



**SKILLS
UPGRADER**

**CONTENT WRITING MASTER COURSE
4 WEEKS OF LIVE TRAINING**



LIVE ONLINE CLASSROOM TRAINING

COURSE FEATURES



16+ Hrs Of Classes



70+ Hrs Of Practical Assignments



Rs 40K Worth Tools



Lifetime Access For Latest Content



Dedicated Placement Support



Freelance Writing Opportunities



Instant Content Writing Certification

COURSE FEATURES



Portfolio Development For Freelance/Job



3 Months Guaranteed Content Writing Internship

WHO SHOULD ATTEND?



- **Students/Graduates**
- **Aspiring Writers**
- **Bloggers**
- **Marketing Professionals**
- **Mass Communications Specialists**
- **Content Marketers/Digital Marketers**
- **Business Owners/Entrepreneurs**
- **Marketing Communications Specialist**
- **Other Industry Professionals**

BENEFITS OF SKILLS UPGRADER'S CONTENT WRITING COURSE

- The ability to transform concepts into words that are appealing to readers.
- Improve important language skills with our content writing course to write for overseas clients according to British & American English rules.
- Improve your ability to recognize prospective target audience personas for your content.
- Gain hands-on ideas to handle Social Media Marketing for Your Clients.
- Professional content writing experience in accordance with current industry standards.
- Develop essential skills with our content writing course to launch successful email campaigns.
- Graphic design skills are required to create newsletters, PowerPoint presentations and logos, among other things.
- Learn how to use various content writing, content marketing, email marketing & social media marketing tools with our content writing course.
- Gain hands-on ideas to handle Social Media Marketing for Your Clients.
- The ability to launch basic websites and personal blogs using technological knowledge.
- Create a content plan that will help you reach and engage your target audience.
- Make way to build your freelance content writing career with the right strategies and hacks.

WIDEN YOUR HORIZON WITH SKILLS UPGRADER'S CONTENT WRITING COURSE

Become a Certified Author

Do you have a story that you want to tell but aren't sure where to begin? Our content writing course will help you start your book from the beginning and publish it swiftly. We provide you with all of the resources you require to become the next best-selling author. Become a proud author by taking the first step.

Make Way to Climb the Professional Level

Learn how to send concise emails, make persuasive sales pitches, and deliver exceptional presentations with our content writing course. Excellent writing skills will make you a dependable and go-to person for any creative assignments, regardless of what you perform. Now is the time to improve your writing skills and move forward in your profession.

Grow Your Business

Learn the intricacies of content marketing with our content writing course, so you can advertise your company at the lowest possible cost. Write content that converts and broadens your audience to include folks who are really interested in purchasing your products. Learn how to hire clever people and develop your company naturally.

CURRICULUM OF CONTENT WRITING MASTER COURSE

Introduction to Content Writing

- What is Content Writing
- Rising Popularity of Content Writing
- Reasons to Make a Career in Content Writing

Web Hosting

- How to Purchase a Domain
- How to Buy Web Hosting
- How to integrate web hosting & domain

The Connection Between Content Marketing & UI/UX

- What is UI (User Interface)?
- What is UX (User Experience)?
- What is the importance of UI/UX in Content Marketing?
- Why Content Strategy and UX Must Work Together?

CAREER PROSPECTS TO PURSUE AFTER TAKING SKILLS UPGRADER'S CONTENT WRITING COURSE

Social Media Writer

Every business nowadays is racing to build a name for itself on social media. It is your job as a Social Media Manager to make the general public aware of a company's operations. It is one's obligation to promote a brand on social media platforms such as Facebook, Twitter, LinkedIn, and others. Aside from that, you'll need to be very inventive when it comes to producing copies of infographics and writing captions for Facebook, Twitter, and other social media posts.

Copywriter

The production of commercials and taglines in favor of a brand is the most important aspect of a copywriter's responsibilities. The content should be good enough and interesting enough to entice customers to support the product. If you're talented enough at creating content that supports it, you may make a lot of money in this field.

News Writer

If you don't want to be in front of the camera as a reporter, you can learn more about being a news writer. News that is published as a story in a newspaper or on a website must be well-reported by news authors. However, a person with a journalism degree is ideal for this position. You should create very useful blogs with the best vocabulary that is easily understandable. The articles must be written with an objective viewpoint, and a logical conclusion must be drawn.

CAREER PROSPECTS TO PURSUE AFTER TAKING SKILLS UPGRADER'S CONTENT WRITING COURSE

Blogger

If you don't want to stick to the same writing style and topics, blogging can be your cup of tea. However, there is stiff rivalry in that field. To build a name for yourself as a blogger, you must be distinctive. You can either write blogs for other people's websites or start your own. When you've established yourself as a successful blogger, you may earn money by partnering with numerous brands to support your audience. Blogging gives you the opportunity to work from home.

Technical Writer

You must be able to translate conventional and subtle details into easily accessible English in order to work as a professional technical writer. A professional writer is responsible for a wide range of tasks, including authoring FAQs, instruction manuals, and how-to guides. You must have an in-depth understanding of many areas such as engineering, various software, and other technical domains to be good technical content writers.

Scriptwriter

As a scriptwriter, you have the right to work independently. You can either compose your own script and propose it to production companies. Alternatively, you might work as part of a production team and produce scripts based on their suggestions. Typically, the scripts are for movies, TV shows, and other forms of entertainment.

CAREER PROSPECTS TO PURSUE AFTER TAKING SKILLS UPGRADER'S CONTENT WRITING COURSE

Academic Writer

In this profession, you apply your broad knowledge of many subjects as well as your writing talents. You'll be asked to design educational materials for pupils using a combination of these abilities that will be beneficial to them. Alternatively, you might be required to provide more instructional content at a faster rate in order to help people advance in their jobs. As an academic writer, you'll be producing essays and columns for publications and books.



LEARN ABOUT THE PILLARS OF EXCELLENT CONTENT WRITING WITH SKILLS UPGRADER'S CONTENT WRITING COURSE

Website Content

Consider producing content as if you were constructing a home. The foundation in this analogy is the internet's content. The core material that any organization needs establish an internet presence is the online page that has text on individual website sites, landing pages, about us pages, contact pages, and more. Readers won't be able to find the information they're looking for about your firm if this isn't done, and the rest of your content strategy will be useless. As a result, the web page is the single most important and necessary type of online writing content in today's world. Therefore, learn how to create proper wireframes keeping in mind the user-friendly experience of webpages with our content writing course.

Blogging

If the web content is the foundation, blogging is the structure for the home. Blogging is the main type of filler content that provides structure and information for almost anything else you do on the internet. As a result, blogging could be an important type of online content writing, and if done correctly with the guidance of our content writing course, it can significantly boost your reads, return on investment, and overall success in creating digital material. Blogs are as numerous as they are essential in today's world. There is no such thing as a one-size-fits-all diary format. Instead, there are many different types of blogs, such as listing blogs, "how-to" blogs, "what to avoid" blogs, and so on.

LEARN ABOUT THE PILLARS OF EXCELLENT CONTENT WRITING WITH SKILLS UPGRADER'S CONTENT WRITING COURSE

Ad Copy

When it comes to your online text, advertising and sales copy are a drag on the appeal of your home. While everything may be warm and inviting on the inside, the job of advertising and marketing copy, or curb appeal, is to draw attention to the unique characteristics of "home" on the outside.

Furthermore, advertising and sales copy must apply to businesses in all industries. Advertising and sales text can take many different formats, ranging from social media to journal articles, and can appear slightly different from prior sales copy. Advertising Associate in Nursing sales copies nowadays scans like a friendly charm to pals. They aren't aggressive; they aren't artistic, and they aren't deceitful.

In today's online writing environment, honesty and price are the names of the game, and companies that miss this mark will realize that their advertising and sales copy does not perform as well as they had intended.

Social Media Posts

Social media platforms are another important online spaces that require regular content updates. You wouldn't want to establish an internet content strategy without social media. Consider social media as a supporting player: while owning a social media presence isn't enough for a company, companies with no social media presence at all often don't fade away fast enough in today's socially oriented culture. Even tiny, local businesses utilize social media to expand their reach and guide customers. With so many social media channels to choose from, it's now easier than ever to find marketing that matches your brand's personality and message. Platforms like Facebook, Instagram, YouTube, LinkedIn, and Twitter now dominate social media marketing, delivering targeted and real-time costs to companies and businesses of all sizes. With Skills Upgrader's content writing course, learn which type of content suits each social media platform.

TYPES OF CONTENT YOU WILL LEARN WITH SKILLS UPGRADER'S CONTENT WRITING COURSE

Blogs

Blogs are one of the most popular types of content. They are also the most common types of content which are highly used. They are the best ways to drive more organic traffic to your website.

Videos

Video content significantly increases organic search engine traffic. You can get your website ranked higher by investing in video marketing. The key to great viewer engagement and retention is videos that are visual content.

Podcast

Podcasts are a versatile source of content. Plus, one isn't hard to make. Many people listen to podcasts during their travels or workouts. By using this type of content you have a chance to spread the word wiser & faster.

Social Media Posts

Social Media Posts are one of the most powerful ways to share your content and reach target audiences. Social networking networks such as LinkedIn, Facebook, Twitter and Instagram help companies reach out to new customers and create customer connections.

TYPES OF CONTENT YOU WILL LEARN WITH SKILLS UPGRADER'S CONTENT WRITING COURSE

Emails

Email is another form of content that is vital to building customer relationships, leads, potential consumers, and even former consumers, as it gives you the opportunity to talk to them directly.

Interview

Interviews provide your prospects with valuable information and help them better understand the challenges and needs.

Webinars

Webinars are a perfect forum to highlight your experience and skills in the industry. That builds trust and reputation.

Infographics

With the help of infographics, you can easily digest information from your target audience through the use of visual data, charts, and statistics.

CURRICULUM OF CONTENT WRITING MASTER COURSE

Website Creation

- What is WordPress?
- Importance Of WordPress Website
- Installing WordPress
- HTTPS Secure Server Setup
- Blog Theme
- Logo Creation
- Installing Plugin
- Adding Pages to your Website

Understanding the Writing Process

- Elements of Writing
- The Writing Process
- Types of Writing
- Types of Content

Search Engine Optimization

- What is Search Engine Optimization?
- Basics of SEO for Content Writers
- What is On-Page SEO?
- On-Page SEO Techniques
- What is Off-Page SEO?
- Off-Page SEO Techniques

CURRICULUM OF CONTENT WRITING MASTER COURSE

Keyword Research

- What are Keywords?
- What is the importance of Keywords?
- What are the types of keywords?
- How to conduct keyword research?
- Keyword research tools
- How to use Keyword Research Tools?

Writing SEO Optimized Content

- How to write SEO Optimized Content?
- Duplicate Content Checker
- What is Plagiarism?
- What is Plagiarism's Effect?
- Plagiarism Checking Tools
- How to use Plagiarised Tools
- Content Writing Tools
- How to Use Content Writing Tools

Content Creation

- Content Creation Process
- Content Management
- Content Management Phases
- Content Distribution
- Content Promotion

CURRICULUM OF CONTENT WRITING MASTER COURSE

Content Marketing Using Social Media

- How to Create a Social Content Strategy?
- Content Creation for Various Social Media Platforms
- Social Media Marketing Tools

Call To Action

- What is CTA?
- Importance of CTA
- Where are CTAs used?
- Call-To-Action Best Practices

Content Marketing Strategy

- How to Create a Solid Content Marketing Strategy?
- Content Marketing Tools
- How to Use Content Marketing Tools?
- Power Words to use in Content Marketing
- Content Marketing Plan
- Content Marketing Template

CURRICULUM OF CONTENT WRITING MASTER COURSE

Lead Generation Using Content Marketing

- What is Lead Generation?
- Importance of Lead Generation
- How to use Content Marketing for Lead Generation
- What are Lead Magnets?
- Types of Lead Magnets
- How to increase conversions using Lead Magnets?

Content Marketing Using Email Marketing

- How to use content & email marketing together?
- How to Write content for Email Marketing?
- Email Marketing Tips for Content Marketers
- Email Marketing Best Practices
- Email Marketing Tools

Freelance Content Marketing

- Tips to Become a Successful Writer
- How to Monetize Your Writing Skills?
- How to create a Freelance Portfolio?
- Platforms for Freelance Writers
- Benefits of Using Freelance Writing Platforms
- How to apply on various Freelance Writing platforms

HANDS-ON CONTENT WRITING MASTER COURSE ASSIGNMENTS

ASSIGNMENT 1

BUILD YOUR WEBSITE

Duration : 20 Hours

- Purchase a Domain Name
- Buy a Web Hosting
- Integrate Your Domain with Web Hosting
- Install WordPress
- Set Up HTTPS Secure Server
- Choose a Blog Theme and Install Plugin
- Create and Design Your Website Home Page
- Create and Design Your Blog Page
- Create and Design Your Contact Us Page

HANDS-ON CONTENT WRITING MASTER COURSE ASSIGNMENTS

ASSIGNMENT 2

SEARCH ENGINE OPTIMIZATION

Duration : 20 Hours

- Conduct Keyword Research to find the right keywords to get your website ranked better on Google
- Find 10 Generic, 10 Broad Match and 10 Long-Tail Keywords for your website or blog
- Identify your competitors and analyse their websites to build competitive advantage
- Make a list of all the seed keywords of your website/blog
- Use Uber Suggest for all the keyword research
- Use all the relevant keywords in your website/blog
- Examine the pages your website and implement on-page SEO techniques.
- Use Coschedule Headline Analyzer or HubSpot's Blog Topic Generator to Choose the Title of the Blog
- Implement On-Page SEO strategies on your first blog
- Use Duplichecker to check any plagiarised content

HANDS-ON CONTENT WRITING MASTER COURSE ASSIGNMENTS

ASSIGNMENT 3

SOCIAL MEDIA MARKETING

Duration : 15 Hours

- Create & Optimize your Blog/Website profile on LinkedIn, Facebook, Twitter & Instagram.
- Share your previously Written blog on all the Social Media Platforms
- Share short posts or graphics on all the Social Media Platforms
- Share your content on Online Communities like Reddit & Quora
- Write a Quora Answer for the following question - Is Skills Upgrader the best Content Writing Institute?
- Create a Guest Blogging Plan and make a list of 10 websites where you can guest blog.
- Use Call-To-Actions in your website
- Create a Content Marketing Calendar for next month.
- Write 2 SEO Optimized Blogs
- Use Power Words in Your Content

HANDS-ON CONTENT WRITING MASTER COURSE ASSIGNMENTS

ASSIGNMENT 4

FREELANCE CONTENT WRITING PORTFOLIO

Duration : 15 Hours

- Use at least 1 Lead Magnet on Your Blog/Website
- Write a welcome email for your new blog subscriber
- Write an Email Blog Newsletter covering the importance of your blog to the readers
- Create a One Pager Portfolio for Freelance Content Writing
- Create a profile on at least one Freelance Content Writing platform

CONTENT WRITING TOOLS COVERED

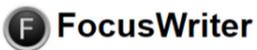
FREE CONTENT WRITING TOOLS



ProWritingAid

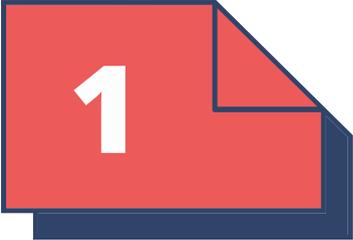


Snipping Tool



Hemingway Editor

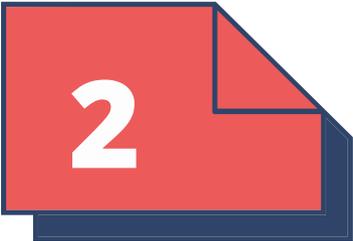
8 STEP PROCESS TO BECOME A CERTIFIED CONTENT WRITER



1

ENROLLMENT

You will get access to 1-month Content Writing Course and pre-reading material after you get successfully enrolled in the course.



2

BATCH CONFIRMATION

After successful enrollment, you will be offered respective batch start dates to choose as per your convenience. Our Certified Content Writing Master Course is held on Weekends (Saturdays and Sundays.)

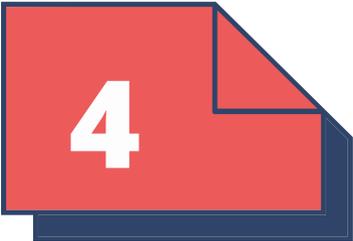
8 STEP PROCESS TO BECOME A CERTIFIED CONTENT WRITER



3

ATTENDANCE

To appear for the content writing certification exam, you need to attend a minimum of 70% of classes. If you don't fulfil the minimum attendance category you won't be able to appear for the exam.



4

ASSIGNMENTS

All the participants are requested to complete the respective assignments on time for smooth understanding & applicability of the concepts.

8 STEP PROCESS TO BECOME A CERTIFIED CONTENT WRITER

5

BLOGGING INTERNSHIP (OPTIONAL)

Skills Upgrader offers a free blogging internship for the participants. The participants are required to clear an eligibility test for this. The tenure of the internship is 3 months and participants will have to provide 10 approved blog posts and after 10 blogs are successfully published, they will be granted an internship certificate.

6

FREELANCING OPPORTUNITIES

Being a skilled content writing professional, you will be approached by many employers for doing freelance work. Numerous websites offer freelance work. You will be trained to take advantage of these incentives, besides this our course will allow you to build a freelance portfolio to attract the right clients.

8 STEP PROCESS TO BECOME A CERTIFIED CONTENT WRITER



7

PLACEMENT ASSISTANCE

As a Content Writing Education Leader, we are contacted for their hiring needs by many organizations. Skills Upgrader provides Interview support to all the participants after successful completion of the Content Writing Course.

Note: Skills Upgrader do not promote Job Guarantee.



8

HAPPY SKILLS UPGRADERS

You are all ready to work as a professional content writer, start your own blog & earn from it, become a freelance content writer & set up your own content marketing agency.

WHAT SKILLS UPGRADERS HAVE TO SAY ABOUT US?



MUKESH SACHDEVA
ASST. GENERAL MANAGER - HR, USV PVT.
LTD.

The course was incredible and interactive. The courses sessions were quite interesting & fantastic. Skills Upgrader is precisely the first and last stop for learning Content Marketing.



SAMEER BHUTANI
GRAPHICS & ART DESIGNER, AMERICAN
EXPRESS

The most important thing that I liked about Skills Upgrader's Content Writing Course is the curriculum. It is highly updated and incorporates everything that is needed to become a proficient Content Writer.



SAURABH
TECHNICAL ARCHITECT, BIRLASOFT

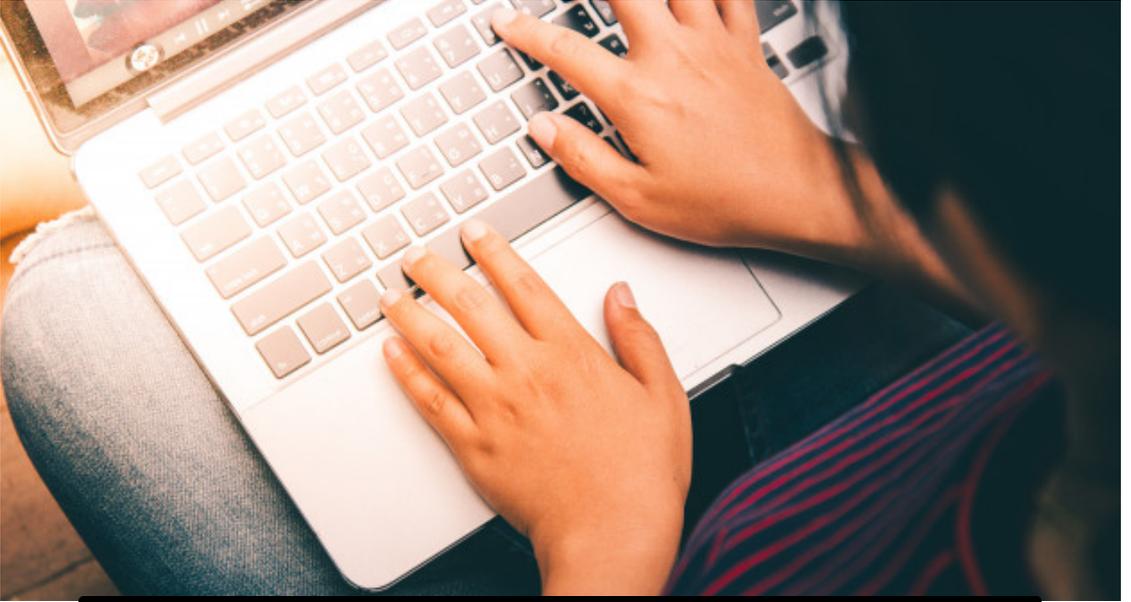
I had an amazing experience in learning Content Writing from Skills Upgrader. It has good content coverage and the support team is up to the mark and very cooperative.

COURSE SCHEDULE



| TRAINING DAYS | TIMINGS |
|----------------------|----------------------------------|
| SATURDAYS | 10:00 AM to 1:30 PM (IST) |
| SUNDAYS | 10:00 AM to 1:30 PM (IST) |

REGISTRATION FEES



COURSE FEE

RS ~~12,999~~ 6,999 + 18% GST

[REGISTER NOW!](#)

Call us on +91-90342-29196 or +91-85956-91967
to register for this course

www.skillsupgrader.com