

DIGISNARE TECHNOLOGIES

CONTENT WRITING Training

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Content Writing Courses Syllabus

Basics of Content Writing

- What is Content Writing?
- Why content Writing is Important
- Essentials of Content Writing
- Content Writing Life Cycle flow
- Process of Information Collection
- Job Opportunities for Content Writers

What to know before Writing?

- Usage of Business Communication
- Branding and its impact on writing
- Portraying Business Objectives through Content
- Delivering Content in different Formats
- Content Writing Tools
- Business Analysis

Blog Writing

- Selecting a Topic and Outline
- Undertaking related Research
- Keyword Research
- Keyword Analysis
- How to place keywords
- Writing Headlines
- Writing the Blog Draft
- Rewriting/Editing the Blog Post
- Optimizing the Blog Post

Website Content Writing

- Introduction to Website
- Developing Sitemaps
- Structuring Wireframes
- Writing Content for Website
- Rewriting/Editing Content
- Landing Page Content
- How to place keywords
- Heading & Sub heading Placements

Proposal Writing

- Introduction to Business Proposal
- Stating the Problems
- Proposing the Solutions
- Including Schedules and Budgets
- Writing Conclusion

Writing for Public Relations (PR)

- Introduction to Public Relations
- Importance of Writing for Public Relations
- Writing Media Briefs
- Writing Press Notes / Press Releases
- Writing Content for Media / Press Kits

Writing for Brochures

- Introduction to Brochures
- Developing the Structure and Strategy
- Writing Content for Pamphlets
- Writing Content for Marketing Folders
- Writing Content for Brochures/e-Books

Writing Social Media Posts

- Introduction to Social Media Posts
- Writing for Facebook Posts, Pages, and Events
- Writing for WhatsApp
- Writing for Twitter
- Writing for Instagram
- Writing for LinkedIn Pages
- Social Media Calendar Creation
- Monthly Calendar Creation

Project Work & Career Development

- Project Work
- Career Development for Writers

Advanced Topics

- Content Writing Project Management
- Search Engine Optimization
- SEO Guidelines
- Infographics
- Legal Aspects of Content Writing
- Module 11: Other Content Marketing
- Email Marketing Content
- Ad Copy Content
- SEO Guidelines
- Infographics
- Legal Aspects of Content Writing

Freelancing and portfolio

- Freelancing Module
- Creating your portfolio
- Preparing a quotation
- Preparing an invoice



CONTACT US



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