

# Content Marketing & Blogging Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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## Course Overview

The Content Marketing & Blogging course at GIDM is designed to help learners create **high-quality, SEO-friendly content** that drives traffic, builds authority, and generates leads. This course focuses on content strategy, blogging, copywriting, and content promotion with real-world practice.

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## What You Will Learn

- Content marketing fundamentals & strategy
  - Blog creation and management
  - SEO-friendly content writing
  - Copywriting for marketing & sales
  - Content promotion & distribution
  - Monetization, freelancing & brand building
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## Detailed Course Modules

### Module 1: Introduction to Content Marketing

- What is content marketing?
  - Importance of content in digital marketing
  - Types of content (blogs, videos, infographics)
  - Content marketing funnel
  - Career opportunities in content marketing
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### Module 2: Blogging Fundamentals

- What is blogging?
- Blogging platforms overview
- Niche selection & audience research
- Blog structure & categories
- Editorial guidelines

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## Module 3: SEO Content Writing

- Keyword research for content
  - Search intent & topic planning
  - Writing SEO-friendly blogs
  - Headings, meta tags & internal linking
  - Content optimization techniques
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## Module 4: Copywriting Essentials

- Copywriting vs content writing
  - Writing persuasive headlines
  - Call-to-action (CTA) writing
  - Sales pages & landing page copy
  - Email copy basics
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## Module 5: Content Strategy & Planning

- Content calendar creation
  - Topic clustering strategy
  - Evergreen vs trending content
  - Content repurposing methods
  - Brand voice & tone
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## Module 6: Blogging Tools & CMS

- WordPress blogging basics
  - Blog post formatting
  - Image optimization
  - Plugins for content & SEO
  - Content publishing workflow
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## Module 7: Content Promotion & Distribution

- Social media content promotion
- Email marketing for blogs
- Guest blogging strategies
- Content syndication

- Influencer collaborations
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## Module 8: Analytics & Performance Tracking

- Measuring content performance
  - Blog traffic analysis
  - Engagement metrics
  - Conversion tracking
  - Content improvement strategies
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## Module 9: Monetization & Freelancing

- Blog monetization methods
  - Affiliate marketing basics
  - Sponsored content
  - Freelancing platforms & pitching clients
  - Personal brand building
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## Module 10: Advanced Content Marketing

- AI tools for content creation
  - Content for lead generation
  - Storytelling techniques
  - Long-form & pillar content
  - Scaling content production
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## ❖ Practical Training & Projects

- Blog setup on WordPress
  - SEO blog writing project
  - Content calendar assignment
  - Copywriting practice tasks
  - Content promotion campaign
  - Final blogging & content project
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## Certification & Career Support

- Industry-recognized certification
  - Internship opportunities
  - Resume & interview preparation
  - Freelancing & client handling guidance
  - 100% placement support
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## ❓ Frequently Asked Questions (FAQs)

### **Q1. Who can join this course?**

Students, freelancers, marketers, entrepreneurs, and business owners.

### **Q2. Do I need writing experience?**

No, the course starts from basics and builds skills step-by-step.

### **Q3. Is this course practical?**

Yes, it includes real blog creation and content projects.

### **Q4. Can I earn from blogging after this course?**

Yes, we teach monetization and freelancing strategies.

### **Q5. Will I get placement support?**

Yes, GIDM provides placement and career guidance.

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## Build Your Career in Content Marketing with GIDM

Learn to create impactful content that ranks, engages, and converts.

