

Content/Technical Writing - 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

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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

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)

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Introduction to Public Relations

Importance of Writing Public Relations

Writing Media Briefs

>Writing Press notes & Press Releases

Writing Content for Media/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 Whatsapp

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Writing for Twitter

Writing for LinkedIn Pages

Writing for Instagram

For more details about this course, Click on this link: [Content/Technical Writing Training](#)