

Course : Writing for mobile: captivating and adapting to constraints

smartphones and tablets

Practical course - 1d - 7h00 - Ref. RMB

Price : 890 CHF E.T.

One Internet user in two consults the Internet exclusively on mobile. Yet content is not always adapted to mobile constraints. In just one day, this practical training course will enable you to identify the most relevant content strategy and understand the specifics of [[mobile friendly]] content.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identifying the challenges of the mobile Web
- ✓ Select the most appropriate content strategy
- ✓ Mastering specific copywriting techniques for the mobile Web

Intended audience

Anyone wishing to adapt the style of their written material: company newspaper, newsletter, blog...

Prerequisites

Good knowledge of basic web copywriting techniques.

Practical details

Hands-on work

Collective reflection. Case studies. Mobile copywriting and rewriting exercises.

Course schedule

1 Understanding the mobile Web and its trends

- The importance of technology: mobile site, responsive design, mobile application...
- The new behaviors of Internet users.
- The evolution of size and standard constraints: smartphones, tablets.

Storyboarding workshops

Brainstorming on the impact of mobile web trends on content.

PARTICIPANTS

Anyone wishing to adapt the style of their written material: company newspaper, newsletter, blog...

PREREQUISITES

Good knowledge of basic web copywriting techniques.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

2 Designing a mobile-friendly content strategy

- Formulate measurable objectives.
- Identify, prioritize and characterize your audience using the personas method.
- Prioritize content on your mobile site.
- Creating identical content for mobile and desktop: advantages and limitations.
- Creating mobile-first content: advantages and limitations.
- Creating specific content for each channel: advantages and limitations.
- What about responsive text? Insights.

Group discussion

Brainstorming in sub-groups about user journeys and the content that interests them. Experiment with different content strategies.

3 Adapting writing techniques to the mobile Web

- Write to inform and convince. Go viral.
- The essential in three lines: identify and communicate your essential message.
- Snacking content or micro-content.
- Set the scene with images and learn about the specifics for "mobile friendly" content.
- Video, podcasts... the appeal of multimedia.
- Reinforce localization and geolocation.
- Optimizing SEO: shorter formats for Title and Meta description tags.
- The specific case of applications.

Exercise

Exercises in writing and rewriting texts for mobile devices. Scripting texts for multimedia processing.

4 Controlling and monitoring actions

- Set up assessment tools.
- Define indicators, evaluate and measure results.
- Identify areas for improvement.

Exercise

Identify the most relevant indicators in relation to the defined mobile strategy.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 8 June, 19 Oct.