

Module 1: Introduction to Content Marketing

- Understanding content marketing and its role in digital marketing
 - Difference between traditional marketing and content marketing
 - Content marketing ecosystem and trends
 - Buyer journey and content mapping
 - Types of content: blogs, articles, infographics, videos, ebooks
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Module 2: Content Strategy & Planning

- Defining content marketing goals and KPIs
 - Target audience research and persona creation
 - Content ideation and brainstorming techniques
 - Content calendar creation and planning
 - Aligning content with business objectives
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Module 3: Blogging Fundamentals

- Introduction to blogging platforms (WordPress overview)
 - Blog structure and layout best practices
 - Types of blogs: informational, transactional, evergreen
 - Blog tone, style, and storytelling techniques
 - Writing for readability and user experience
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Module 4: SEO for Content & Blogs

- Keyword research tools and techniques
 - On-page SEO for blogs (title, meta, headings, URL)
 - Content optimization for search engines
 - Internal linking and content silos
 - Avoiding keyword stuffing and duplicate content
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Module 5: Content Writing Techniques

- Writing engaging headlines and introductions
- Long-form vs short-form content

- Content formatting: bullet points, visuals, CTAs
 - Copywriting principles for blogs
 - Grammar, plagiarism, and content quality checks
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Module 6: Content Promotion & Distribution

- Organic content promotion strategies
 - Social media content distribution
 - Email marketing for blog promotion
 - Content syndication platforms
 - Influencer and community-based promotion
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Module 7: Visual Content & Multimedia

- Importance of visuals in content marketing
 - Image optimization for blogs
 - Using videos, infographics, and embeds
 - Basic tools for visual content creation
 - Copyright and content usage guidelines
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Module 8: Content Analytics & Performance Tracking

- Measuring content performance
 - Google Analytics for content marketing
 - Tracking traffic, engagement, and conversions
 - Content audit and optimization strategies
 - Improving underperforming content
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Module 9: Advanced Content Marketing Strategies

- Content repurposing techniques
 - Evergreen content creation
 - Pillar content and topic clusters
 - Content for lead generation
 - Conversion-focused blogging strategies
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Module 10: Practical Training & Case Studies

- Real-world content marketing case studies
 - Creating a complete content marketing plan
 - Blog writing and publishing project
 - SEO optimization practical exercises
 - Performance review and feedback
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Module 11: Career & Freelancing Opportunities

- Content marketing career paths
 - Blogging for brands and businesses
 - Freelancing platforms and portfolio building
 - Personal branding through blogging
 - Monetization strategies for blogs
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Final Project

- Develop a complete content marketing and blogging strategy
 - Create SEO-optimized blog content
 - Promote and analyze content performance
 - Present strategy with measurable outcomes
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Tools Covered

- WordPress
 - Google Analytics
 - Google Search Console
 - Keyword Research Tools
 - Content Planning & SEO Tools
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