



Course Name: Advanced Course (60 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 1: 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
- Career in Content Writing
- Reasons to Make a Career in Content Writing
- Fields of Content Writing

Module 2: Processes and Principles of writing

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

Module 3: 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
- Types of Plagiarism
- Why and how to avoid Plagiarism?
- Google's guidelines on plagiarism

Module 4: Understanding Audience

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

Module 5: Understanding Blog And EBook

- What is blogging and eBook
- Types of blog posts
- How to write eBook?
- How to start blogging?

Module 6: Understanding Articles And Guest Posts

- What is an article and Guest Post?
- What makes a great article?
- How to write an Effective Article?
- Guest post writing
- Benefits of Guest Blogging?
- How to write a guest post?
- Guest post submission

Module 7: Comprehending Web Content Writing and Landing page Content

- What is web content?
- Elements of web content
- Trust factors and social proof
- How to write content for websites?
- What is a landing page?
- Landing page vs web pages
- Key elements of a landing page
- How to write landing page content?

Module 8: About Technical Writing

- What is technical writing?
- Role of technical writing
- Characteristics and components
- Formats of technical documents
- Writing style and approach

Module 9: SEO Content

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

Module 10: Content for E-commerce

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

Module 11: White Paper

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

Module 12: About Quora and blog commenting

- What Is Blog Commenting and Why is it important?
- Benefits of blog Commenting to post
- How can we do Blog commenting and What it does for Seo?
- Tips for Writing an Awesome Comment
- What Is Quora & How It Works
- How to Write Great Answers on Quora

Module 13: About Editing & Proofreading

- Difference between editing and proofreading
- Importance of editing and proofreading
- How to edit and proofread content?
- Best editing and proofreading tools

Module 14: Practical and Interview Preparation

- Practical on live project
- Interview preparation