Content Writing

Introduction

The Content Writing Certification is designed to aid students in developing highly demanded content writing skills. As the global business environment is mostly digital now, Content Writing has emerged as a lucrative and promising skill. The certification allows equipping with profound writing skills to become a competent web content developer. It provides a hands-on theoretical and practical learning experience to enhance writing. The students will learn to write engaging and persuasive content for various digital channels and also the application of content marketing in context to writing for growing and engaging audiences.

REQUIREMENTS:

- 20 years and above the age
- At least Intermediate/O/A-Levels
- Basic computer knowledge
- Fundamental English skills

CURRICULUM:

Sr. No.	Contents
1	**Week 1** • Welcome and course overview • Understanding the role of a content writer • Identifying target audiences and goals • Effective research techniques for content creation • Developing a unique writing style and voice
2	**Week 2** • Crafting compelling headlines and hooks • The importance of SEO in content writing • Writing Fundamentals • Making Account on a Blogging Platform
3	**Week 3** • The art of storytelling in content • Structuring your content: Introduction, body, and conclusion • Use of persuasion
4	**Week 4** • Grammar and style essentials for content writers • Proofreading and editing techniques • Writing for different content formats (blog posts, articles, reports) • CTA(Call to Action)

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5	**Week 5** • Writing exercises and peer review • Research and Fact-Checking • Conducting thorough online research • Evaluating the credibility of sources • Ethical considerations in content research
6	**Week 6** • Fact-checking strategies for accuracy • Avoiding plagiarism and citing sources correctly • Workshop: Research and fact-checking exercises
7	**Week 7** • SEO and Optimization • Understanding SEO fundamentals • Keyword research and integration • Optimizing content for search engines • SEO vs SEM
8	**Week 8** • On-page SEO techniques (meta tags, headings, internal links) • Mobile optimization and user experience • SEO optimization practice • Content Marketing and Promotion

Sr. No.	Contents
9	**Week 9** • Introduction to content marketing • Creating content calendars and strategies • Social media promotion and engagement • Email marketing and newsletters
10	**Week 10** • Content distribution and guest posting • Workshop: Content promotion strategies • Advanced Writing Skills and Freelancing • 5C's (Compelling Content, Correct Content, Clarity in Content, Conciseness, Control)
11	**Week 11** • Advanced storytelling techniques • Writing for conversions and sales • Managing client relationships as a freelance writer • Building a portfolio and personal brand
12	**Week 12** • Legal considerations for freelance content writers • Final project presentations and feedback

Outcomes:

- Understand the role and importance of content writing

- Incorporate a wide range of writing techniques and styles for audience engagement
- Understand content writing, copywriting and content marketing
- Write on various websites and social media platforms
- Apply creative writing and editing rules to produce updated and attractive content
- Build trust & connection with online audiences as a writer
- Optimize content for sales, marketing and SEO.

BENEFITS:

- Writing skills with different techniques and styles to attract and persuade readers
- Identification of essential communication skills in the international market
- Ability to research and write for websites and blogs
- Developing the capacity to identify target audience persona for the relevant content
- Effective content marketing and advertising campaigns.
- Understanding keywords, searches and how they relate to the engagement of the audience.

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
Junior	40k- 65k
Mid-Level	65k-90k
Advanced	90k-150k
Freelancer	40k- 250k

Affiliation & Collaboarations

