

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	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 	1 Hr	Assignment-1
Module 2	Introduction to Types of Content Writing <ul style="list-style-type: none"> ✓ Web content writing ✓ Technical Writing ✓ Creative Writing ✓ Research & Scientific Writing ✓ Copy writing ✓ Travel Writing ✓ Medical Writing ✓ Article Writing ✓ Blog Post Writing ✓ Press Release Writing ✓ Classified Writing 	4 Hr	Assignment-2 Assignment-3 Assignment-4 Assignment-5 Assignment-6
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	Assignment-7
Module 5	Promoting Content <ul style="list-style-type: none"> ✓ Introduction to Content Marketing Online ✓ Promoting Content at Content Promotion Platforms 	1 Hr	Assignment-8
Module 6	Career in Content Writing <ul style="list-style-type: none"> ✓ Guidance for finding Freelance Content Writing Job 	1 Hr	

*Free eBooks to Study

Extra:

***Free eBooks to Study**

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

Training Mode: Online

Classes on Weekend: Saturday & Sunday – 1 hr/day

****Contact for availability on weekdays***

Total Time Duration: 10 Days

Training Fee: Rs 3000

ABOUT THE TRAINER

Mamta Paul, an experienced Freelance Content Writer, SEO Consultant and Online Trainer (SEO, Content Writing, IELTS) having over 3 years of experience in working for various companies.

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