

Professional Content Writing for Web & Social Media (AI-Powered)

Module 1: Introduction to Content Writing

- Types of content writing, Web vs print content, Content writing career opportunities

Module 2: Understanding the Target Audience

- Audience research, User intent, Writing for different platforms

Module 3: Writing Fundamentals

- Grammar basics, Sentence structure, Tone and readability

Module 4: SEO & Keyword Optimization

- Keyword research, On-page SEO basics, SEO content structure

Module 5: Blog & Article Writing

- Blog structure, Headline writing, Long-form vs short-form content

Module 6: Copywriting & Persuasive Writing

- Marketing copy, Call-to-action writing, Sales pages & ad copy

Module 7: Social Media Content Writing

- Instagram captions, LinkedIn posts, YouTube descriptions
- Micro-content strategies

Module 8: Website & Business Content

- Website content writing, Landing pages, Product descriptions

Module 9: Editing & Proofreading Techniques

- Grammar correction, Improving clarity & readability, Content polishing

Module 10: AI Tools for Content Writing

- Using **ChatGPT** for idea generation, AI for rewriting & proofreading,
- AI for SEO content creation

Module 11: Content Monetization & Career Growth

- Freelancing platforms, Portfolio creation, Blogging income sources, Content writing jobs

Module 12: Content Research

- Content Planning & Content Calendar
- Portfolio & Live Writing Projects

Duration: 12-15 Classes X 1.5-2 Hr

ADD: PLOT No. 8, VAISHALI ENCLAVE, METRO ROAD, PITAMPURA, DELHI-110034
(NEAR GULAB SWEETS , OPP: METRO PILLAR NO. 350)
Website: www.niceitservices.com Ph: 9873459848, 7838152268