

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
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Certificate Course in Content Writing & Digital Publishing

Duration 6 Months (300–360 Hours)

Eligibility 12th Pass (Basic English knowledge required)

Course Type Vocational / Skill Development



Course Objectives

Students will:

- Understand fundamentals of content writing
- Write blogs, articles, and website content
- Learn SEO basics
- Create social media content

Start freelancing career

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Course Structure

Module 1: Basics of Content Writing (Month 1)

Topics:

- What is content writing?
- Types of content (Blog, Article, Web, Script, Social Media)
- Grammar & sentence structure
- Writing clarity & readability
- Research skills

Practical:

- Writing short articles
- Editing exercises
- Daily writing practice

Module 2: Blog & Article Writing (Month 2)

Practical:

Topics:

Blog structure

- Headline writing
- Introduction & conclusion
- techniques
- Writing engaging content
- Proof reading techniques

Practical:

Write 5 full blog posts

Peer review sessions

Module 3: SEO & Digital Writing (Month 3)

Topics:

- Introduction to SEO
- Keywords & keyword research
- On-page SEO basics
- Meta descriptions Writing
- Google ranking

Practical:

- Keyword research exercise
- SEO blog writing
- Optimizing sample webpage

Module 4: Social Media & Copywriting (Month 4)

Topics:

- Social media content writing
- Instagram & Facebook
- captions YouTube script
- writing Email writing basics
- Copywriting principles



Practical:

- Create content calendar
- Write ad copy
- Social media campaign
- assignment

• **Module 5: Freelancing & Portfolio Building (Month 5)**

Topics:

- Freelancing platforms (Upwork, Fiverr)
- Creating writing portfolio Client
- communication
- Pricing your work
- Avoiding plagiarism

Practical:

- Create portfolio sample
- Draft freelance proposals

Module 6 : Advanced Writing & Career Development (Month 6)

Topics:

- Technical writing basics
- Product descriptions
- Affiliate marketing content
- AI tools in content writing
- Career opportunities

Practical:

- Final project submission
- Internship / Live project





Infrastructure Required

- Computer lab with internet
- Basic English reference books
- Grammar tools
- Access to blogging platforms



Career Opportunities

After completion, students can work as:

- Content Writer
- Blog Writer
- SEO Writer
- Social Media Manager
- Freelance Writer
- Copywriter

💰 Income Potential (India): ₹10,000 – ₹40,000 per month (Job) Freelancing income can be higher based on skills

