

Since 2007, Making IT Experts & Products

## Course: Content 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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