Creative Content Writing Course

Webcooks

Day 1-2: Introduction to Content Writing

- Understanding the role of content in various contexts (blogs, websites, social media, etc.)
- Key principles of effective content writing
- Exploring different content formats: articles, blog posts, social media updates, etc.
- Techniques for generating content ideas brainstorming, keyword research, trend analysis.

3-4: Writing for UI/UX, Products

Writing Product Descriptions for Ecommerce that Convert into Sales

- Giving your customers reasons to buy
- Product Descriptions that Boost Conversions.
- Simple Ways to Write Interesting & Compelling Product Descriptions
- Assignments on product value, description & pitch

5-6: Writing for Instagram & Facebook

Write Content on Social Media Platforms to Increase Engagement & Reach.

- Get an Instagram Business Account.
- Write an Effective Instagram Bio.
- Focus on Your Instagram Aesthetic.
- Write Captions That Reflect Your Brand's Voice and Personality.
- How to Choose the Right Hashtags.
- Post New Content Often.
- Interact with Follower

Day 7-8: Writing for LinkedIn

Choose the right profile content & description

- Add a professional background photo
- Make your headline more than just a job title
- Turn your summary into your story.
- Declare war on buzzwords
- Grow your network.
- List your relevant skills.
- Spotlight the services you offer.
- How to Post & Write Articles to get Recognition

Day 9: Write for LANDING & SALES Page

Learn to Write for Landing Pages that get LEADS

- A headline and (optional) sub-headline.
- A brief description of the what is being offered.
- At least one supporting image or short video.
- Supporting proof elements such as testimonials, customer logos. Etc.

Day 10 : SEO Copywriting

Search Engine Optimization for your Content Elements of SEO Copywriting.

- Writing Useful Keywords for Pre-site, On-site & Off-site Activities
- Writing HEAD, Meta tags, Title & Description Tags for Search Engines
- How to write Body Tags for Google Search Engines.

Day 11:

Content Writing Strategies For Online Sales, Headline Strategies

- Writing magnetic Headlines & Sub Headlines
- How to increase your Click through rates
- Using interesting adjectives / negative wording.
- Write calls-to-action that increase clicks
- Trust building sales copy. "Fear" of missing out. carcity factor.
- Communication method that makes your visitors Click (CTR)s

Day 12: BLOGGING Writing for Blogs

Content Writing Strategies For Online Sales, Headline Strategies

- How to Search for topics to write
- Content Writing for Blogging | Blog Structure & Planning
- Insights to help you decide what to blog about
- Secrets of Successful Blogging | Insider tips & tricks for Blog Ideas
- Assortment of Blog Post Ideas to bring interest.
- Types of Blogs, Adding Variety while giving information

Day 13: Copywriting : Writing effective Google Ads/Facebook Ad/ Instagram Ad Copy

Day 14-15 : What are the 5 Key Approaches to writing?

Content Writing Strategies For Online Sales, Headline Strategies

1. The Storytelling Approach
2. The Problem-Solution Approach
3. The Journalistic Approach
4. The Benefits Over Features Approach
5. The Content Component Approach

- **How to write a killer title or headline for your content or ad with the help of an A.I. headline writing tool**