

How to Write & Create Professional Blog Content: 5 day Certified BLOGGING Course

CERTIFIED AT SOFTPRO

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1 Content Strategy & How To Find Your Perfect Blog Niche

- Pick the Right Blog Topic
- How to Choose a Winning Blog Topic
- Choose the Right Blogging Platform
- 9-Point Start a Blog Checklist

CREATING A BLOG

- Creating a Blog
- How to Post on Blogs
- Creating a Post
- Inserting Links & Images - Publishing and Editing

**20TH-24TH JULY
4PM - 6PM
5 DAY TRAINING**

2 Blogging Personas to Help You Target & Focus on Your Content

- Questions Straight From Your Target Audience
- Eavesdropping On Niche Communities
- How Your Existing Audience And Content Can Help You Generate New Ideas
- How to Finally Nail Down Your Target Audience

**LIVE PRACTICAL
ONLINE
CLASSES**

LIMITED SEATS

3 Exploring Various Types Of BLOG Content & Post

- How To Become A Better **BLOG** Writer
- How To Create Epic List Content
- Writing & Teaching Your Audience With Guides & Tutorials
- Two Approaches To Q&A Content
- Writing Case Studies, Interviews & Profiles

- **BLOG IDEAS**
- Choosing the Right Title
- Creating High-Converting **HEADLINES**



Includes E-Book

4 Blog Content for Increasing Traffic, List Building or Personal

- How To Write A Case Study That Turns Readers Into Customers
- Statistics & Original Research
- Presenting Complex Data For Visual Learners
- Exploring Alternative Content Formats
- How To Generate An Infinite Stream Of Fresh Content

**FEES: INCLUDES
GST, E-BOOK &
5 WORKSHEETS**

LIMITED SEATS

5 Understanding Search Engines - SEO For Blogs

- Understanding Search Engines
- Basic Site Setup For SEO
- Optimizing Your Page Titles
- Optimizing Your Meta Descriptions
- Themes & Template Settings
- Analyzing Your Content

- **KEYWORD RESEARCH - with GOOGLE**
- How To Choose The Right Keywords
- Create High-Ranking Content On Any Topic
- Does Keyword Density Matter?
- Internal Links
- Image Optimization

BONUS : Learn a GRAPHIC Tool for Creating BLOG POST IMAGES & BANNERS



LIVE ONLINE Class by our Co-Founder of DMTI SOFTPRO

www.poonammashru.com
www.contentwritingcourse.in



**ORIGINAL FEES Rs. 3,499
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DIGITAL MARKETING TRAINING INSTITUTE
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ONLINE 5 Day 'BLOGGING WORKSHOP'

How to Write & Create Professional Blog Content:
5 day Certified BLOGGING Course

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9833900110
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- Exploring Various Types Of BLOG Content & Post**
 - How To Become A Better BLOG Writer
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Blog Profiles
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BLOGGING WORKSHOP

Learn #5 Online Tools to **Create & Write Professional BLOG**

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"Extensive Workshop"

1. Live Training Workshop on 20th till 24th July 4pm - 6pm (Monday till Friday)
2. With Certification

Fees: 3,499

Special Offer: Rs. 1,499 only **ALL Inclusive of GST**

Certificate Issued after Workshop

Payment Link **Rs. 1,499**
Click to Enroll

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Meet the Trainer: [Poonam Mashru](#) | [LinkedIn Profile](#) |

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Offers **CONTENT WRITING 4 DAY WORKSHOP**



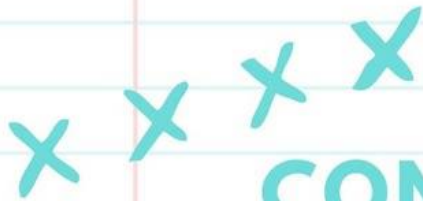


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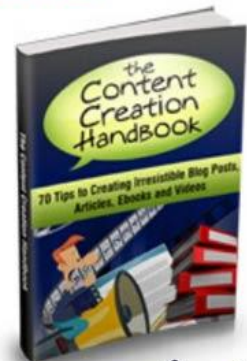
4PM - 6PM
3RD AUG TO 6TH AUG
MON-THU

CONTENT WRITING 4 DAY WORKSHOP

- 1. KICK-START CONTENT WRITING:
PRINCIPLES & PROCESSES**
- 2. CRUCIAL CONTENT WRITING
STEPS - HOW TO FOCUS ON THE
BUYER PERSONA**

**EBOOK &
5 WORKSHEETS**

- 3. CONTENT WRITING STRATEGIES
FOR ONLINE SALES. HEADLINE
STRATEGIES**
- 4. HOW TO WRITE HIGH
CONVERTING PRODUCT
DESCRIPTIONS FOR
ECOMMERCE SITES**



**Bonus: Keyword
Research**

ORIGINAL FEES 2499

Special OFFER - Rs 1499

WEBINAR OFFER Rs. 999

*E-book &
Worksheets
included*



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ONLINE 4 Day 'Content Writing Essential Skills WORKSHOP'

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CONTENT WRITING 4 DAY WORKSHOP

1. KICK-START CONTENT WRITING: PRINCIPLES & PROCESSES
2. CRUCIAL CONTENT WRITING STEPS - HOW TO FOCUS ON THE BUYER PERSONA **EBOOK & 5 WORKSHEETS**
3. CONTENT WRITING STRATEGIES FOR ONLINE SALES, HEADLINE STRATEGIES
4. HOW TO WRITE HIGH CONVERTING PRODUCT DESCRIPTIONS FOR ECOMMERCE SITES

Bonus: Keyword Research **ORIGINAL FEES 2499** *E-book & Worksheets included*
Special OFFER - Rs 1499
WEBINAR OFFER Rs. 999

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4 DAY CONTENT WRITING WORKSHOP

“Extensive Workshop”

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3. Live Training Workshop **3RD till 6th AUG**
4pm - 6pm (Monday till Thursday)
4. **With Certification**

Fees: **2,499**

Special Offer: **Rs. 999** only **ALL Inclusive of GST**

Certificate Issued after Workshop

Payment Link **Rs. 999**

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Meet the Trainer: **Poonam Mashru** | [LinkedIn Profile](#) |

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