



Course Name: Basic Course (45 Days)

Course Objectives: This content writing course lets you deal with the growing complexities associated with content writing; we enable you to cross these hurdles with ease. Moreover, a content writing course focuses on training you to write on a variety of topics. You get a lot of improvement at the end of the day as you keep on learning, applying, and improving the tactics.

Module I: Introduction

- What is Content Writing
- Importance of Content Writing
- Types of Content Writing
- Difference between Creative Writing and Content Writing
- Skills required for writing quality
- Rising Popularity of Content Writing
- Reasons to Make a Career in Content Writing

Module II: Processes and Principles of writing

- Elements of Writing
- The Writing Process
- Types of Writing
- Types of Content

Module III: Writing SEO Optimized Content

- How to write SEO Optimized Content?
- Duplicate Content Checker

- What is Plagiarism?
- What is Plagiarism's Effect?
- Plagiarism Checking Tools How to use Plagiarised Tools
- Content Writing Tools
- How to Use Content Writing Tools

Module IV: Understanding Audience

- Keys to understand the audience
- Connection with the readers
- ways to make the content impactful
- Understanding of the headline Competition analyses

Module V: Understanding Blogging

- What is blogging and eBook
- How to write eBook?
- How to start blogging?
- How to avoid plagiarism

Module VI: SEO Content

- What is SEO content?
- How to SEO the web content?
- Types of SEO content
- How to develop SEO content strategy?
- Elements of SEO

Module VII: Content for E-commerce

- Content Writing for E-commerce Sites
- Effective Content Writing for E-commerce Sites
- Product description that sells

Module VIII: White Paper

- White paper and its uses
- How to select a white paper topic
- White paper preparation White