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5-Technical SEO for Content Creators

- Website structure & mobile-friendliness
- Page speed & Core Web Vitals
- Schema markup & indexing best practices

6-Link Building & Content Promotion

- Building backlinks through guest blogging & outreach
- Leveraging social media for SEO gains
- Measuring & analyzing content performance

7-Measuring Success & SEO Tools

- Tracking SEO metrics (organic traffic, CTR, rankings)
- Using Google Search Console & Analytics
- SEO reporting & strategy refinement

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| Bundle Outline | 53 Hours |

3-Scriptwriting for Reels, Videos and Podcasts Workshop

A practical, specialized workshop designed to equip participants with the skills to write different types of scripts tailored for today's digital content — whether Reels, educational videos, commercial ads, or visually narrated podcasts.

Participants will learn how to think visually while writing, understand the connection between text and image, and apply basic filming principles to serve the script.

Through real-world examples, they'll also practice building simple storyboards and preparing content for filming or editing in a hands-on setting.

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☐ **3-Scriptwriting for Reels, Videos and Podcasts Workshop**

☐ **Workshop Outline**

☐ The difference between textual and visual writing

☐ Types of scripts used in the digital world

☐ The function of a script: where it starts and ends

☐ Key elements of a professional, effective script

☐ The difference between scripts for editing vs. live performance

☐ Scriptwriting for short-form videos (Reels)

☐ Scriptwriting for educational/explainer videos

☐ Scriptwriting for commercial visual ads

☐ Scriptwriting for storytelling-style podcasts

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Bundle Outcomes:

- Developing Persuasive Content & Performance Optimization.
- Ability to analyze audience behavior and create accurate personas.
- Develop compelling marketing offers that are hard to resist.
- Apply CRO (Conversion Rate Optimization) strategies to improve landing pages and ads.
- Build and analyze effective conversion funnels to maximize digital marketing efficiency.
- Optimize marketing content using data-driven performance analysis.
- A solid understanding of the difference between textual and visual writing.
- Ability to write professional scripts across multiple formats.
- Skills to translate ideas into executable visual scenes.
- Visual awareness to improve content quality before filming.
- Competence in building basic storyboards to support content vision.

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Bundle Target Audience:

- Creators interested in writing short or commercial video content.
- Digital marketers and advertising professionals.
- Beginners in video creation and editing.
- Entrepreneurs who produce their own content.
  Digital marketing and content writing enthusiasts.
- Business owners and e-commerce entrepreneurs.
  Marketers and ad managers.
- Content marketers and copywriters.
- Entrepreneurs looking to increase online sales and conversions.