DIGITAL AKASH · TRAINING PROGRAMME

Blogging Training Syllabus

WordPress · Content Writing · Blog SEO · AI Blogging · Monetization

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30 Hrs
COURSE DURATION

30 Hrs	12	164	14
Practical training	Modules	Topics	Live projects

Why a Blogging Course?

Blogs bring search traffic, build trust and generate leads and income for years. Businesses need people who can plan, write, optimise and promote content — and bloggers can turn that same skill into their own business.

01
Long-term traffic
A well-ranked post keeps bringing readers for months and years.

02
Every brand needs content
Businesses rely on blogs for SEO, trust and lead generation.

03
Earn from your blog
AdSense, affiliates, sponsorships and digital products.

04
Build a personal brand
Show your expertise and attract clients and job offers.

05
AI makes it faster
Research, outline and draft quickly — then add the human touch.

06
Low cost to start
A domain, hosting and WordPress are all you need to begin.

Benefits of Learning This Course

- ✓ **Your own live blog** — set up and run a WordPress blog from day one
- ✓ **Write content that ranks** — headlines, structure and on-page SEO
- ✓ **Keyword research** — find topics people actually search for
- ✓ **AI-assisted writing** — faster drafts with human editing and fact-checks
- ✓ **Promote and grow** — social, email, WhatsApp and outreach
- ✓ **Monetise your blog** — AdSense, affiliates, sponsors and products
- ✓ **Portfolio of projects** — 14 live projects and a complete blog
- ✓ **Career support** — resume help, mock interviews and placement assistance

Why blogging skill is needed?

Every website needs fresh, helpful content to rank and convert. A good blog keeps attracting readers and customers long after it is published. That makes skilled content creators valuable to every brand and agency.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

A Bengaluru-based digital marketing and analytics trainer with 12+ years of hands-on experience building content, SEO and blogging strategies for businesses across India. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Certified: Ads · Analytics · GTM | Blogging & Content SEO | WordPress | Bengaluru

Job Opportunities After the Course

01 Professional Blogger
Earn from your own niche blog.

02 Content Writer
Write blogs and articles for brands.

03 SEO Content Writer
Search-optimised posts that rank.

04 Content Marketing Executive
Plan, publish and promote content.

05 Content Strategist
Topic clusters, calendars and growth plans.

06 WordPress Content Manager
Manage blogs and websites end to end.

07 Affiliate Marketer
Earn commissions through product content.

08 Freelance Writer / Blogger
Serve clients in India and worldwide.

Recommended Practical Training Sequence

Phase	Focus	Modules
1	Blogging fundamentals and WordPress setup	01 – 02
2	Topic and keyword research, planning	03
3	Content writing and AI-powered blogging	04 · 06
4	On-page and technical blog SEO	05 · 07
5	Promotion, analytics and monetisation	08 – 10
6	Tools practice and live blog project	11 – 12
	12 modules · 164 topics	**30 hrs**

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MODULE 01 Blogging Fundamentals — 1.5 hrs

1.1	Introduction to Blogging	1.2	Types of Blogs and Blogging Business Models
1.3	Blogging vs Content Marketing	1.4	Niche Selection and Blog Topic Identification
1.5	Audience Research and Buyer Personas	1.6	Competitor Blog Analysis
1.7	Blog Content Strategy and Planning	1.8	Personal Branding Through Blogging
1.9	Blog Monetization Models	1.10	Blogging Trends and Industry Opportunities

MODULE 02 Blog Website Setup and Development — 3 hrs

2.1	Domain Name Selection and Registration	2.2	Web Hosting Setup
2.3	WordPress Installation and Configuration	2.4	WordPress Dashboard and Settings
2.5	Theme Installation and Customization	2.6	Blog Page Structure and Navigation
2.7	Categories, Tags and Content Organization	2.8	Blog Post and Page Creation
2.9	Menu, Sidebar and Footer Configuration	2.10	Mobile-Friendly Blog Design
2.11	Essential WordPress Plugins	2.12	Website Backup, Security and Maintenance

MODULE 03 Blog Topic and Keyword Research — 3 hrs

3.1	Blog Topic Research Techniques	3.2	Keyword Research Fundamentals
3.3	Search Intent Analysis	3.4	Long-Tail Keyword Research
3.5	Question-Based Keyword Research	3.6	Competitor Keyword Analysis
3.7	Topic Clustering and Content Pillars	3.8	Trending Topic Identification
3.9	Keyword Mapping for Blog Posts	3.10	Content Gap Analysis
3.11	Content Calendar Development	3.12	Blog Topic Prioritization

MODULE 04 Blog Content Writing — 4 hrs

4.1	Blog Post Structure and Formatting	4.2	Writing Attention-Grabbing Blog Headlines
4.3	Introduction and Hook Writing	4.4	Creating Engaging Blog Body Content
4.5	Writing Effective Conclusions and CTAs	4.6	Storytelling Techniques for Bloggers
4.7	Research-Based Blog Writing	4.8	Fact-Checking and Source Verification
4.9	Readability and Content Formatting	4.10	Writing Listicles, How-To Guides and Tutorials
4.11	Comparison Articles and Product Reviews	4.12	Case Studies and Opinion Articles
4.13	Adding Images, Screenshots and Examples	4.14	Editing, Proofreading and Content Quality
4.15	Content Brief and Blog Outline Creation		

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MODULE 05 On-Page SEO for Blogging — 3 hrs

5.1	SEO-Friendly Blog URL Structure	5.2	Title Tag and Meta Description Optimization
5.3	Heading Tags Optimization	5.4	Keyword Placement and Natural Usage
5.5	Image SEO and Alt Text	5.6	Internal Linking Strategy
5.7	External Linking and Source Citations	5.8	Table of Contents Implementation
5.9	Schema Markup for Articles and Blog Posts	5.10	Author Profile and Trust Signals
5.11	Related Posts and Content Recommendations	5.12	Blog Content Refresh and Optimization

MODULE 06 AI-Powered Blogging — 3 hrs

6.1	Introduction to AI-Assisted Blogging	6.2	Prompt Engineering for Blog Writing
6.3	AI-Based Blog Topic Generation	6.4	AI-Assisted Keyword Research
6.5	AI Blog Outline and Content Brief Creation	6.6	AI-Assisted Blog Drafting
6.7	Brand Voice and Tone Customization	6.8	AI-Assisted Editing and Proofreading
6.9	AI Image Generation for Blog Posts	6.10	AI-Based Content Repurposing
6.11	AI Fact-Checking and Human Review	6.12	AI Content Quality and Originality Evaluation
6.13	AI-Assisted Content Calendar Creation	6.14	Responsible AI Use in Blogging
6.15	AI Search Visibility and GEO Fundamentals		

MODULE 07 Technical SEO and Blog Optimization — 2.5 hrs

7.1	Google Search Console Setup	7.2	Google Analytics 4 Integration
7.3	XML Sitemap Creation and Submission	7.4	Robots.txt Configuration
7.5	Indexing and Crawling Fundamentals	7.6	Canonical Tags and Duplicate Content
7.7	Broken Link Detection and Fixing	7.8	Core Web Vitals Optimization
7.9	Website Speed Optimization	7.10	Mobile Usability Optimization
7.11	HTTPS and Website Security	7.12	WordPress SEO Plugin Configuration
7.13	Technical Blog SEO Audit	7.14	Website Backup and Recovery

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MODULE 08 Content Promotion and Blog Distribution — 2 hrs

8.1	Social Media Promotion for Blog Posts	8.2	LinkedIn Blog Distribution
8.3	Facebook and Instagram Content Repurposing	8.4	Email Newsletter Creation
8.5	WhatsApp Content Distribution	8.6	Guest Blogging
8.7	Blogger Outreach	8.8	Community and Forum Engagement
8.9	Content Syndication Fundamentals	8.10	Influencer Collaboration
8.11	Blog-to-Video and Blog-to-Reel Conversion	8.12	Content Promotion Calendar

MODULE 09 Blog Analytics and Performance Measurement — 2 hrs

9.1	Google Analytics 4 for Bloggers	9.2	Google Search Console Performance Analysis
9.3	Organic Traffic Monitoring	9.4	Impressions, Clicks and CTR Analysis
9.5	Keyword Ranking Monitoring	9.6	Landing Page Performance Analysis
9.7	User Engagement and Traffic Sources	9.8	Blog Conversion Tracking
9.9	Content Performance Comparison	9.10	Identifying Content Decay
9.11	Blog SEO Reporting	9.12	Looker Studio Dashboard for Blog Performance

MODULE 10 Blog Monetization — 2 hrs

10.1	Google AdSense Fundamentals	10.2	Display Advertising Revenue Models
10.3	Affiliate Marketing for Bloggers	10.4	Affiliate Link Management and Disclosure
10.5	Sponsored Blog Posts	10.6	Brand Partnerships
10.7	Digital Product Sales	10.8	E-books and Online Courses
10.9	Lead Generation Through Blogging	10.10	Email List Building and Monetization
10.11	Blog Service and Consulting Leads	10.12	Blog Revenue and Expense Tracking

MODULE 12 Live Practical Projects — 3 hrs

12.1	Select a Profitable Blog Niche	12.2	Set Up a WordPress Blog Website
12.3	Conduct Keyword and Competitor Research	12.4	Create a 30-Day Blog Content Calendar
12.5	Publish an SEO-Optimized Blog Post	12.6	Create a Pillar Page and Supporting Articles
12.7	Implement Internal Linking	12.8	Set Up Search Console and GA4
12.9	Perform a Blog SEO Audit	12.10	Promote Blog Content Across Social Platforms
12.11	Create an Email Newsletter for Blog Readers	12.12	Build a Blog Performance Dashboard
12.13	Develop a Blog Monetization Strategy	12.14	Complete an End-to-End Blogging Project

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MODULE 11

Blogging Tools Covered

1 hr + used in every module

24 tools practised hands-on — WordPress, Google's free tools, SEO suites, writing assistants and AI tools.

WordPress	Google Trends	Google Keyword Planner	Google Search Console
Google Analytics 4	Google Docs	Google Sheets	Google Gemini
ChatGPT	Claude	Perplexity	Semrush
Ahrefs	Ubersuggest	AnswerThePublic	Grammarly
Hemingway Editor	Canva	PageSpeed Insights	Rank Math SEO
Yoast SEO	Google AdSense	Mailchimp	Looker Studio

How this course is taught: every student builds and runs a live WordPress blog through the course — from niche selection and setup to publishing, SEO, promotion and monetisation. AI is used to speed up research and drafting, with human editing and fact-checking on every post.

> **Content is king.**
>
> — Bill Gates, 1996 · Build your blog, build your brand

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CONTACT AKASH

Enrol now or book a free demo class

www.digitalakash.in

CALL / WHATSAPP
+91 99015 53321

EMAIL
info@digitalakash.in

VISIT
Rajajinagar, Bengaluru 560010

WEBSITE
www.digitalakash.in