Writing for
South Australian Government websites

Workshop – 18 February 2010

Participate in this one-day workshop presented by the Chief Editor of sa.gov.au and find out how to:

- write appropriately for the Web and your audiences
- write succinctly and accurately
- make your online information easy to find and understand
- comply with the writing standards in the **Website Writing Guide**
- organise the content of your website for your users, not you
- prepare content for www.sa.gov.au
- write for higher Google ranking
- edit and proofread your online content.

Participants will be given practical and useful tips, tools and resources that can be implemented immediately.

Workshop content

1. The Web as a medium: what's special about the Web and the way people use it, how people process information on the Web.
2. Identifying your aims and audiences: how knowing your aims and the needs of the audiences changes your writing.
3. **Thinking clearly: managing the writing process, using the Website Writing Guide.**
4. Organising the content: clear headings, information architecture, page layout.
5. Writing for Google: how to write and structure content to improve Google ranking, how to choose and use keywords.
6. Writing clearly and appropriately: tone, style, grammar, vocabulary and accessibility issues.
7. The iceberg approach: how to layer and structure information.
8. Editing and proofreading: how to rewrite, cut and restructure existing content.

Steven Smith developed the online resource: **Website Writing Guide.** He was the first chief editor of www.sa.gov.au. He has given numerous workshops on writing for government and other websites across Australia. He wrote the Writing for government websites Better Practice Checklist for AGIMO and recently chaired the Ark Group conference in Sydney, Managing Your Online Content.

Benefits of attending

- Learn how to write more effectively for your website.
- Learn about the Website Writing Guide and how to prepare content for sa.gov.au.
- Receive dozens of practical hints, examples and checklists.
- Hear about the experiences of others responsible for website content.
- Receive a certificate of participation.

This workshop is aimed at non-technical people in government who want to know how to make their website content easier to understand and find.

The workshop format is a mixture of presentation, writing exercises, examples, group work and interaction between participants.

Register now
See attached form

When
Thursday 18 February 2010

Time
9.00am – 4.30pm

Where
Education Development Centre
Milner Street, Hindmarsh

Cost
$495 (inc gst)

Includes workshop booklet, arrival coffee, morning tea, lunch and afternoon tea.

Who should attend?
- website writers and editors
- website managers
- communication managers
- marketing and PR managers

Steven Smith

Writing for SA government websites - workshop

Booking form – 18 February 2010

websitecriteria
Best practice guidelines for the Web

Venue: Education Development Centre, Milner Street, Hindmarsh

Step 1: Provide participant's details

Name: _____

Position: _____

Organisation: _____

Your business address: _____

Your telephone: _____

Email: _____

Website address: www. _____

Special dietary requirements: _____

Step 2: Organise payment

Cost of the workshop is $495 - includes welcome tea & coffee, morning and afternoon tea and lunch.

Method 1: **Pay online** via the secure credit card facility at www.websitecriteria.com – Steven Smith's website and host of the Website Writing Guide.

Method 2: **Invoice**

Once this booking form is received, an invoice will be emailed to the participant.

Email for invoice if not to the participant:_____

Step 3: Submit this form

either   scan this form and email it to - amelia.radman@sa.gov.au

or   fax the completed form to Amelia Radman, Common Internet Site for Government – fax 8226 5440

Further information
visit www.websitecriteria.com   telephone Amelia Radman - 8226 7152

Booking conditions
- Bookings can be made at any stage before the workshop. Workshop numbers are limited to 15 people so we recommend you book early. If a workshop is over-subscribed at the time we receive your booking we will contact you to organise an alternative date.
- Payment must be received in full prior to the workshop.
- The workshop program is correct at the time of publication, but may change without notice.
- If you cancel up to a week prior to the workshop your booking fee will be refunded in full minus 10% to cover administration costs. If a cancellation is made after that date the workshop fee will not be refunded. Rather than cancel, transfer your booking to someone else.
- All cancellations must be received in writing or by email.
- Website Criteria Pty Ltd will not be held liable for circumstances beyond its control which lead to the cancellation or variation of the workshop.
- Participants are responsible for their own travel and car parking arrangements.

About the presenter, Steven Smith BA, BEd
Steven is an acclaimed presenter, having developed and presented workshops about the Web throughout Australia and internationally, including Canada, the USA and Malta. Being an experienced educator and presenter, Steven structures and delivers his workshops to maximize the learning experience for participants. Steven was the first chief editor of the SA Government's site sa.gov.au and has written a *Writing for the Web* checklist for AGIMO's Better Practice Checklist series. Steven has delivered workshops on writing for government websites to DECS, OCIO, The History Trust of SA and the RAA. Nationally he has delivered in-house writing workshops to the Department of Finance and workshops attended by the ABS, Centrelink, Medicare, DEH, Healthinsite and many others. He has written a number of websites for the Australian Government including the www.e-businessguide.gov.au. He has written a book about the Web, *Living Websites*, and has been quoted and featured in publications such as The Australian, Sydney Morning Herald, BRW and Dynamic Small Business.