Course Title: Content Writing for the Web

Course Description: This course provides a comprehensive introduction to content writing for the web. Students will learn how to research, plan, write, edit, and optimize effective and engaging web content for various audiences and platforms.

Course Content: 8 Modules

Module 1: Introduction to Content Writing

- What is content writing?

- Types of web content (blogs, articles, social media posts, etc.)

- Importance of quality content for SEO and user engagement

- Identifying and understanding target audiences

Module 2: Research and Planning

- Conducting effective research for web content

- Organizing content ideas and planning structure

- Creating outlines and drafts

Module 3: Writing Effective Headlines and Introductions

- Importance of headlines and introductions for engagement

- Techniques for writing attention-grabbing headlines and introductions

Module 4: Developing Engaging Body Content

- Writing clear and concise content

- Developing a consistent voice and tone

- Incorporating storytelling and other engagement techniques

Module 5: Editing and Revising

- The importance of editing and revision

- Techniques for proofreading and self-editing

- Peer review and feedback

Module 6: SEO and Keyword Research

- Understanding search engine optimization (SEO)

- Conducting keyword research

- Incorporating keywords and metadata

Module 7: Writing for Social Media and Other Platforms

- Understanding the differences between platforms (Twitter, Instagram, LinkedIn, etc.)

- Writing effective social media posts

- Creating content for email marketing and other platforms

Module 8: Content Marketing and Analytics

- Understanding content marketing strategies

- Measuring the effectiveness of web content

- Introduction to Google Analytics and other web analytics tools

Assessment:

- Weekly writing assignments and quizzes

- Midterm project: Write a blog post optimized for SEO and targeted to a specific audience

- Final project: Develop a content marketing plan and write a series of web content pieces, optimized for SEO and targeting a specific audience.