

# WEB CONTENT WRITING SKILLS

## Certification Program

### Who can do?

- Intermediates who would like to develop their skills with respect to web content
- Already working class who are willing to update and learn the new methodologies of web content developer.
- In learning stage and want to be a good and reputable jobs in the market and are like to enhance their skills in Web Content Writing

**100,000+ Students  
have been Trained**

since  
1997

**Program is  
offered by**

**3D EDUCATORS  
INTL**  
22 Years of  
Excellence in  
Training &  
Development

**Invest in  
People the  
only Asset  
that Appreciates**



# **Web Content Writing Skills Certification Program**

100,000+ Students  
have been Trained

since  
1997



## **Table of Content**

---

Detail

Inauguration

Structure

Topics & Time Allocation

About the Program Designer & Instructor

Syllabus

# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## About the Program Designer &

The “Web Content Writing Skills” Program has been designed and will be conducted by Senior most Managers and consultants who having the huge experience of training. They have worked with various large multinational organizations and provide the trainings in local and abroad.

The Trainers who are conducting this program are have on the position of the following:

- Content Writing Managers
- HR Heads
- General Managers HR

They trainers are foreign qualified and having the degrees of PhD, M.Phil., MBA, MSc and research back ground.

As Consultant & Senior Trainers, the team of trainers from our side, we at 3D Educators – Trainers & Consultants would not compromise on the faculty quality.

## Inauguration

The Training Program shall be inaugurated by a senior member of 3DEducators and President of 3D Group.

## Program Structure

No of classes per week	<b>01 Class</b>
Duration of each class	<b>02 – Hour</b>
Total Duration	<b>16 Hours</b>

## Other Learning Activities

Classroom Assignments	<b>02</b>
Presentations by Trainees	<b>01</b>



# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## Course Content

The ability to communicate effectively is important in professional life. This course develops skills in web content writing skills and short business documents, working cooperatively in teams, and presenting group projects. It also provides an overview of communication theory and an insight into the processes of professional communication. After completing this course, you will be able to:

- ♣ How to develop a good professional content, which increase traffic
- ♣ Understand topics and develop the content according to requirements
- ♣ Using the tools of communications.
- ♣ Keyword Analysis according to the webpage and website
- ♣ Sync the content according to Search Engines
- ♣ Analyze the requirements and fulfill the audience expectations
- ♣ Content Significance and worth of Web
- ♣ Structured ideas logically and persuasively, using appropriate supporting evidence.
- ♣ Produce professional documents, memos, letters, problem solving reports, and executive summaries.
- ♣ Apply these principles to win your customers
- ♣ Blog Writing
- ♣ Commenting and discussion on forum
- ♣ How to use AI and write on professional write-ups according to domain on LinkedIn, Facebook and other social Medias.

# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## TERMS & CONDITIONS

### WITHDRAWAL FROM THE CERTIFICATION OR DIPLOMA

Students are not allowed to withdraw from the CERTIFICATION/DIPLOMA. If a student cannot continue the CERTIFICATION his/her fee will be forfeited.

### CONDUCT AND DISCIPLINE

A disciplinary action, leading to rustication, will be taken against students whose conduct is found objectionable at any time during the course of study. Reference will be made to 3D Educators code of conduct.

### EVALUATION AND GRADING

The performance of students is evaluated through continuous observation of a student's performance in the CERTIFICATION/DIPLOMA – class participation, submission of assignments, quizzes and exercises.

The student will be examined through three hourly exams conducted at the midterm and a final exam at the end of the program. Total marks for passing the CERTIFICATION/DIPLOMA will be 70 out of a total of 100.

Students who do not meet the attendance or any other eligibility criteria will not be allowed to appear in the final examination.

The following grading plan will be applicable for the CERTIFICATION/DIPLOMA:

A	B+	B	C+	C	F
87-100	81-86	72-80	66-71	60-65	Below 60

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded.

# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## ONLINE LIVE CLASSES FACILITY AVAILABLE

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website <http://www.3deducators.com>. Fill it properly and attached the required document along with Picture and send back to [info@3deducators.com](mailto:info@3deducators.com) with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it [info@3deducators.com](mailto:info@3deducators.com). Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.

## DISTANCE NOT MATTER

You can join in the live classes Sessions of 3D EDUCATORS – TRAINERS & CONSULTANTS from anywhere of the world.

# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## PRECAUTIONARY MEASURES

- During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- If you have taken the admission in the course online lonely, then ethically it is recommended and suggested that you alone in the class.
- Recording of Lectures are not allowed at your end.

This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.

## CONTACT US

+9221-34141329, +9221-34857148  
+92 333-2402474

[info@3deducators.com](mailto:info@3deducators.com)  
<http://www.3deducators.com>

Get the Admission Form

Download Form 

**MANAGEMENT  
3D EDUCATORS  
TRAINERS & CONSULTANTS**



# **Web Content Writing Skills Certification Program**

100,000+ Students  
have been Trained

since  
1997



# Web Content Writing Skills Certification Program

100,000+ Students  
have been Trained

since  
1997



## International Certificate of Authorization from IMRTC USA

**CERTIFICATE  
OF AUTHORIZATION**

IMRTC USA Recognized

# CERTIFICATE OF AUTHORIZATION



*This is to Certify That IMRTC Authorized*

### 3D EDUCATORS - TRAINERS & CONSULTANTS

*to work as Training & Research Partner in capacity of  
PARTNER THROUGH PAKISTAN CHAPTER*

*for the scope of activity shown below in accordance with the applicable rules of  
the IMRTC. The use of this certification and the authority granted by this  
Certificate of Authorization are subject to the provision of agreement set  
forth in the application.*

*The validity of this certificate is for Five Years from the date of Issuance  
and will increase according to the performance*

*Issuance Date: 16 August 2017*

*Cheryyel Rhodes*

Director Affiliations and Official Affairs



**INTERNATIONAL MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM**

IMRTC - USA, <http://www.imrtc.org>

Chapter ID: AS2933770

Partnership ID: AS5588322\_Pakistan

[Partnerships@imrtc.org](mailto:Partnerships@imrtc.org)