlines - what works online? Examples and brainstorming

Titles, meta and descriptions - a key job of the web writer?

Why usability matters (for your customers and the search engines)

Prompting an emotional response (and killing jargon)

Thinking in terms of hot-spots, scent and calls to action

Using online tools to assess competitor pages and content

Converting features into benefits (and countering your customer's objections)

### Sample agenda

If you would like to see a more in-depth sample agenda – [get in touch](#). We're happy to show you how previous training days have mapped out.

*"The workshop yesterday was really beneficial and will help me to get the SEO embedded in the online activity of Commercial Division."*

**Commercial Banking Online Manager, Nationwide**

### Why should you use Scribblemill?

Good question. Scribblemill is run by Paul Mallaghan – an experienced web copywriter and trainer. Paul has written copy for dozens of brands – from Tesco and Nationwide, to Rightmove and Easy Car. Paul has also trained some big-name clients how to write better online (including sessions with John Lewis and Nationwide). He'll take your course and act as your point of contact throughout.

You'll find Paul energetic, engaging – and quick to respond to any questions during the sessions.

### How long does a course last?

We offer half-day and full-day courses. Contact us to discuss which would work best for you. (For example, like one of our previous clients you may want an intensive half-day session covering the nuts and bolts of SEO for writers. Or, like another client, you might want to spend a full day focusing on articles, blogs and persuasive writing online. It's entirely up to you.)

### How much does it cost?

Because every course is unique, we price every session according to your requirements. For example, if you need to hire facilities/venue, we'll include that in the final cost. No additional costs will be added once the total has been agreed.

*"Thanks for your help with the 3 sessions you ran for us - I'm sure they will prove to be extremely useful."*

**Jamil Kassam, Head of Paid Search,  
John Lewis Direct**

### How can I book a session?

Email Paul at [paul@scribblemill.co.uk](mailto:paul@scribblemill.co.uk) or give him a call on **07941 316429**. Find out more about us at [www.scribblemill.co.uk](http://www.scribblemill.co.uk)