

Content Marketing & Blogging Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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.

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

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.

Build Your Career in Content Marketing with GIDM

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

