

## CONTENT WRITING TRAINING MODULES

| Modules         | Topics   | Time Duration | Assignments  |
|-----------------|--|---------------|--|
| <b>Module 1</b> | <b>Introduction To Content Writing</b><br><ul style="list-style-type: none"> <li>✓ What is Content Writing</li> <li>✓ Internet Research for Writing Content</li> <li>✓ Need of Content Writing</li> <li>✓ Scope of Content Writing</li> </ul>  | 1 Hr          |  |
| <b>Module 2</b> | <b>Guidelines and Tips of Content Writing</b><br><ul style="list-style-type: none"> <li>✓ Understanding Content Requirement</li> <li>✓ Layout or Structure of Content</li> <li>✓ Formatting of Content</li> <li>✓ Difference Between Blog and Article</li> <li>✓ Tips for Writing Good Content</li> <li>✓ Common Mistakes to Avoid</li> </ul>  | 1 Hr          | Assignment-1   |
| <b>Module 2</b> | <b>Introduction to Types of Content Writing</b><br><ul style="list-style-type: none"> <li>✓ Web content writing</li> <li>✓ Technical Writing</li> <li>✓ Creative Writing</li> <li>✓ Research &amp; Scientific Writing</li> <li>✓ Copy writing</li> <li>✓ Travel Writing</li> <li>✓ Medical Writing</li> <li>✓ Article Writing</li> <li>✓ Blog Post Writing</li> <li>✓ Press Release Writing</li> <li>✓ Classified Writing</li> </ul> | 4 Hr          | Assignment-2<br><br>Assignment-3<br><br>Assignment-4<br>Assignment-5<br><br>Assignment-6 |
| <b>Module 4</b> | <b>SEO Content Writing</b><br><ul style="list-style-type: none"> <li>✓ Introduction to Common Terms for SEO Based Writing</li> <li>✓ Searching Relevant Keywords with Google Ad Words Tool</li> <li>✓ Incorporating Keywords in Content and Writing SEO Optimized Content</li> <li>✓ Introduction to Plagiarism Checking Tool and Importance of Unique Content</li> </ul>  | 2 Hr          | Assignment-7   |
| <b>Module 5</b> | <b>Promoting Content</b><br><ul style="list-style-type: none"> <li>✓ Introduction to Content Marketing Online</li> <li>✓ Promoting Content at Content Promotion Platforms</li> </ul>   | 1 Hr          | Assignment-8   |
| <b>Module 6</b> | <b>Career in Content Writing</b><br><ul style="list-style-type: none"> <li>✓ Guidance for finding Freelance Content Writing Job</li> </ul> <p>*Free eBooks to Study</p>  | 1 Hr          |  |

**Extra:**

**\*Free eBooks to Study**

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