

# CONTENT WRITING CERTIFICATION

Start your career in Content Writing & express your ideas with impactful words!

Create Powerful Words: Level Up Yourself With **DigiAM**...

**We Build Quality & Trust**

Ministry of Corporate Affairs &  
An ISO Certified Organization

**For More Information:**

 [www.digiam.in](http://www.digiam.in)





# Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

## Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

## Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.







India's Most Certified Content Writing  
Program Delivered by **DigiAM**

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**2978+**

**TRAINEES SUCCESS  
STORIES**





## Module 1

### Introduction to Content Writing

- What is content writing?
- Types of content writing:
  - Blog writing
  - Website content
  - Copywriting
  - SEO content
  - Technical writing
  - Social media writing
  - Email and newsletter content
- Content writer vs copywriter vs content marketer
- The role of content in digital marketing

## Module 2

### Writing Fundamentals

- Elements of effective writing (clarity, tone, flow)
- Grammar and punctuation essentials
- Sentence structure and paragraphing
- Writing with readability (Flesch-Kincaid)
- Active vs passive voice

## Module 3

### Research & Ideation

- Understanding the target audience
- Topic research methods
- Content idea generation techniques
- Using tools like Google Trends, Quora, Reddit, BuzzSumo
- Fact-checking and citing sources properly

## Module 4

### Web Writing Techniques

- Writing for the web vs print
- Structuring content using headings (H1–H3)
- Using short paragraphs and bullet points
- Writing compelling intros and conclusions
- Crafting powerful headlines and hooks

## Module 5

### SEO Content Writing

- Basics of search engine optimization
- Keyword research tools and techniques
- On-page SEO: keyword placement, meta tags, internal linking
- Optimizing for featured snippets and voice search
- Writing SEO-friendly blog posts



## Module 6

### Blogging & Article Writing

- Blog formats: listicles, how-to guides, opinion pieces
- Writing with a consistent tone and voice
- Blog writing templates and frameworks
- Using visuals and formatting for engagement
- Encouraging comments and shares

## Module 7

### Copywriting Essentials

- What is copywriting?
- Writing headlines and calls-to-action (CTAs)
- AIDA and PAS formulas
- Sales pages, landing pages, and email copy
- Writing for persuasion and conversions

## Module 8

### Writing for Different Platforms

- Website content (home, about, services)
- Social media content (Facebook, Instagram, LinkedIn)
- Email newsletters and promotional emails
- Product descriptions for eCommerce
- Writing scripts for videos and podcasts

## Module 9

### Editing & Proofreading

- Self-editing checklist and tools (Grammarly, Hemingway, ProWritingAid)
- Peer editing and feedback
- Improving clarity, tone, and flow
- Removing fluff and redundancy
- Finalizing content for publishing

## Module 10

### Tools & Resources for Writers

- Writing & editing tools: Google Docs, Notion, Evernote
- SEO tools: Surfer SEO, Ubersuggest, Yoast
- Image & design tools: Canva, Unsplash
- Productivity tools: Trello, Asana, AI writing assistants
- Plagiarism checkers and citation tools





## Module 11

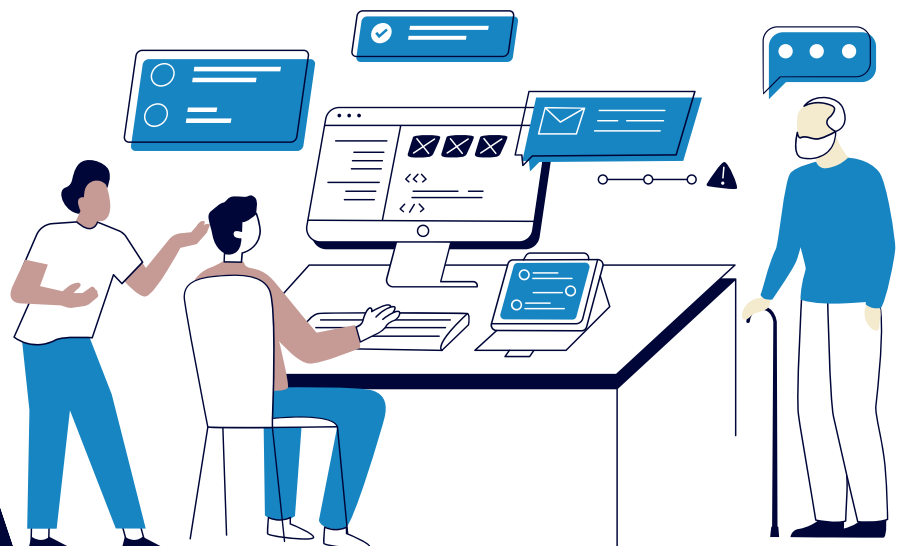
### Freelancing & Career Building

- Building your content writing portfolio
- Finding work on platforms (Upwork, Fiverr, Freelancer)
- Reaching out to clients directly
- Pricing your content writing services
- Pitching and writing proposals

## Module 12

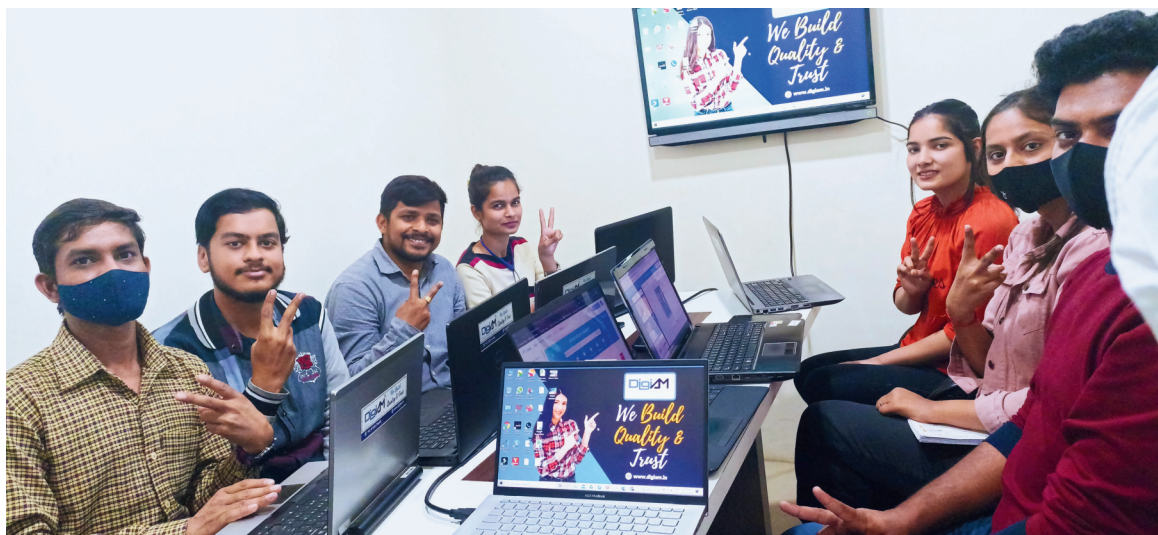
### Live Project

- Choose a niche and target audience
- Plan and write a 1,000+ word blog post with SEO optimization
- Edit and submit for peer/mentor review
- Create a mock writing portfolio and profile





# Our Achievements:





# Our Achievements:





# DigiAM Placement:



**ANKITA SHARMA**  
(ELDECO GROUP)



**CHITRA PANDEY**  
(BAJAJ FINSERV)



**ANKIT DADHEECH**  
(VCOMMISSION)



**SARFARAZ ALAM**  
(ROOTER)



**SHERYA PODDAR**  
(VEHICAL CARE)



**SUYASH SHARMA**  
(FREELANCER)



**UTKARSHA DEVYANI**  
(FERNS N PETALS)



**SHIDHARTH CHABRA**  
(BANK OF AMERICA)



**AMAN DAGUR**  
(CREATION BIOTECH)



**SHIVANI DEVAL**  
(THRIVING TECHNOLOGIES)



**ARPIT SHUKLA**  
(SRMS)



**JASVINDER SINGH**  
(SPORTS KEEDA)



**YOGESH SARASWAT**  
(JK CEMENT)



**ANUBHAV SAXENA**  
(PAVITRA MENTHA)



**TRIBHUVAN BOHRA**  
(STAGE)



**DEEPTI SHUKLA**  
(GUARDIAN LIFE)



**ANKITA BHARDWAJ**  
(OK ACQUIRED)



**DEEPIKA SHARMA**  
(LEGAL SALAH)



**SHHADHAT HUSSAIN**  
(ACCENTURE)



**SHAQIB MALIK**  
(E GLOBAL SOFT)





# FAQ'S

- **In case I missed my session.**  
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**  
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**  
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**  
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**  
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**  
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**  
We provide 100% placement support.
- **How much salary can I expect?**  
It depends on your training program and field. What you choose. But at a fresher level, you can get around 2.4 Lakh to 3.6 Lakh per annum.
- **Eligibility criteria for joining**  
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.



# Boost Your Career Growth & Master Skills to Become an Expert in...



Writing Fundamentals  
& Best Practices



Blog & Article Writing



Website & SEO  
Content Creation



Editing, Proofreading &  
Storytelling





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