

Content Writing Training Structure

1st Month

1- Introduction to Content Writing

- 1.1 Difference between content writing, copywriting, and creative writing
- 1.2 Importance of content writing
- 1.3 Content writing as a career
- 1.4 The future of content writing

2- Psychology of Writing

- 2.1 Understanding the target demographic
- 2.2 Understanding individuals as consumers
- 2.3 Using your own experiences
- 2.4 Understanding leads, conversion, and bounce rates

3- Grammar

- 3.1 Basic Grammar Rules
- 3.2 Grammatical Errors
- 3.3 Editing and Proofreading
- 3.4 Grammar Tools

2nd Month

4- Writing for clients and their consumers

- 4.1 Understanding clients and their target market perceptions
- 4.2 How to write for your clients
- 4.3 How to write for their customers
- 4.4 Anticipating who to write for by asking the right questions

5- Requirement gathering as a content writer

6- Dealing with client feedback



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7- Writing copies that convert

- 7.1 Headlines
- 7.2 Hooks
- 7.3 Call to Action
- 7.4 Research

8- Balancing between fluff content and informative content

- 8.1 Writing content that grabs attention but does not manipulate
- 8.2 Difference between fluff and manipulative writing

9- Brainstorming and making outlines

10- SEO Writing

11- Incorporating keywords

- 11.1 Long tail keywords
- 11.2 Difficult keywords
- 11.3 Keyword placement

12- Active/Passive Voice

13- Transition Words

14- Sentence and Paragraph length

15- Content Structuring

16- Nature of Content

17- The art of precision writing



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3rd Month

18- Styles of writing

- 18.1 Technical
- 18.2 Promotional
- 18.3 Creative
- 18.4 SEO (refreshing concepts)

19- Industries and their content requirement

20- Platforms of writing

- 20.1 Social media
- 20.2 Webpages
- 20.3 Blogs
- 20.4 Press releases
- 20.5 Brochures/flyers
- 20.6 E-books
- 20.7 Articles
- 20.8 Website Forms

21- Strategizing content for time crunch (Pomodoro)



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