# Blogging

Start earning from your blog!



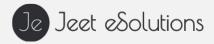
# Session 1: Introduction & Concept Of Blogging

#### Introduction

- 1. A brief on assignments and training schedule.
- 2. Introduction to content industry and concept of blogging.

#### **Blogging & Its Scope**

- 1. Role of bloggers in corporates and educational institutes.
- 2. What is plagiarism and spinning? How to trace it?
- 3. Expectations from bloggers.
- 4. Choosing the right niche for personal blogs.
- 5. Importance of social media for bloggers.
- 6. Right platform for blogging.
- 7. Assignment



### **Session 2: Types of Blogs**

- 1. Discussion on submitted assignment and solutions to the queries based on last session.
- 2. Kinds of blogs such as,
  - (i) Travel Blogs
  - (ii) Food Blogs
  - (iii) Lifestyle Blogs
  - (iv) Personal Blogs
- 3. How to develop above blogs?
- 4. Benefits of developing blogs.
- 5. Assignment

- (v) Real Estate Blogs
- (vi) Marketing Blogs
- (vii) Technical Blogs
- (viii) Non-technical blogs (miscellaneous)



### **Session 3: Editing & Important Tools**

- 1. Discussion on submitted assignment and solutions to the queries based on last session.
- 2. How to edit and create a final draft.
- 3. How to create a revenue generation model for blog?
- 4. Tools for creating imagery content.
- 5. Tools to get copyright free images.
- 6. Tools to keep a check on unethical practices like plagiarism, spinning etc.
- 7. Softwares for creating video and audio blogs.

Note: Use of tools and softwares will not be covered in the session.

# So, let's learn together!





Reach us at +91-9910295999 | vaidehi@jeetesolution.in











