



# **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 ..



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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

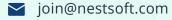
- \* Introduction to Website
- \* Developing Sitemaps
- \* Structuring Wireframes
- \* Writing Content For Website
- \* Rewriting/Editing Content

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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 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

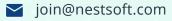
- \* Introduction to Social Media posts
- \* Writing for Facebook Posts, Pages, Events
- \* Writing for Watsapp

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- \* Writing for Twitter
- \* Writing for Linkedin Pages
- \* Writing for Instagram

(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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