<u>**Course Name:**</u> CONTENT WRITING

<u>**Course Code:**</u>

<u>**Course Objectives:**</u>   Content writing course lets you deal with the growing complexities associated with content writing; we make you enable 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
- Skills required for writing quality content
- Content writing as career option
- Problems of fraud in content writing

Module II: Processes and Principles of writing

- Introduction
- The principles of non-fiction writing
- Technique for writing non-fiction writing
- Storytelling techniques

Module III: Understanding Audience

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

Module IV: Understanding Blogging

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

Module V: 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 VI: Content for E-commerce

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

Module VII: White Paper

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