



H.A IT Soft Technologies & Computer College

Content Writing Course



Writing Fundamentals

- Introduction to Content Writing
- Types of Content (Blog, Article, Website, Social Media)
- Grammar, Sentence Structure & Punctuation
- Vocabulary Building Techniques
- Basics of Research Skills
- Writing Practice Exercises



Blog & Article Writing

- Blog Writing Structure
- Article Writing Techniques
- Headlines & Hook Writing
- Writing for Audience Engagement
- Introduction to **Google Docs**
- Editing & Proofreading Skills



SEO Content Writing

- Introduction to **Search Engine Optimization**
- Keyword Research Basics
- On-Page SEO Techniques
- Writing SEO-Friendly Articles
- Use of Headings & Meta Descriptions
- Content Optimization



Advanced Writing Skills

- Copywriting Basics (Ads & Sales Content)
- Website Content Writing
- Product Description Writing
- Email Writing Techniques
- Storytelling in Content
- Brand Voice & Tone Development



Freelancing & Online Earning

- Introduction to Freelancing
- Profile Creation on **Fiverr & Upwork**
- Gig Creation & Optimization
- Proposal Writing
- Client Communication Skills
- Pricing Strategy



Professional Development

- Portfolio Creation (Blog/Website)
- Writing for International Clients
- Time Management for Writers
- Content Planning & Strategy
- Personal Branding
- Interview & Career Guidance



Final Projects

- SEO Blog Writing Project
- Website Content Project
- Portfolio Submission



Skills You Will Learn

- Professional Content Writing
- SEO Writing Techniques
- Copywriting & Marketing Content
- Freelancing & Client Handling
- Research & Editing Skills