



Theomnilearn

Content Writing



Visit Our Website

www.theomnilearn.com



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Our Company

- ❖ **Global Excellence**

Leading digital career enhancement across the globe.

- ❖ **Rigorous Training**

Dive into our programs for comprehensive and customised training, personalised project support and career counselling.

- ❖ **Empowering Millions**

Transforming lives with practical knowledge for professional success.

- ❖ **Globally Recognized Expertise**

Join us for industry-recognized excellence in the digital era.



Course Description

Master the art of compelling and impactful writing with our Content Writing Course. Learn to craft engaging blog posts, articles, web content, and social media copy while enhancing SEO skills and storytelling techniques. This course is ideal for aspiring writers, marketers, and professionals looking to improve their writing for digital platforms.



Key Points Learned

- Fundamentals of content writing, audience targeting, and storytelling.
- SEO optimization techniques for higher search engine rankings.
- Effective copywriting strategies for blogs, websites, and social media.
- Research skills and structuring engaging content.
- Editing, proofreading, and plagiarism-free content creation.



Course Curriculum

Module 1: Basics of Content Writing:

- Process of Content writing
- Introduction to Content writing
- Paragraph building
- Revising
- Editing and proofreading
- Learn Grammarly

Module 2: Vocabulary:

- Tips to build vocabulary
- Tools to build vocabulary

Module 3: Common Grammar Errors:

- Sentence construction
- Subject-verb agreement
- Fragments
- Run-on-sentences
- Punctuations
- Wordy sentences
- Power verbs
- Pronoun problem
- Capitalization
- Parallel structure
- Modifiers



Module 4: Understand digital writing skills:

- Copywriting basics
- Web content writing
- Writing catchy ad copy
- Writing catchy headline and subtitles
- Learn to write introductory lines and Conclusions
- Blog writing essentials
- Understand persuasive writing style
- Social media ad writing (Facebook and Instagram)
- Learn newsletter writing
- Learn to write landing page content

Module 5: Understand Content Marketing:

- Basics of content marketing
- Developing content strategy
- Content distribution and promotional strategies
- Guest posting
- WordPress development
- SEO
- Google Analytics
- Keyword research tools



Module 6: SEO writing:

- Understanding SEO
- Types of SEO
- Understand perfect niche for your website
- Types of keywords
- Keyword research
- Keyword density
- Competitive analysis
- Understand backlinking

Module 7: Business Writing:

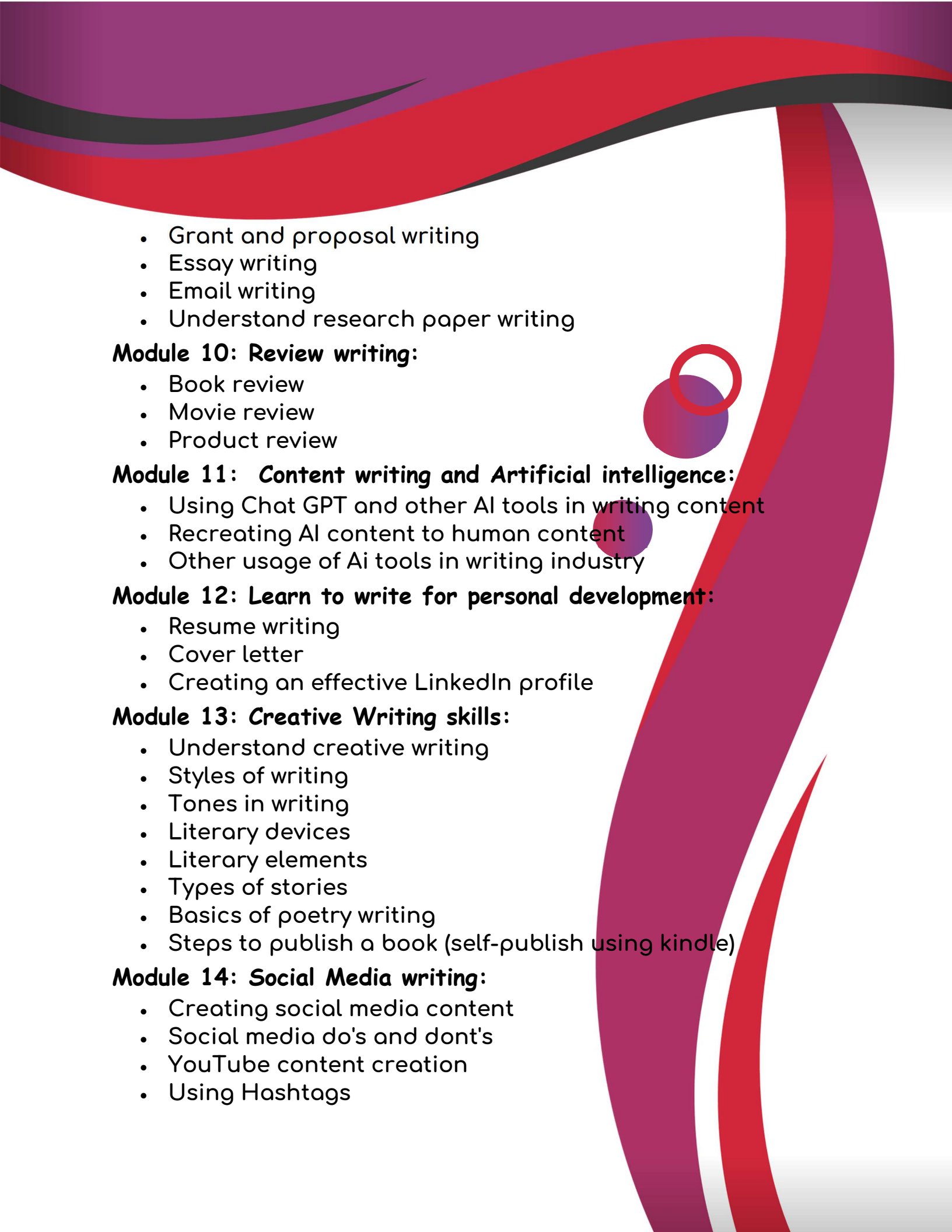
- Introduction to business writing
- White paper writing
- Press releases
- Writing eBooks
- Case study
- Ghost-writing

Module 8: Technical writing:

- Writing FAQs
- Writing technical blogs
- Introduction to technical writing
- Creating User Manual

Module 9: Academic Writing:

- Referencing styles - APA/ Harvard MLA/IEEE/ Chicago Manual
- Instructional designing
- Courseware
- Study material
- Creating Curriculum

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- Grant and proposal writing
 - Essay writing
 - Email writing
 - Understand research paper writing

Module 10: Review writing:

- Book review
- Movie review
- Product review

Module 11: Content writing and Artificial intelligence:

- Using Chat GPT and other AI tools in writing content
- Recreating AI content to human content
- Other usage of Ai tools in writing industry

Module 12: Learn to write for personal development:

- Resume writing
- Cover letter
- Creating an effective LinkedIn profile

Module 13: Creative Writing skills:

- Understand creative writing
- Styles of writing
- Tones in writing
- Literary devices
- Literary elements
- Types of stories
- Basics of poetry writing
- Steps to publish a book (self-publish using kindle)

Module 14: Social Media writing:

- Creating social media content
- Social media do's and don'ts
- YouTube content creation
- Using Hashtags



Module 15: Copy writing:

- Create buyer persona for your blog or business
- Use AIDA formula
- The secret to write catchy headlines
- Social media copywriting
- Product description
- Understand CTA (call to action)

Module 16: Importance of infographics:

- Different tools to create infographics
- Create cover page
- Create logo

Module 17: Earn from your writing skills:

- Developing a strong freelance profile and portfolio
- Cracking interviews
- Writing faster without compromising on quality
- Affiliate marketing



Career Benefits

- Open doors to freelance, agency, and corporate writing roles.
- Enhance digital marketing and brand-building skills.
- Improve communication and persuasive writing abilities.
- Gain expertise in SEO, increasing job opportunities in content marketing.
- Work flexibly with global clients and businesses.

Omnilearn Advantage

Unlocked

- Tailored course material to suit the learner's experience and knowledge level.
- Real-world projects to apply concepts and enhance learning.
- Access to downloadable resources for future reference.
- Practice exams that mimic real test conditions to boost exam readiness.
- Industry-recognized certificate awarded upon program completion.
- Round-the-clock support for all learner inquiries.
- Year-long access to recorded lessons for review and learning at your convenience.

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