

Content Writer Syllabus

Our content writing course covers all possible topics that make you a good **Content Writer**. Below we have mentioned topics and essential points that we cover while teaching you content creation.

- Introduction to Writing – Different types of information
- Planning Your Writing
- Guidelines to Write
- What is a reader centric document?
- Reading for Writing
- Referencing and Plagiarism
- Writing Effective Paragraphs
- Pre-writing
- Effective writing
- Communication with Subject Matter Expert
- Grammar for Writers
- Common Grammatical Errors
- Proof Reading
- Editing
- Communication with Graphic Artist
- Rewriting
- Writing for Web
- Publishing – Project Work
- Professional Development Skills

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Types of Content Writing Our Course Covers

1. Branding and journalism style

This style of writing used to write report, stories of news on TV, News blogs, websites, radio, news paper etc. and these are the most common elements of journalistic writing. The main purpose of this style is to finding, editing, creating and publishing the news for the different news sources.

2. SEO copywriting

The main motive of seo copywriting is to promoter market the content at top position on search engine using the keywords and phrases related to the products, services or websites. This style of content writing is straight motivated to rank the website at the top of the search engine using targeted keywords mentioned in it.

3. Digital and user experience writing

User experience writing is the act of writing copy for user-facing touchpoints. This type of writing does not only benefit the organisation but also proves to be very useful for user reading it. A good UX/UI writer does not considered well by just only the title of article or content but by the details he/she mentioned in content. UX writers seem to be full-fledged members of the UX team.

4. Lead generation or Conversion rate optimization writing

The main objective of lead generation writing is to increase the number of leads on a particular website of page. Conversion Rate Optimization writing is directly targeted to get a hike in converting the leads into profit.

5. Subject matter

Subject matter expert wittering have deep understanding of a particular area or topic. And individually have ability to exhibit the highest level of expertise on that topic while writing about the topic.

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6. Influencer

Writing an impressive content that easily go viral on internet is known to be influencer content. Its good to spend time on writing on content that get influenced between people as gives you more traffic.

7. Social media writing

The content written for social media platforms specially using social media writing technique, this method defines how to use hash tags, questions, polls, statements links mentioning someone's profile, external linking etc. in a way to make the content more attractive and traffic oriented.

8. Advertisement copywriting

Advertisement writing are specifically used in media where time and space are premium, this style of writing presents a message that has to be short impactful and result oriented, the content has to connect with the reader, this style of content used by print media, bill boards, tv, radio, online advertisements, landing pages or home pages etc where we have to give viewers a good and strong message.

9. Technical writing

A method used to create highly **Technical Content** in a way that all complex concepts will ne easy to understand, rottenly mentioned in things like manuals, products that manuals that has to be efficient, short, balanced and detail oriented in a way that non technical person may easily understand it.

10. Narrative Writing

Developing a narrative content shows the level of brands and unique value of services they are offering. Write a content that directly communicate with users and keep their interest in reading the full information given at a particular page.