

D-Academy
HM Plaza Muree Road,
Rehmanabad
Rawalpindi

Course Name	Content Writing
Medium of Instruction	English
Authorization	National Vocational Technical Training Centre NAVTTC
Institution	D-Academy
Instructor	

Module 1: The Foundation of Content Writing

- Introduction to Content Writing & Its Evolution
- The Role of a Content Writer in the Digital World
- Understanding Different Content Types (Blogs, Copywriting, SEO, Social Media, etc.)
- The Psychology Behind Effective Content

Module 2: Writing like a Pro – Core Skills & Techniques

- Mastering the Art of Research & Fact-Checking
- Crafting Powerful Headlines & Hooks
- Writing Clear, Concise, and Engaging Sentences
- Storytelling Techniques for Impactful Content
- Editing & Proofreading for Perfection

Module 3: SEO & Digital Visibility

- Basics of Search Engine Optimization (SEO)
- Keyword Research & Placement for Organic Growth
- Writing for Search Engines Without Losing Creativity
- Meta Tags, Headings, and Content Structuring
- Advanced SEO Tactics (Latent Semantic Indexing, Voice Search, etc.)

Module 4: Blogging & Article Writing Mastery

- Finding Profitable & Trending Topics
- Writing Long-Form vs. Short-Form Content
- Creating Engaging & Informative Blog Structures
- Using Data & Statistics to Add Credibility
- Call-to-Actions (CTAs) That Drive Results

Module 5: High-Impact Copywriting & Persuasion

- The Science of Persuasive Writing Frameworks **AIDA** (Attention, Interest, Desire, Action) **PAS** (Problem, Agitate, Solution) **FAB** (Features, Advantages, Benefits).
- Writing Powerful Sales Copy & Landing Pages
- Crafting Magnetic Email & Ad Copy
- Mastering the Art of Microcopy (Buttons, Alerts, UI Text)
- Neuro-Marketing Tricks for Maximum Conversion

Module 6: Social Media & Viral Content Creation

- Writing Tailored Content for Different Platforms (Threads, Instagram, LinkedIn, X, Facebook, etc.)
- The Power of Short-Form Content & Viral Hooks
- Hashtags, Trends & Algorithm Insights
- Writing Engaging Captions & Social Media Ads
- Video Scriptwriting & Repurposing Content for Multi-Channel Marketing

Module 7: Technical, Business & Professional Writing

- Understanding Whitepapers, Case Studies, & Reports
- Business Emails & Corporate Communication
- Writing User Guides, Product Descriptions & Technical Documents
- Writing for Finance, Healthcare, and Other Niches

Module 8: Advanced Writing Strategies & Monetization

- Writing for Authority & Thought Leadership
- AI-Powered Writing Tools & Automation

- Repurposing & Syndicating Content for Maximum Reach
- Measuring Content Performance & Analytics
- Building a Content-Driven Personal Brand

Module 9: Freelancing & Career Growth in Content Writing

- How to Build a Strong Portfolio
- Finding High-Paying Clients & Job Platforms
- Pricing Strategies & Negotiation Skills
- Legal Aspects (Contracts, Copyrights & NDAs)
- Productivity Hacks & Time Management for Writers

Module 10: Capstone Project & Certification

- Hands-on Content Creation Challenge
- Real-World Writing Assignments & Portfolio Review
- Personalized Feedback & One-on-One Mentorship
- Final Certification & Career Guidance

NOTE: Changes can be done with passage of time if required.