

CERTIFIED DIGITAL **CONTENT WRITER**



(CDCW) COURSE

**ACCREDITATIONS &
AFFILIATIONS**

CONTENT MARKETING CERTIFICATION FROM
HubSpot
Cambridge, Massachusetts



ContentMark & Research



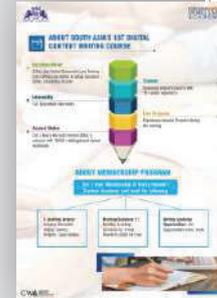
CWA CONTENT
WRITING
ASSOCIATION





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WHY HENRY HARVIN®?

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| First Institute | Content Writing Training Industry formally started in India in 2017. Henry Harvin® was the first institute. For proof you can check our videos published in 2017, 2018, 2019, 2020. |
| Trusted by 150+ Top Corporates | We have delivered our content writing training to employees of Abbott, WDC, Avon, HostBooks, NTPC, EY, SAB Miller, A-Paul Instruments, Eaton Corporation, Apollo Tyres, Stanley Consultants, CG Power & Industries, Mega Cabs, Fidelity Investments, MJ Logistics, UK India Business Council, Bajaj Finance, Hero Group, Wunderman and many more. |
| Top Ranking | We are Ranked No.1 by Trainings360 and this means something. |
| Content Writing Association Membership | Management of Henry Harvin® also on the board of (CWA) Content Writing Association which will help you in getting into the network of writers and content evangelists. |
| 20+ Media Recognitions | Management of Henry Harvin® also on the board of (CWA) Content Writing Association which will help you in getting into the network of writers and content evangelists. |
| Writing Focused Curriculum | We are not making you digital marketers. Nor are we making you data entry operators. We are making you DIGITAL CONTENT WRITERS. Our course curriculum is focused there. |
| Trainers with 10+ Years Experience | They have minimum 10+ years of industry experience. |
| Affiliations | We have affiliations from American Association of EFL, UK Cert, UKAF, Content Writing Association in India, MSME & Govt of India. |
| Certification | Get Prestigious Certified Digital Content Writer certification and add Hallmark of CDCW next to your name. For Ex. Karan Juneja (CDCW) Not just that we also prepare you for Hubspot Content Marketing Cambridge USA certification assessment. And both these certifications have global acceptance. |
| Guaranteed Internship | Get Guaranteed Internship. All you need to do it, apply for internship after the training ends and get started. |
| Job Support | Having tie-ups with top corporates. We send you emails every week with Number and Email of recruiters. |



ABOUT SOUTH ASIA'S 1ST DIGITAL CONTENT WRITING COURSE

Duration/Mode

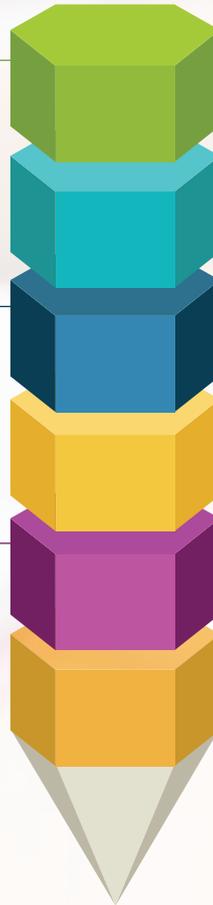
32hrs Instructor-Led Training + Extra 24hrs Live Online Brushup Sessions + 50hrs E-Learning Access

Internship and Job Support

Get Guaranteed Internship and Placement Support post-completion.

Hallmark of CDCW Certification Next to Your Name

Attain a globally acclaimed testimonial of Certified Digital Content Writer after the training. Use it as a symbol of your expertise in the field with your name. Eg. Sandeep Kumar (CDCW)



Attend Unlimited Batches with Different Instructors

Once enrolled at our Writing Academy, you have the facility to attend different batches with different trainers. This means you can have unlimited repetitions of your course during your membership period.

Alumni Status

Get a Henry Harvin® Alumni status & network with 18,000+ distinguished alumni worldwide

Mobile App Access to Moodle E-Learning Portal

You can access the exclusive LMS on the go. Use the login credentials for the Moodle app on your phone and get access to the learning curriculum at the tip of your fingers.

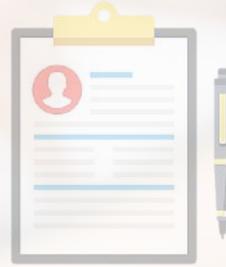
ABOUT MEMBERSHIP PROGRAM

Get 1-Year Membership of Henry Harvin® Content Academy and avail the following

24x7 Lifetime Support & E-Learning Access
Includes Recorded Videos, Games, Projects, Case Studies

Bootcamp Sessions
12 Monthly Bootcamp Sessions for 1-Year Worth Rs.6000 for Free

Writing Academy Opportunities:
Job Opportunities every week



COURSE STRUCTURE





COURSE CURRICULUM

Module 1: Language Skills

Basics and Jargons

- Introduction
- Tactical vs Strategy
- Expert vs Influencer
- Agglomeration vs Aggregation
- Creative Vs Technical Writing.
- Readability vs Searchability
- Content Formats: Online/Offline – Print/Digital
- Transactional Cost

Grammar: Bookish v/s Digital

- Tone & Its Types

- Style and Its Types
- Sentence Structures
- Common Grammatical Errors
- Spellings: UK/US

Presentation Skills

- Punctuation Rules in Digital Content Writing (Comma, Full Stop, Hyphen, Apostrophe, Parentheses, Questions Mark, Exclamation Mark, etc.)
- Content Flow & Presentation
- Text Designing: Use of Comma, Spacing, Capital, Italics, Margins, Indentation,

Module 2: Internet Skills

Research Skills

- Advanced Online Research
- Internet Through Google
- Google Keyword Planner
- Wolfram Alpha (Computational)

Graphic Skills

- Cover Page Designing
- Logo Software

Data & Reporting

- Google Analytics
- Understand Ranking Reports: Woorank, Alexa

Editing Skills

- Editing Tools: Grammarly, Ginger, Hemingway

Legal Knowhow

- Checking for Copyrights

Other Digital Skills

- Spinning Software
- Creative Common
- Google Local Pages
- Blogging
- Article Directories
- Content Tags, Categories
- Using Social Media for Content Distribution





COURSE CURRICULUM

Module 3: Business & Marketing Writing (12+ Writing Types)

- SEO Writing
- Landing Pages
- Blog
- Social Media
- E-Book Writing
- Newsletter & Magazine Writing
- Copywriting
- Press Releases
- Book Reviews
- Product Reviews & Descriptions
- Resume Writing
- Writing Cover Letter
- Editing & Proofreading

Module 4: Content Strategy

- Permanent Challenges in Creating Effective Content
- Broader structure for Creating Content for Social Media
- Broader Structure for Creating Content for Social Media
- Creating and Promoting Brands with Strategic Content
- Segmenting Markets
- Understanding the Target Segments
- Road Map to Create Strategic Content
- Writer's Block
- Ninja Writing
- Mind Mapping

Module 5: Technical & Research Writing (8+ Writing Types)

- Foundation of Technical Writing
- Research Paper
- Thesis
- Project Reports
- Grant Writing
- Medical Writing
- User Manuals
- FAQs





COURSE CURRICULUM

Module 6: Academic Writing (9+ Writing Types)

- Study Material
- Academic Guides
- Tutorials
- E-Learning
- Instructional Design
- Question Banks
- Workbooks
- Courseware
- Rubrics

Module 7 Creative Writing (4+ Writing Types)

- Foundation of Creative Writing
- Dialogue Writing
- Script Writing
- Fiction Writing
- Article Writing

Module 8 Earn Online & Get International Projects

- High Earning Writing Opportunities
- Earn with Freelance Projects
- Earn with Affiliate Marketing
- Earn as an Agency
- Earn with AdSense and Blogging
- High Earning Writing Types
- Content Writing projects (Website Selection)
- Choosing the Right Projects
- Writing Impressive Proposals
- Setting up Milestones
- Collection Using Escrow
- Withdrawing Using Paypal
- Ghostwriting
- Blogging Secrets



LIST OF TOOLS

Get Access to 100+ Tools Worth INR 35,000/-



Google



SpyFu

CERTIFICATION PROCESS

1

Counselling

Consult with our counsellors to check your eligibility and the right batch. And then Register for the Certified Digital Content Writing Course (CDCW)

2

Gain Credits

Attend 32 hours of instructor-led content writing training to get 32 credits to be eligible for the certification. View session recordings in case missed.

3

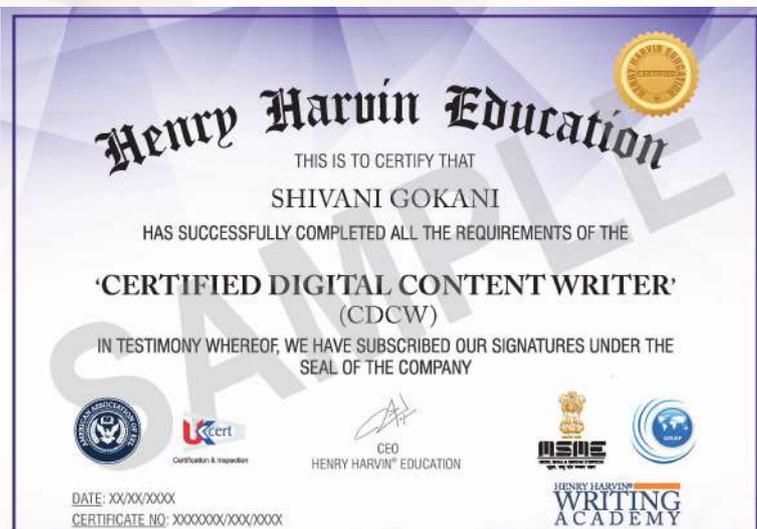
Deliver Projects

Deliver the mini-projects assigned during the classes of content writing course

4

Get Certified Ahead from Henry Harvin

Post completion, get CDCW certification from Henry Harvin. Post it on social media and apply for internship, placement and freelancing projects.





COURSE TAKEAWAYS

Skill to Translate **Thoughts into Words** that Attracts

01

Learn to Write **30+ Content Types** & Earn Online!

02

Experience of **Professional Content Writing**

03

Develop essential **Language Skills** to write for **International Clients**

04

Website Making Skills to create Basic Website and Personal Blog

05

Graphic Skills to design Newsletters, PPT, Logo, etc

06

Gain **Advanced Research Skills** that enable to **Write on Any Topic**

07

Skill to Identify **Target Audience Persona** for your Content

08

Develop **Effective Content Strategy** to Reach your TG

09

Know how to Get **Freelance projects from India, US, UK** and **avoid the risk of bad debt** in international payment

10





WANT TO GO FOR SPECIALIZATION?

OPTION-1

**Masters in
Technical,
Research & Medical
Writing**



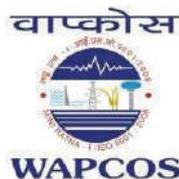
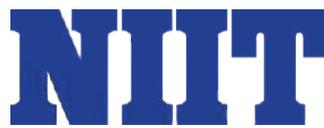
OPTION-2

**Masters in
Creative Writing**

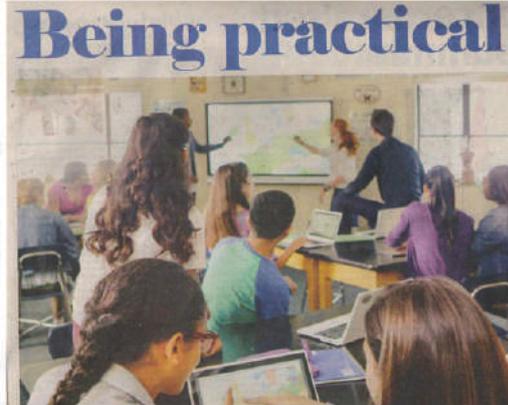
OUR CLIENTELE



Building a better working world



MEDIA RECOGNITION



BW BUSINESSWORLD
July 19, 2018

Prepare Yourself For Financial Analyst & GST Advanced

Get to know about the Basics and what all is needed for the profiles along with numerous additional factors related to financial analyst and GST Advanced



30 November 2018

EDUCATION

The changing face of the professional world

How innovation in education technology is impacting the industry



LEARNING ANALYTICS

VIRTUAL REALITY & ONLINE LEARNING

CHARACTERIZATION AND COMMUNITY LEARNING

INDIA TODAY

NEWS • LIVE TV • APP

Home Videos India Movies Tech Best Universities Sports Fact Check Trending Auto

Education Today / Featurephoto / How online courses can help improve your accounting skills

How online courses can help improve your accounting skills

Online accountancy courses easily incorporate changes to a curriculum allowing students to remain up to date with changes in subjects such as GST, Income Tax and TDS.

Online MBA Program for Working - Professionals & Management



India Today Web Desk
New Delhi
October 24, 2018 10:54:07 AM

Graduates, want a job? Do CV yoga!

Water pollution prevention

Over 6,000 antibiotic resistance genes in gut bacteria identified

Light pollution may cause insomnia in older adults

Free training for 50,000 students at IITs

Next Generation Must Help Calligraphy Survive Digital Age

Very good organisation must have a great accountant. Many businesses today are digital yet the need for skilled accountants to keep track of a business's finances is as important as ever.

Thankfully, by studying online talented people can learn to be great accountants.

Henry Harvin Education

A Skill-Centric Learning Initiative

Skill-Centric Training



HINDI IT

Digital Innovation in institutes allow educators to teach better and make academics interesting for students

More than 100 million students are enrolled in higher education across the world. The education industry is undergoing a major transformation with digital innovation. This is not just a trend, it is a reality. Digital innovation is changing the way we learn and teach. It is making education more accessible, more engaging, and more effective. Digital innovation is also making education more personalized. It is allowing educators to tailor their teaching to the needs of individual students. Digital innovation is also making education more collaborative. It is allowing students to learn from each other and from experts around the world. Digital innovation is also making education more transparent. It is allowing students to track their progress and receive feedback in real-time. Digital innovation is also making education more affordable. It is allowing students to access high-quality education from anywhere in the world. Digital innovation is also making education more relevant. It is allowing educators to teach the skills that students need for the future. Digital innovation is also making education more fun. It is allowing students to learn in a way that is engaging and enjoyable. Digital innovation is also making education more inclusive. It is allowing students with disabilities to access education and succeed. Digital innovation is also making education more sustainable. It is allowing educators to reduce their carbon footprint and save money. Digital innovation is also making education more secure. It is allowing educators to protect their data and their students' information. Digital innovation is also making education more resilient. It is allowing educators to continue to teach even in the face of natural disasters or other crises. Digital innovation is also making education more adaptable. It is allowing educators to respond to the changing needs of the workforce and the economy. Digital innovation is also making education more innovative. It is allowing educators to create new and exciting learning experiences for their students. Digital innovation is also making education more impactful. It is allowing educators to make a difference in the lives of their students and the world. Digital innovation is also making education more meaningful. It is allowing students to learn about themselves and the world around them. Digital innovation is also making education more transformative. It is allowing students to become the best version of themselves and to achieve their dreams. Digital innovation is also making education more powerful. It is allowing students to change the world and to make a difference. Digital innovation is also making education more beautiful. It is allowing educators to create a beautiful learning environment for their students. Digital innovation is also making education more exciting. It is allowing students to learn about the most interesting and important topics in the world. Digital innovation is also making education more inspiring. It is allowing students to be inspired by the achievements of others and to strive for excellence. Digital innovation is also making education more motivating. It is allowing students to stay motivated and focused on their learning. Digital innovation is also making education more rewarding. It is allowing students to feel a sense of accomplishment and pride in their learning. Digital innovation is also making education more fulfilling. It is allowing students to find meaning and purpose in their learning. Digital innovation is also making education more enriching. It is allowing students to gain a deeper understanding of the world and of themselves. Digital innovation is also making education more enlightening. It is allowing students to see the world in a new and exciting way. Digital innovation is also making education more enlightening. It is allowing students to see the world in a new and exciting way. Digital innovation is also making education more enlightening. It is allowing students to see the world in a new and exciting way.

BECAUSE HENRY UNDERSTANDS WOMEN!

Specialized courses for women in various fields.




BW EDUCATION

How Online Courses Are Helping In Improving Accounting Skills

Many people over the past few decades have participated in online courses and gone on to become successful professionals including accountants. There are essentially 2 types of learning available online, instructor-led courses and self-paced courses.



22 November 2018

RANKING BY PORTALS

4.8 ★★★★★

Henry Harvin® Education- Rating 4.8/5 is rated Excellent

Based on 107 reviews

★★★★★

★ Trustpilot

4.5 ★★★★★

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 436 reviews

Sort by: Most relevant

Ridhi Arya
1 review
2 weeks ago

★★★★★ It was a completely great learning experience: I got to learn a lot of new things that are applicable in life. Thank you so much for venturing me.

👍 Like

16:42

Henry Harvin Educa...

Google reviews

Abhishek Johri
in the last week

★★★★★ I took Lean Six sigma Black belt Program by KPMG. It was quiet good. The trainer was very knowledgeable. Over all it was a great experience. But I believe 4 day class room training is bit less should inc. the duration of class as per the content. I would like to thanks Chandrika for her assistance & co-ordination for the program.

👍 Helpful?

4.6 ★★★★★

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

4.6 ★★★★★ 107 reviews

Sort by: Most helpful

ANSHUL CHACHANE (PGP 2016-18)
1 review
10 months ago

★★★★★ The training provided by the Henry Harvin Education in IIM Indore was pretty good and was a very enriching experience.

👍 Helpful?

4.8 ★★★★★

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 436 reviews

Utsav Thukral
2 reviews
4 weeks ago

★★★★★ The introduction of GST was a step that left people with talks for a long period of time. Understanding it for business and further for future management works is necessary. Henry Harvin education helped in understanding the concepts clearly and with full explanation modules.

👍 1

Henry Harvin Education reviews

Mayuri Kadam
1 review
3 days ago

★★★★★ the six sigma green belt course was effective and taught me on various programs for further studies. was helpful

👍 Like

4.0 ★★★★★

Ashok P
in the last week

★★★★★ This is Ashok P, participated in lean six sigma Green Belt, the program had been well structured to accommodate all the domain irrespective particular to pharma /IT, I had gained thorough knowledge and co-participants are co-operate enough to know more about course and it was very interesting point is PR. Venkatesh (Trainer) done a good coordination in conducting the session all the days in best manner. Looking forward to attend the Business management class by KPMG in near future.

👍 Helpful?

4.5 ★★★★★

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

4.5 ★★★★★ 291 reviews

Sort by: Highest rating

Mittul Goyal
7 reviews
5 days ago

★★★★★ The new online course of Sigma Green Belt is something which made me do it. The features of the course and structure is way more expressive and productive. There is no extra cost for further doing of course again.

👍 Like

4.6 ★★★★★

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

4.6 ★★★★★ 107 reviews

Sort by: Most helpful

Aditya Pandit
1 review
in the last week

★★★★★ A very interactive and learning experience. CMAP course structure was well designed for each day of program. The speaker and facilitators were very friendly and approachable. Looking forward for more such program.

👍 2

5.0 ★★★★★

Henry Harvin Education

kalpesh oswal
2 reviews
a week ago

★★★★★ I've taken up the Certified Digital Content Writer online course with Henry Harvin under trainer Neha Singla, and it has been a wonderful experience learning it. They are really good at explaining the contents of writing and additionally provide support offline too. To sum up anyone looking for online content writing course should apply for it.

👍 Like

5.0 ★★★★★

Neha Borkar
in the last week

★★★★★ Han a great experience during my Lean Six Sigma Green Belt certification with Henry Harvin - KPMG. Absolutely recommended for anyone who wants to pursue LSS Green Belt. Training sessions conducted by Pradeep Sir were very well planned and insightful. Learning six sigma concepts from a very well experienced and knowledgeable professional was an honor. I also want to thank Ms. Chandrika Rao who was the SPOC for this program, she has been very helpful and humble while attending my queries and requests. The overall experience was excellent!

👍 Helpful?

“Access quality education and training to enhance your learning curve.” - Student Sofindia

About **Henry Harvin® Education**

As a competency and career development organization, Henry Harvin® Education develops, enhances, and promotes select skill-sets that are deemed essential of changing times. Embedding 'Value Creation' at the core of its vision, Henry Harvin® Education partners with best in industry organizations and empanels domain experts to transform careers of the diverse audience from industry and academia by harnessing the power of skill-centric training programs. These programs are carefully handcrafted to deliver tangible output for its learners by creating a distinguished biosphere of the latest learning technologies, effective content, and experienced trainers. Henry Harvin® Education is inspired by the contributions of Mr. Henry Dunster (First President of America's Oldest University) to the education industry which sustain for over 400 years.

About Henry Harvin® **WRITING ACADEMY**

Henry Harvin® Writing Academy has been set up with an objective to advance the professional journey of Content professionals by upskilling them with key skills. These skills are imparted through action-oriented learning solutions that are carefully handcrafted by subject matter experts with extensive industry experience. These learning solutions are delivered using our unique goal-centric pedagogy by select professionals from leading organizations who also empanelled as domain experts with the academy. This enables the academy in achieving its goal of empowering managers to reach their full professional potential. Henry Harvin® Writing Academy aims to function in its outreach geographies and upskill 200,000 Writers till 2030!

| | |
|--|---|
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