

Since 2007, Making IT Experts & Products

Course: Content/Technical Writing

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

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, Salesforce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India

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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 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

(Click on Course for more details)

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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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