

Module 1: Introduction to Blogging

- What is a blog?
- History and evolution of blogging
- Types of blogs (personal, educational, professional, niche)
- Importance of blogging in the digital age

Module 2: Blogging Platforms & Tools

- Overview of popular blogging platforms (WordPress, Blogger, Medium)
- Setting up a blog (domain, hosting, CMS basics)
- Dashboard navigation and customization
- Installing themes and plugins

Module 3: Content Creation

- Writing effective blog posts (structure, tone, style)
- Using images, videos, and infographics in blogs
- Basics of copyright and fair use for digital content
- Creating engaging titles and introductions

Module 4: Blog Design & User Experience

- Layout and navigation design
- Choosing themes and customizing appearance
- Importance of readability and accessibility
- Mobile-friendly blog design

Module 5: SEO & Digital Marketing Basics

- Introduction to Search Engine Optimization (SEO)
- Keywords and meta descriptions
- Internal and external linking strategies
- Basics of social media promotion for blogs

Module 6: Blogging with Computer Tools

- Using MS Word/Google Docs for drafting posts
- Image editing tools (Canva, Photoshop basics)
- Embedding multimedia (YouTube, podcasts, slides)
- Managing blog analytics (Google Analytics overview)

Module 7: Safety & Ethics in Blogging

- Online privacy and security for bloggers
- Avoiding plagiarism and misinformation
- Responsible digital communication
- Building a positive online presence

Module 8: Practical Projects & Assessment

- Create and publish a personal blog post
- Design a blog homepage with menus and categories
- Optimize a post with keywords and images
- Promote a blog post on social media
- Final project: Launch a complete student blog

Learning Outcomes

By the end of this course, students will:

- Understand blogging concepts and platforms
- Create and publish blog posts with multimedia content
- Design and customize a blog for better user experience
- Apply SEO and digital marketing basics to grow their blog
- Practice safe, ethical, and responsible blogging
- Launch and manage their own blog confidently