INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER CONTENT WRITING
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Content Writing Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ · Trustpilot ★★★★★ · Sulekha ★★★★★

COURSE BENEFITS

- 100% Practical & Real-Time Hands-on Labs
- End-to-End Capstone Implementation Projects
- Industry Recognized Certification Preparation
- 100% Dedicated Placement Support in MNC's & Mock Interviews

15+ YEARS OF EXCELLENCE · **500+** HIRING PARTNERS · **25K** STUDENTS TRAINED · **15K** STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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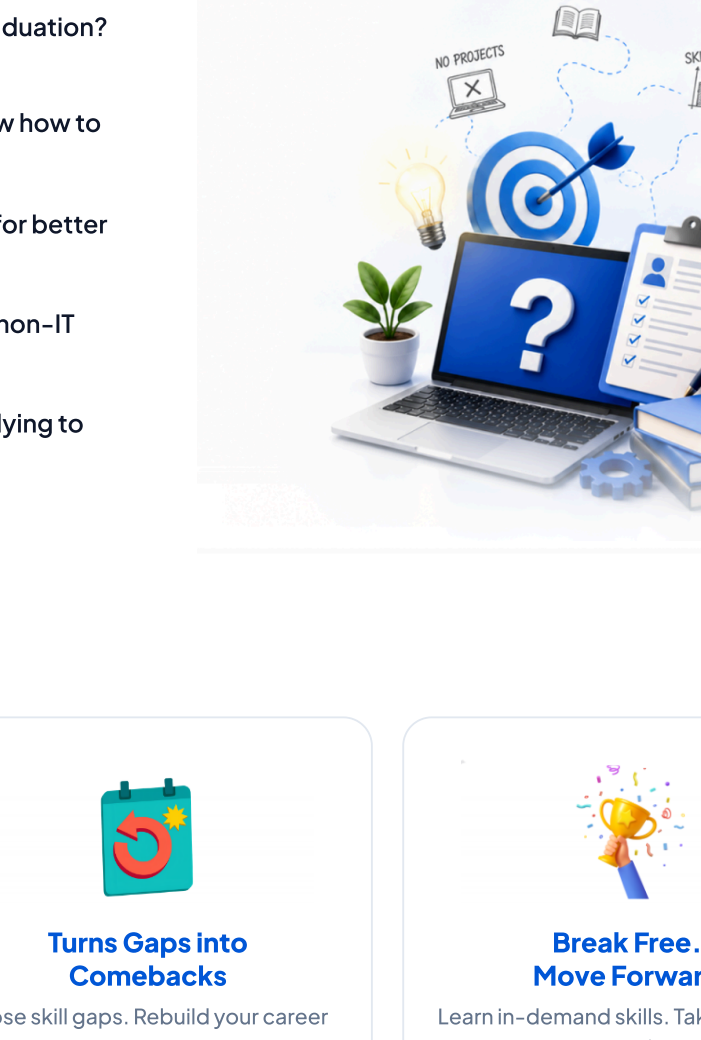
ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?



How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections Into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical skills and career opportunities that empower individuals to achieve their dreams.

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+ Years of Excellence · **500+** Hiring Partners · **25,000+** Students Trained · **15,000+** Students Placed

We Collaborate With

Deloitte. · Capgemini · amazon · HCL · Tech Mahindra

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WHY LEARN CONTENT WRITING ?

Enterprises worldwide are actively hiring certified Content Writing professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF CONTENT WRITING

Exponential Industry Demand
Rapid enterprise adoption across global IT firms, MNCs, and technology centers

Premium Salary Compensation
Command competitive compensation packages with rapid growth milestones

Cross-Industry Opportunities
Versatile skill set applicable across technology, consulting, finance, and core sectors

Future-Proof Career Growth
Long-term job security supported by ongoing digital modernization and tooling investment

Global Certification Pathways
Direct alignment with recognized industry certifications to validate your competence

Worldwide Job Prospects
Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION

INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
SIGNATURE

QR Verified · Globally Valid · ISO 9001:2015

Direct Business Impact. Fast-Growing Industry Demand. High Career Mobility.

Average Content Writing Professional Salary in India

₹5.5 LPA – ₹18 LPA

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WHY INVENTATEQ ?

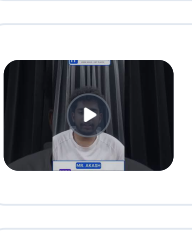
Because we have placed over 15,000+ students and we can place you as well

STUDENT PLACEMENTS

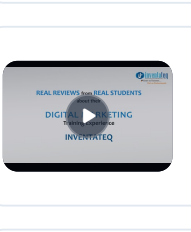
- 100% Placement Assurance Support
- 500+ Top Tech Hiring Partners
- Resume & LinkedIn Optimization
- Industry Mock Technical Interviews
- Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video



Practical Training Success
One Instagram post changed more than a clothi...
Industry Tech Career
Watch Video



Placement Story
Digital Marketing Course in Bangalore, Guaran...
Campus to MNC Offer
Watch Video

Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
Watch Video

> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- Aptitude Training
- Technical Training
- Mock Interviews
- HR Interview Preparation
- Resume Preparation
- Cover Letter Preparation
- LinkedIn Profile Optimisation
- Job Portal Access
- Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA · Infosys · wipro · Capgemini · Tech Mahindra · LARSEN & TOUBRO · HCL TECH · accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+ Students Placed · **500+** Companies Hired · **95%** Placement Ratio · **6 LPA** Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Content Writer	Manage core Content Writing tasks, configure tooling, and support delivery.	Practical Content Writing setup files, exercise scripts, and documentation.
SEO Content Strategist	Build practical SEO Content workflows, implement features, and resolve issues.	Functional SEO Content modules, workflow configs, and practical deliverables.
Senior Content Lead	Lead Content Writing technical delivery, solutions, and set standards.	Complete Content Writing capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Content Writing concepts, environment setup, and tools.	Configured Content Writing workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical SEO Content workflows and functional domain modules.	Working SEO Content project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Copywriting Basics features, integrations, and optimizations.	Validated Copywriting Basics configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Content Writing capstone project and technical review.	Complete Content Writing project portfolio artifact and defense.

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DETAILED MODULE PLAN

12 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to Content Writing

- What is Content Writing?
- Types of Content (Web, Blog, Social Media, Technical, Marketing)
- Role of Content in Digital Marketing
- Audience Understanding
- Career Opportunities in Content Writing

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Content Writing exercise.

INTERVIEW & ASSESSMENT
Explain what Content Writing is used for and why companies choose it in simple words.

2 Module 2: Writing Fundamentals

- Grammar & Sentence Structure Basics
- Vocabulary Building
- Tone and Style of Writing
- Clarity, Conciseness & Readability
- Common Writing Mistakes

GUIDED LAB
Complete a guided practical exercise on Grammar and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Grammar and how you use it in real job roles.

3 Module 3: Blog Writing

- Blog Structure & Formatting
- Writing Engaging Introductions
- Headlines, Subheadings & Flow
- SEO-Friendly Blog Writing
- Blog Topic Research

GUIDED LAB
Complete a guided practical exercise on Blog Structure and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Blog Structure and how you use it in real job roles.

4 Module 4: SEO Content Writing

- Introduction to SEO
- Keywords & Search Intent
- On-Page SEO Writing Techniques
- Meta Titles & Meta Descriptions
- Content Optimization Tools (Overview)

GUIDED LAB
Complete a guided practical exercise on SEO and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of SEO and how you use it in real job roles.

5 Module 5: Web Content Writing

- Website Content Structure
- Homepage, About Us, Service Pages
- UX Writing Basics
- Call-to-Action (CTA)
- Writing for Conversion

GUIDED LAB
Build a simple decision script that checks user input and repeats actions automatically.

INTERVIEW & ASSESSMENT
Explain when to use loops versus if-else conditions in simple words.

6 Module 6: Social Media Content Writing

- Writing for Different Platforms (Instagram, LinkedIn, X)
- Caption Writing Techniques
- Hashtag Strategy
- Engagement-driven Content
- Content Calendar Basics

GUIDED LAB
Build a simple decision script that checks user input and repeats actions automatically.

INTERVIEW & ASSESSMENT
Explain when to use loops versus if-else conditions in simple words.

7 Module 7: Copywriting Basics

- What is Copywriting?
- AIDA & PAS Frameworks
- Writing Ads & Promotional Content
- Emotional Triggers in Copywriting
- Sales-Oriented Writing

GUIDED LAB
Complete a guided practical exercise on Copywriting and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Copywriting and how you use it in real job roles.

8 Module 8: Technical & Professional Writing

- Writing Reports & Documentation
- Product Descriptions
- Email Writing Skills
- Business Communication Writing
- Simplifying Complex Topics

GUIDED LAB
Complete a guided practical exercise on Writing Reports and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Writing Reports and how you use it in real job roles.

9 Module 9: AI Tools for Content Writing

- Using AI for Drafting Content
- Editing & Proofreading Tools
- Plagiarism Checking Tools
- Content Ideation Tools
- Ethical Use of AI in Writing

GUIDED LAB
Build a simple decision script that checks user input and repeats actions automatically.

INTERVIEW & ASSESSMENT
Explain when to use loops versus if-else conditions in simple words.

10 Module 10: Editing & Proofreading

- Self-Editing Techniques
- Grammar Checking Tools
- Improving Readability
- Fact-Checking Methods
- Final Draft Preparation

GUIDED LAB
Complete a guided practical exercise on Self-Editing Techniques and verify your results.

INTERVIEW & ASSESSMENT
Explain the core purpose of Self-Editing Techniques and how you use it in real job roles.

11 Module 11: Portfolio Building

- Creating Writing Samples
- Blog Portfolio Setup
- Freelancing Profile Creation
- Personal Branding for Writers
- Publishing Platforms Overview

GUIDED LAB
Build a simple decision script that checks user input and repeats actions automatically.

INTERVIEW & ASSESSMENT
Explain when to use loops versus if-else conditions in simple words.

12 Module 12: Real-Time Projects

- Blog Writing Project
- SEO Article Writing Project
- Social Media Campaign Content Project
- Website Content Creation Project
- Resume Building & Interview Preparation
- Tools Covered
- Grammarly
- Google Docs

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: Blog Writing Project

What it is: Set up the core Content Writing environment and configure essential business settings.

What you do: Initialize base configurations, create clean templates, and verify workflow controls.

Tools used: Content Writing, Types Content Web

Project outcome: Working project foundation configured and tested according to best practices.

Project 2: SEO Article Writing Project

What it is: Build practical Blog Writing modules to handle everyday business operations.

What you do: Create core functional components, validate input data, and prevent common errors.

Tools used: Content Writing, Blog Writing, Blog Structure Formatting

Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Social Media Campaign Content Project

What it is: Connect Web Content Writing with Website Content Structure to automate data and team workflows.

What you do: Set up automated pipelines, link required services, and run end-to-end tests.

Tools used: Content Writing, Web Content Writing, Website Content Structure

Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Website Content Creation Project

What it is: Optimize Copywriting workflows for security, speed, and reliability.

What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.

Tools used: Content Writing, Copywriting, AIDA PAS Frameworks

Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Grammarly

What it is: Implement advanced AI Tools Content features matching real industry requirements.

What you do: Configure custom settings, automate repetitive tasks, and test business logic.

Tools used: Content Writing, AI Tools Content, AI Drafting Content

Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 6: Content Writing End-to-End Capstone

What it is: Build a complete, production-ready Content Writing project bringing all skills together.

What you do: Design, code, test, and document a full project workflow from scratch to launch.

Tools used: Content Writing, Portfolio Building, Creating Writing Samples

Project outcome: Verified capstone project ready to showcase on your resume and in technical interviews.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Content Writing principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on SEO Content implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Copywriting Basics techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-End Content Writing implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Live Content Writing portfolio featuring SEO audit decks, keyword plans, and ad metrics.
- Detailed Content Writing diagrams, component specifications, and end-to-end workflows.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Project documentation covering SEO Content setup, configuration steps, and test notes.
- Direct resume bullet points highlighting hands-on Content Writing tools and technical outcomes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

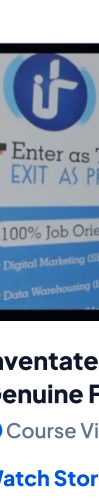
READ REVIEWS

MS. SNEHA
Placed at Wipro (9.5 LPA)

"The hands-on practical training at Inventateq gave me the exact skills needed to advance my career. The mentors were always available to guide me through complex topics!"
Course Completed : **Content Writing Specialist** ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's industry-aligned curriculum and capstone projects set them apart. The mock interviews and placement assistance helped me land my dream offer."
Course Completed : **Content Writing Specialist** ★★★★★



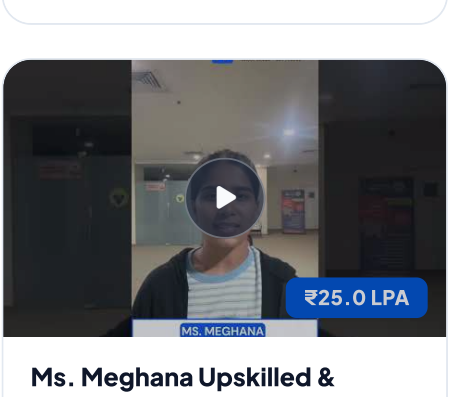
MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Learning practical enterprise tools with 1-on-1 guidance made all the difference. Having a polished portfolio gave me immense confidence in interviews!"
Course Completed : **Content Writing Specialist** ★★★★★

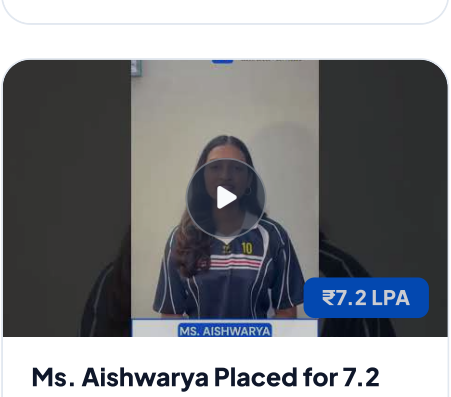
WATCH VIDEOS

Watch real stories from our students as they talk about their journey, growth, and placement success.

Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story



One Instagram post changed more than a clothing store's reach—it changed Akash's career direction
Course Video 2 • Student Feedback
Watch Story



Digital Marketing Course in Bangalore, Guaranteed Placement
Course Video 3 • Student Feedback
Watch Story

Classes @ INVENTATEQ.COM
₹6.8 LPA

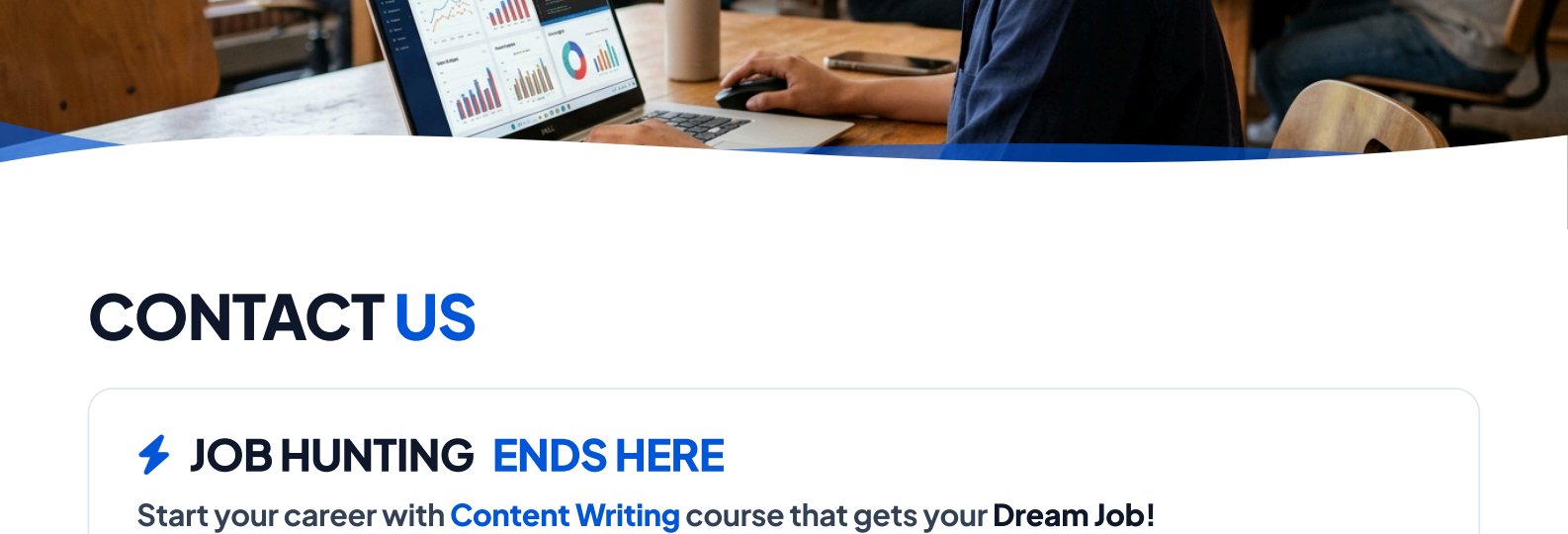
Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story

₹25.0 LPA
MS. MEGHANA

Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story

₹7.2 LPA
MS. AISHWARYA

Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
Watch Story



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