

TechnoMaster

Content/Technical Writing

Duration:24 Hrs (Changeable) | Fees: Individual / Batch

TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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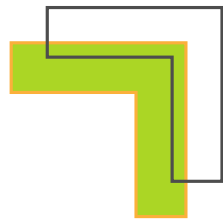
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Syllabus



Module 1: Introduction to Content writing

- * What is Content writing?
- * Essential of Content writing
- * Content writing Life cycle
- * Process of information Collection

Module 2: What to know before writing

- * Usage of Business Communication
- * Branding and its impact on writing
- * Portraying Business objective through Content
- * Delivering Content in different formats

Module 3: Blog writing

- * Selecting a topic and Outline
- * Undertaking related search
- * Writing Headlines
- * Writing the Blog Draft
- * Rewriting/Ending the Blog Post
- * Optimizing the Blog Post

Module 4: Website Content Writing

- * Introduction to Website
- * Developing Sitemaps
- * Structuring Wireframes
- * Writing Content For Website
- * Rewriting/Editing Content



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Module 5: Proposal Writing

- * Introduction to Business Proposal
- * Stating the problems
- * Proposing the Solutions
- * Including Schedule and Budget
- * Writing Conclusion

Module 6: Writing For Public Relations(PR)

- * Introduction to Public Relations
- * Importance of Writing Public Relations
- * Writing Media Briefs
- * >Writing Press notes & Press Releases
- * Writing Content for Medial/Press Kits

Module 7: Writing For Brochures

- * Introduction to Brochures
- * Developing the Structure and Strategy
- * Writing Content for Pamphlets
- * Writing Content for Marketing Folders
- * Writing Content Brochures/e-BOOKS

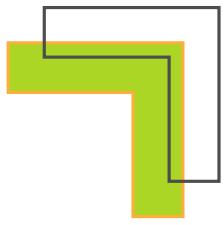
Module 8: Writing Social Media Posts

- * Introduction to Social Media posts
- * Writing for Facebook Posts, Pages, Events
- * Writing for Watsapp



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- * Writing for Twitter
- * Writing for LinkedIn Pages
- * Writing for Instagram