

CONTENT WRITING TRAINING MODULES

Modules	Topics	Time Duration	Assignments
Module 1	Introduction To Content Writing <ul style="list-style-type: none"> ✓ What is Content Writing ✓ Internet Research for Writing Content ✓ Need of Content Writing ✓ Scope of Content Writing 	1 Hr	
Module 2	Introduction to Types of Content Writing <ul style="list-style-type: none"> ✓ Web content writing ✓ Technical Writing ✓ Creative Writing ✓ Research Writing ✓ Scientific Writing ✓ Copy writing ✓ Travel Writing ✓ Medical Writing ✓ Article Writing ✓ Blog Post Writing ✓ Web Copy writing ✓ Press Release Writing ✓ Classified Writing 	2 Hr	Required After Module 3
Module 3	Guidelines and Tips of Content Writing <ul style="list-style-type: none"> ✓ Understanding Content Requirement ✓ Layout or Structure of Content ✓ Formatting of Content ✓ Difference Between Blog and Article ✓ Tips for Writing Good Content ✓ Common Mistakes to Avoid 	3 Hr	
Module 4	SEO Content Writing <ul style="list-style-type: none"> ✓ Introduction to Common Terms for SEO Based Writing ✓ Searching Relevant Keywords with Google Ad Words Tool ✓ Incorporating Keywords in Content and Writing SEO Optimized Content ✓ Introduction to Plagiarism Checking Tool and Importance of Unique Content 	2 Hr	Required
Module 5	Promoting Content <ul style="list-style-type: none"> ✓ Introduction to Content Marketing Online ✓ Promoting Content at Content Promotion Platforms 	1 Hr	Required
Module 6	Career in Content Writing <ul style="list-style-type: none"> ✓ Placement Guidance to Freelance Content Writing 	1 Hr	

*Free eBooks to Study

Giveaways:

****Free eBooks to Study***

****Free Resources to Start Career in Content Writing***

****Training Completion Certificate at the end***

Training Mode: Online

Classes on Weekend: Saturday & Sunday – 1 Hour Each

Total Time Duration: 10 Hours

Training Fee: Rs 3000

ABOUT THE TRAINER

Mamta Paul, an experienced Freelancer Content Writer, SEO and Online Marketer with over 3 years of experience, working for various companies.

For details, visit at www.paulfreelancer.weebly.com