



**DIGITAL TRAINING
SKILLS INSTITUTE**



CONTENT WRITING COURSE

2 *Duration*
MONTHS



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www.dotsiedu.org

Course GOALS

The Content Writing Course goals are to provide students with the key skills and knowledge necessary for crafting compelling, engaging, and effective written content across various platforms.

The course focuses on improving writing skills, understanding different types of content, strategies for engaging audiences, SEO best practices, and the fundamentals of affiliate marketing.



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Course OBJECTIVES

STUDENTS WILL BE ABLE TO:

- Grasp The Basics Of Content Writing And Its Significance In Digital Marketing.
- Produce Clear, Concise, And Engaging Content Tailored To Specific Audiences And Platforms
- Create Organic SEO-Based Content That Meets International Standards.
- Develop Effective Affiliate Marketing Content
- Implement SEO Best Practices To Enhance Content Visibility And Improve Search Engine Rankings.
- Edit And Proofread Content To Ensure Quality And Compliance With Style Guidelines.
- Create Profile SEO Optimize, Write Proposal, And Connect The Audience For The Best Opportunities On LinkedIn.



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Course OUTLINES

MODULE 1:

INTRODUCTION TO CONTENT WRITING

- Overview Of Content Writing
- Importance In Digital Marketing
- Understanding Different Content Types

Task: Write a brief article (300 words) introducing a topic of your choice.

MODULE 2:

WRITING SKILLS DEVELOPMENT

- Techniques For Effective Writing
- Developing A Unique Voice And Style
- Structuring Content For Clarity And Engagement

Task: Rewrite a poorly written paragraph to enhance clarity and engagement.



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Course OUTLINES

MODULE 3:

SEO BASICS FOR CONTENT WRITERS

- Introduction To SEO
- Keyword Research And Placement
- Writing For Search Engines Vs Human Readers

Task: Conduct keyword research for a chosen topic and create a list of potential keywords

MODULE 4:

CREATING ORGANIC SEO-BASED CONTENT

- Strategies For Writing SEO-Friendly Content
- International SEO Considerations
- Content Optimization Techniques

Task: Draft an SEO-optimized blog post (500 words) using the keywords researched in Module 3.



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Course OUTLINES

MODULE 5:

AFFILIATE MARKETING CONTENT

- Understanding Affiliate Marketing
- Crafting Compelling Affiliate Content
- Best Practices For Promoting Affiliate Products

Task: Create a sample affiliate marketing blog post that includes product recommendations and links.

MODULE 6:

EDITING AND PROOFREADING

- Techniques For Self-Editing
- Common Grammar And Style Issues
- Tools And Resources For Proofreading

Task: Edit and proofread a provided draft article, identifying and correcting at least five errors



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Course OUTLINES

MODULE 7:

CLIENT HUNTING ON LINKEDIN

- Overview Of How To Optimize Profile On LinkedIn As Content Writing Expert.
- How To Write Proposal For A Client
- How To Post And Create Engaging Content With Hashtags On LinkedIn

Task: Set up your LinkedIn profile with SEO strategy, publish your SEO-optimized post and send your proposal to at least 4 persons

MODULE 8:

BUILDING A WRITING PORTFOLIO

- Selecting Writing Samples
- Formatting And Presenting Your Portfolio
- Tips For Attracting Clients And Job Opportunities

Task: Compile a personal portfolio with at least three writing samples, including the affiliate marketing post and the SEO-optimized blog post.



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