

Content Writing Education

Make your passion, your profession!

Session 1: Introduction & Concept Of Content

Introduction

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

Concept of Content Writing & Its Scope

1. Role of content writer in corporates and educational institutes.
2. How to create a work from home business using content writing?
3. What is plagiarism and spinning? How to trace it?
4. Expectations (of clients and/or employers) from content writers.
5. Assignment

Session 2: Types of Content Writings

1. Discussing submitted assignment and solutions to the queries based on last session.
2. Types of content and their concepts:
 - a. Articles (Writing & Rewriting)
 - b. Blogging
 - c. Résumé & cover letter development
 - d. SEO writing
 - e. Website content
 - f. Press releases
 - g. Email content
 - h. Product description & reviews
3. Assignment

Session 3: Blog & Article Writing

1. Discussing submitted assignment and solutions to the queries based on last session.
2. Introduction to blog & article writing.
3. Difference between a blog and an article.
4. Techniques of creating a blog and an article.
5. Role of blogs in corporates.
6. Difference between personal and corporate blogs.
7. How to leverage blogs and social media for personal branding?
8. How to ideate topics?
9. Creating a strategy for blogs.
10. How to choose a right niche.
11. Assignment

Session 4: Résumé & Cover Letter Development

1. Discussing submitted assignment and solutions to the queries based on last session.
2. What is résumé and how is it different from CV and LinkedIn profile?
3. Technique of developing a résumé.
4. Techniques of developing a CV
5. How to create a cover letter?
6. Assignment

Session 5: Website Content & SEO Writing

1. Discussing submitted assignment and solutions to the queries based on last session.
2. What is Search Engine Optimization (SEO)?
3. How to create SEO blog?
4. How to develop website content.
5. Role of SEO in website content.
6. Key elements to be kept in mind while developing website content and/or SEO blogs.
7. Role of SEO writer in digital marketing.
8. Assignment

Session 6: Press Release & Email Marketing Content

1. Discussing submitted assignment and solutions to the queries based on last session.
2. Press Release (PR) and its format.
3. Techniques of creating a PR.
4. Role of press release in corporates.
5. Email content and its importance
6. Types of email content.
7. Difference between company's newsletter and individual's email.
8. Call-to-action and techniques of creating the same.
9. Use of visuals in email content.
10. Assignment

Session 7: Product Description & Reviews

1. Discussing submitted assignment and solutions to the queries based on last session.
2. Concept of product description and its ideal length.
3. How to create product description.
4. Concept of product review and its ideal length.
5. How to create product review.
6. Role of product reviews.
7. Assignment

Session 8: Editing & Important Tools

1. Discussing submitted assignment and solutions to the queries based on last session.
2. How to edit and create a final draft.
3. Writer's block and how to overcome it?
4. Scope of regional languages.
5. Tools for creating imagery content.
6. Tools to get copyright free images.
7. Tools to keep a check on unethical practices like plagiarism, spinning etc.
8. Softwares for creating video and audio content.

Note: Use of tools and softwares will not be covered in the session. These are free tools which can be used by user very easily.

So, let's learn together!

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