

# 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
  - (v) Real Estate Blogs
  - (vi) Marketing Blogs
  - (vii) Technical Blogs
  - (viii) Non-technical blogs (miscellaneous)
3. How to develop above blogs?
4. Benefits of developing blogs.
5. Assignment

# 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!

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