Content Writing and Copy Editing for Websites and Intranets

Corporate Communications

Course Overview

Content Writing and Copy Editing for Websites and Intranets: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Content Writing and Copy Editing for Websites and Intranets
- Apply practical tools and techniques for Content Writing and Copy Editing for Websites and Intranets in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Content Writing and Copy Editing for Websites and Intranets in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Content Writing and Copy Editing for Websites and Intranets: principles, terminology and context
2. The business case: why Content Writing and Copy Editing for Websites and Intranets matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Durban	**$1,395**
23 to 27 Nov 2026	Accra	**$1,395**
7 to 11 Dec 2026	Online	**$700**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.