

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

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

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

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

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

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

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

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

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

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

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

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

Tools Covered

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