

Content Writing Proposal



2500 B.C.



2000 B.C.



600 A.D.

Institutional Alliances



1827A.D.



1888 A.D.



2000 A.D.

600AD



1827 AD

About us

Knowledge

Dainey Education is a Globalised organization addressing the need of

QUALITY EDUCATION FOR STUDENTS.

Dainey Education:

Dainey Education is a result of brainstorming by some professionals who decided to bring quality and affordable Education to every individual.

We felt the best Quality of Education needs to be delivered equally to all the student population in the entire world without bias of location, Economics standard and accessibility. We have been innovating at every step to bring forward the best techniques for your success.

Our Clients



Bharathiya University



Krishnamal College Of Arts And Science



Dr.N.G.P. Arts and Science College



Nirmala College for Women



CSI Bishop Appasamy College of Arts & Sciences



Dr. SNS Rajalakshmi College of Arts and Science



Providence College for Women



D-A-I-N-E-Y

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COURSE



STRUCTURE



Topic



Content Writing:

To Improve Employability For The Students While On The Campus, We Are Setting Up

Content Writing 20 Days Workshop.

Opportunity
To Learn
30+ Content Types

01

02 Visualise Your
Thoughts Into Words
Skill

International Clients
Centric Language
Skills

03

04 Case Based
Professional
Content Writing

Learn Graphic
Skills

05

06 Website Making
Skills

Learn To Identify
Target Audience

07

08 Learn
Advanced Research
Skills

Content Strategy
To
Reach Your TG

09

10 Freelance Projects
India|US|UK

COURSE

TAKEAWAYS



D-A-I-N-E-Y

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Content Writing

SYLLABUS

IN CONTENT WRITING FOLLOWING PHASES

ARE
BEING OFFERED:

LANGUAGE KEY APPLICATION



DIGITAL PARAMETERS



CONTENT STRUCTURE & METHODS



Module 4 (Academic Content Types)

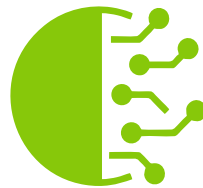
- Question Banks
- Workbooks
- Study Materials/ Courseware
- Academic Guides/ Manuals/ Tutorials

Module 1 (Language Specifications)

- Introduction To Content Writing, Content Marketing And Content Strategy
- Types Of Content Tones
- Types Of Styles
- Common Grammatical Errors
- Spellings And Punctuation Rules
- Using Thesaurus/ Software For Content Spinning



Module 2 (Digital Aspects)



- Online research
- Cracking Internet using Google
- Using Article directories
- Learning to use spinning software
- Designing of Cover pages
- Checking for copyrights
- Using content under public domain
- Blogging (Wordpress | Blogger | BlogSpot)
- Setting up themes/templates
- Keyword research (Google keyword planner)
- Understanding Google analytics and ALEXA rankings
- Leveraging social media for content distribution

Module 3 (Content Types and Formats)

- Article Writing/spinning
- Blog Posts And Social Media Posts
- Book Summaries/reviews
- Copy Writing/ Landing Pages
- Creative Writing/ Fiction
- Diy Guides/ Manuals
- Ebook Writing
- Editing / Proofreading
- Grant Writing/ Proposal Writing
- Newsletter/ Magazine Writing
- Press Releases
- Sales Writing
- Technical Guides
- Web Content/ Seo Writing



Duration of the Program:

Duration : 20 Hours

THE CLASSES ARE DELIVERED IN



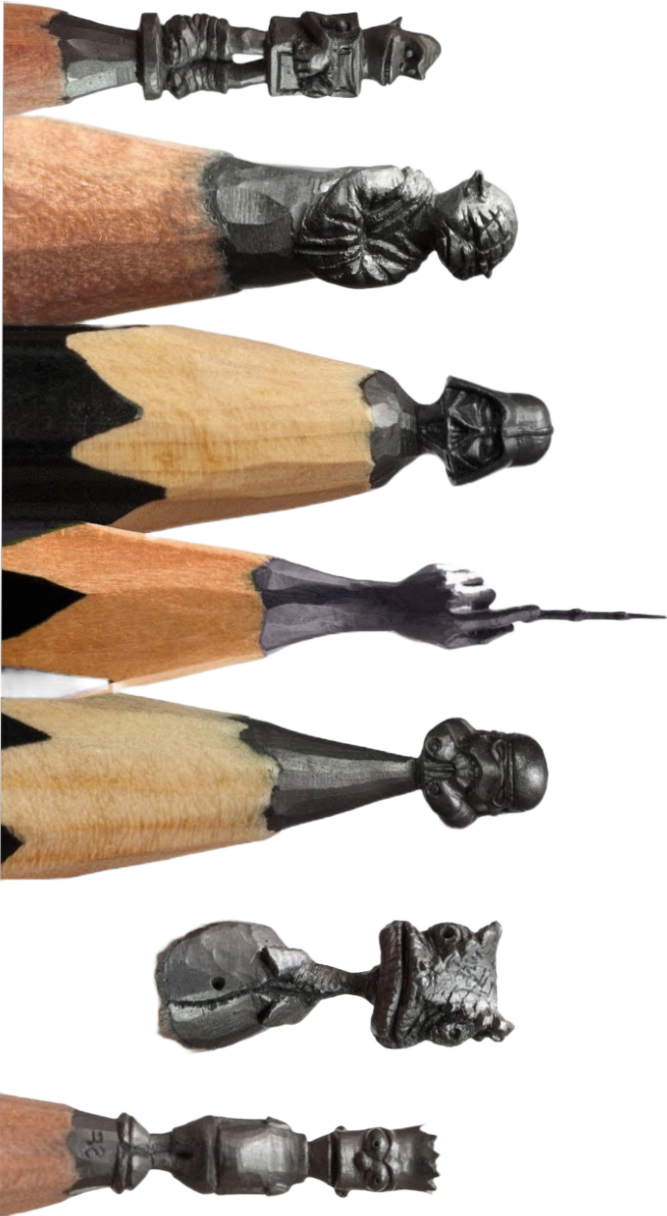
Virtual Access



Face-to-face



Online



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