

# Product Descriptions & Reviews

*Inform & showcase your products correctly!*

# Session 1: Introduction & Concept Of Product Description & Review

## Introduction

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

## Concept of Product Description & Its Review

1. Brief overview of product description and its review.
2. Variation in product description and product reviews depending on industries.
3. What is plagiarism and spinning?
4. Expectations from developer of product description and product reviews.
5. Assignment

# Session 2: Product Description

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. What is product description? Benefits of product description.
3. What is an ideal length of product description?
4. What is SEO? Its role in product description.
5. How to create product description?
6. Key elements to be kept in mind while developing a product description.
7. How to decide a keyword for product description.
8. Assignment

# Session 3: Product Reviews

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. What is product review? Benefits of product reviews.
3. What is an ideal length of product review?
4. Benefits of product review for corporates.
5. How to create product review?
6. Important things to be kept in mind while developing a product review.
7. Assignment

# Session 4: 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. Tools for creating imagery content.
4. Tools to get copyright free images.
5. Tools to keep a check on unethical practices like plagiarism, spinning etc.
6. Softwares for creating video and audio content.

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

# So, let's learn together!

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