



THE UNIVERSITY OF
SYDNEY

Web Writing Course with SEO and AI (AEO and AIO) for Search and Content

*Centre for
Continuing Education*



Web Writing Course with SEO and AI (AEO and AIO) for Search and Content



This web writing course is suitable for business owners, web content writers, marketers, administration staff and anyone else who needs to write high-quality web and digital content for business. It provides you with the skills and proven techniques in writing for the web to attract your target audience, engage them with your words and prompt them to take the action you desire.

You will also learn how to:

- write Search Engine Optimised (SEO) copy
- optimise content for AI models and AI-search engines such as ChatGPT, Copilot, Claude, Google Gemini, and Perplexity – known as Answer Engine Optimisation (AEO), Artificial Intelligence Optimisation (AIO) and Generative Engine Optimisation (GEO)
- use AI tools, such as ChatGPT, Copilot, Claude, and Google Gemini, to research, plan and create SEO and AEO/AIO/GEO-friendly content.

The day includes lots of practical workshop exercises, real world examples and a healthy dose of discussion about your needs and objectives.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

This course is suitable for:

- Business professionals and admin staff
- Copywriters and content writers
- Small business owners
- anyone who needs to write web and digital content for business purposes.



Upon completion

Every participant receives a University of Sydney statement of completion.



Aims

This course aims to equip you with essential web writing skills that combine SEO and AI optimisation strategies. You'll learn how to craft engaging digital content that resonates with your target audience, ranks higher on search engines and better positions your content to be referenced by AI search tools. This course will help you become a more strategic, effective and confident digital content creator capable of using AI tools to enhance your research, planning and writing process.



Learning outcomes

By the end of this course, you should be able to:

- write web copy that grabs the attention and engages busy readers from start to end
- construct web content that's easy for web audiences to absorb
- speak to your web audiences in the most effective ways
- persuade your audiences to take action, e.g. contact, download, buy, etc
- structure logical content navigation paths
- make best use of headlines, subheads, bullets and hyperlinks
- understand how to rank higher on search engines
- write search engine friendly (SEO) content to help it rank higher on Google
- write AI search engine friendly (AEO/AIO/GEO) content so it might be referenced in AI results
- produce quality social, blog and EDM content
- make ChatGPT/AI part of your SEO/AEO/AIO/GEO researching and writing process
- use your skills for a wide variety of web writing needs.





Content

How people read on the web today

- Latest testing, research and statistics

How to engage your online audience

- Understand your audience – who they are
- Creating detailed personas with AI

Writing clearly, concisely and in the right tone

- Plain language vs buzzwords, clichés and jargon.
- Readability and editing tools – including AI
- Sentence and paragraph length (and how to develop cadence, rhythm and tone)
- Finding, developing and writing in the right tone of voice (with the 3Ws)
- Analysing and mirroring tone with AI

SEO: How to get Google to love your web content

- Learn what influences Google and AI search rankings today
- Keyword research made easy
- The simple, effective way to develop an SEO content strategy
- Developing ideas and web content that attracts your audience and SEO
- How to write SEO-friendly content your audience will love too

AEO/AIO: How to get ChatGPT and other LLMs to love your web content

- Learn what AI search engines look for when choosing source content
- How content differs from traditional SEO content
- How to write AEO/AIO/GEO-friendly content your audience will love too
- Advanced prompts for keyword research, content planning and writing

Features, benefits and problem-solver writing

- How to connect with and captivate readers using features and benefits.
- 3 powerful copywriting techniques using features, problems and benefits.
- Applying these techniques to various digital copy – web content, social, emails

Structuring and writing effective web content

- Writing headlines, subheads, body copy, bullet points and hyperlinks – and where to use them in copy and other content
- Pro copywriting tips – opening sentences that hook the reader, power words and more
- Stories, statistics and other effective ways to convey your message
- Techniques to help drive action e.g. enquiries, sales, downloads, sign ups
- Writing website, social posts and email marketing copy
- Using AI to help brainstorm and create your content
- Images and infographics – best practices, when to use them
- Handy tools for web writers



“Really informative and prompted a lot of good conversation and different ways to use our tools.”

Samantha Wheatley



“A great take on SEO and AI. Some amazing ways to prompt and make AI really work for you. I learnt some really interesting principles and tools I didn't know before. Would highly recommend.”

Tyler Knight



Delivery style

The course is a blend of lecture with practical learning including hands-on group activities, individual exercises and plenty of real-world examples from a range of industries. This way, you learn key concepts and their immediate application in your workspace.

Materials

Course materials are provided electronically.

What you need to do before the course

To test the techniques for using AI to improve SEO, AI search optimisation, brainstorming and writing, you will need to have a laptop and sign up for ChatGPT, Copilot, Claude or Google Gemini (free or paid versions) accounts.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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