



DIGITAL SKILLS

... AUTHORITY ...



ONLINE EDITION

OVERVIEW



Master the Art of Web Writing

Get instant access to the industry leading online international web writing course. Subscribe to the 2025 e-learning edition to learn how to plan, structure, and write engaging search engine optimized content for the web. You will also have access to the latest insights and tips on artificial intelligence and emerging technologies, as you study for a Certificate in Online Business™.

Attended by organizations such as Warner Music, Skype, Schneider Electric, Mars John Lewis, House of Fraser, Three, L'Oréal and more.

Price per subscriber \$525 (incl. tax) includes: -

- 2-weeks access to high-impacting interactive online lessons and workshops (compatible with Tablets, Windows and Mac PCs)
- Downloadable versions of our official practical SEO Web Writing and Artificial Intelligence course books
- Includes online exam and shareable Digital Credential (if exam passed)

AUDIENCE

Who should take the course

- Writers, Bloggers, Publishers, and Journalists
- Marketers, Portal, and Intranet Managers
- Small business owners



OUTCOMES



During and/or further to the course, you, will be encouraged to: -

- Write engaging, targeted, and optimized copy using our 'SEO Web Writing Method'
- Implement best-practice web writing structure, optimized for readability and positive calls-to-action



BENEFITS

- Learn how to structure and plan written content
- Master the art of impactful web writing
- Discover how to write search engine optimized content
- Complete fun high-impacting practical workshops
- Get exam practice exercises
- Gain a globally recognized industry certification

COURSE CONTENT



The interactive online lessons, powerful guides and workbooks will give you the following learning: -

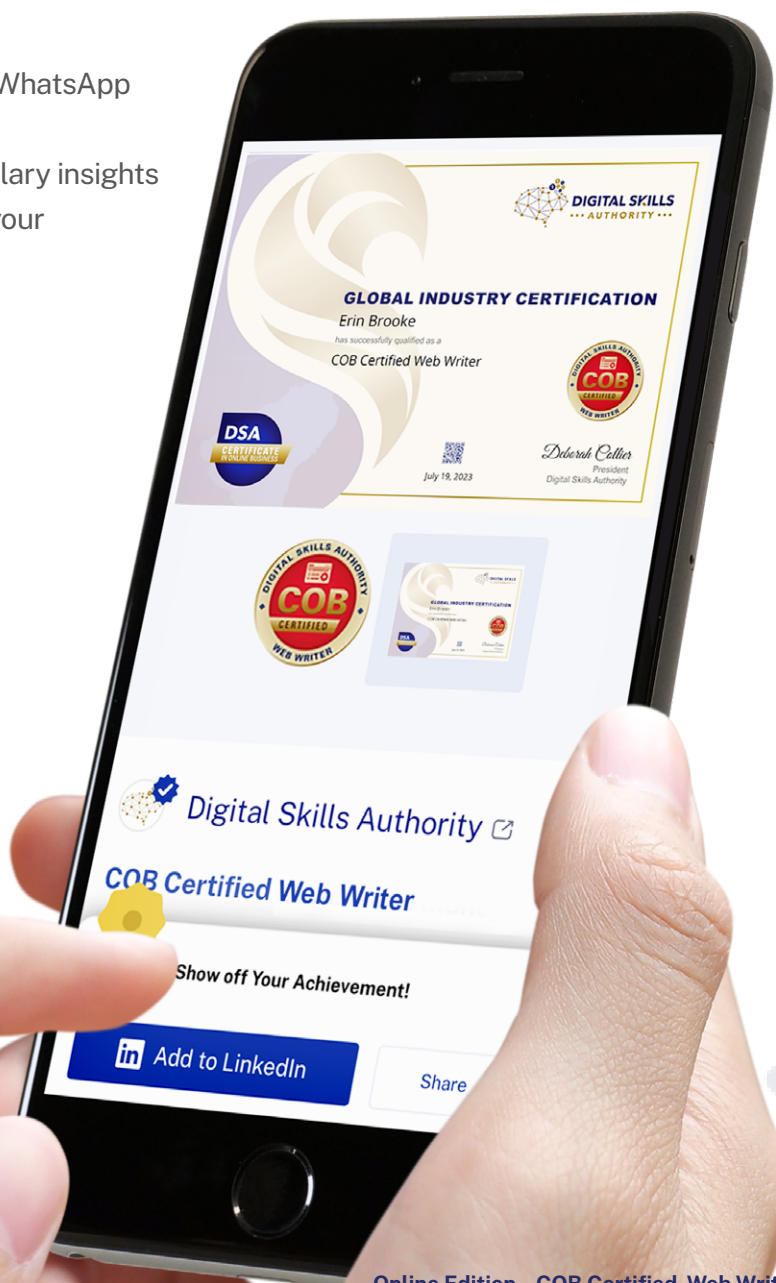
Understand your audience

- How to structure and plan
- The art of web writing
- Search Engine Optimization
- SEO workshop
- SEO web writing quiz and summary

Share Your Achievement

Once you have passed your exams you will be awarded your own unique verifiable credential (Secured through Blockchain).

- Share on your LinkedIn profile
- Announce over social media, through email and WhatsApp
- Share with recruiters and employers
- Maintain an online career journey with helpful salary insights
- Receive a downloadable certificate and embed your certification badge on your résumé or website



GET COURSE



You are just 3 steps away! For any questions visit digitalskillsauthority.org/contact

STEP
01

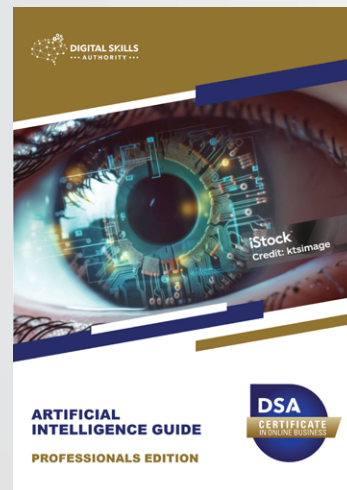
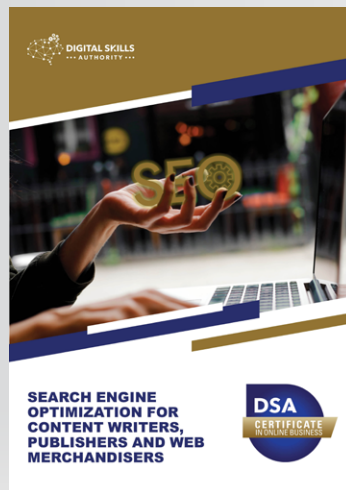
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STEP
02

PAY OR ACCESS
- follow the payment
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'Subscriber Access Code'

STEP
03

IDENTIFY
Pass Secure ID
verification checks



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SUBSCRIBE

