

Content writers are professional writers who produce engaging content for use over the Internet. They're Internet-savvy individuals who create articles, blogs and other forms of written Web material.

### Content Writing Process

- ➔ Gathering information
- ➔ Research
- ➔ Content writing plan
- ➔ Content development
- ➔ Copy Editing
- ➔ Proof reading
- ➔ Putting your content online

### Content Writing

- ➔ Emotional Marketing Headline Analyzer
- ➔ Google Drive Research Tool
- ➔ Site : search
- ➔ Google Webmaster Tools
- ➔ Search in a Giphy
- ➔ Ever note
- ➔ Word Counter

### Best practices

- ➔ Keep it Simple
- ➔ Keep it Credible
- ➔ Keep it Connected with Outbound Links
- ➔ Keep it Engaging
- ➔ Keep it Scanable

### Content Writing Career

- ➔ Marketing / Web Content Writer
- ➔ Digital Marketing Specialist
- ➔ Technical Writer
- ➔ SEO Specialist
- ➔ Manager Content Delivery

Why Content Writing? What is Content Writing?

How to Become an Effective Content Writer? PCCW – Content Training Course: Who is it for?

### This program is best suited for

- ➔ Writing professionals from the information business industry who intend to express better, quicker and become more confident
- ➔ Content Writers from e-learning and publishing who wish to upgrade their skills
- ➔ Aspiring writers who want to make a career in writing
- ➔ Subject Matter Experts who want to express their expertise better
- ➔ Trainers who wish to become better at creating content
- ➔ Business managers who wish to make a better impact in their results
- ➔ Mid Career professionals who wish to make a transition into a writing career
- ➔ Freelance writers who intend learn more and get more opportunities
- ➔ Entrepreneurs who would like to document better.

### Orientation

The orientation focuses on gearing you up for the course.

- Module I : Essentials of Writing
- Module II : Before You Write
- Module III : Write Right
- Module IV : After You Write
- Module V : Publishing – Project Work
- Module VI : Career Development for Writers

### Assignments

- ➔ Writing articles
- ➔ Searching content
- ➔ Content duration
- ➔ Writing a tweet (introduction to twitter terminology)
- ➔ Links related to content writing

