



National Career Service

सही अवसर, सही समय
Right Opportunities, Right Time

BLOGGING AS A CAREER



**Government of India,
Ministry of Labour and Employment,
Directorate General of Employment,
National Institute of Career Service,
Noida , Uttar Pradesh.**

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BLOGGING AS A CAREER

INTRODUCTION:

A blog is essentially an online journal or diary where we share our thoughts, experiences, knowledge, or creativity with the world. It's a platform to connect with people who share our interests. Blogging enables a passive income and help us to work from anywhere and make money online.

WHY BLOG?

- ❖ Self-expression: Share our passions and personality.
- ❖ Build a community: Connect with like-minded individuals.
- ❖ Share expertise: Become a trusted authority in a particular field.
- ❖ Earn money: Monetize blog through various methods.
- ❖ Personal branding: Build our online reputation and Brand.

WHAT BLOGGER DOES?

- ❖ Content Creation: Researching, writing, and editing engaging blog posts.
- ❖ Audience Building: Growing and engaging with a target audience.
- ❖ SEO Optimization: Improving blog visibility through search engine optimization.
- ❖ Social Media Management: Promoting blog content on social platforms.
- ❖ Monetization: Exploring various income streams (ads, affiliate marketing, sponsored content, etc.).
- ❖ Networking: Building relationships with other bloggers and industry professionals.

WHAT BLOGGER GETS?

Top Bloggers in India are earning between Rs 3 Lakh to Rs. 7 Lakh per month, average income of Indian Blogger per month is around Rs. 20K to 25K per month.

SCOPE IN BLOGGING

Job Title	Average Annual Salary (INR)	Qualifications	Experience
Content Writer	₹297,851	Bachelor's degree in English, Journalism, or related field	0-2 years
Content Marketer	₹524,281	Degree in Marketing, Communications, or related field	2-4 years
Social Media Manager	₹175,665	Degree in Marketing, Communications, or related field	1-3 years
Content Marketing Manager	₹589,581	Degree in Marketing, Communications, or related field	3-5 years
Freelance Writer	₹427,000	Bachelor's degree in any field	1-3 years
SEO Specialist	₹350,000	Degree in Marketing, IT, or related field	2-4 years
Digital Marketing Executive	₹300,000	Degree in Marketing, Business, or related field	1-3 years
Blogger	₹340,000	No specific degree required, but knowledge of SEO and content creation is beneficial	0-2 years
Copywriter	₹400,000	Bachelor's degree in English, Journalism, or related field	1-3 years
Technical Writer	₹500,000	Degree in Technical Writing, IT, or related field	2-4 years

BLOGGING CAREER – FREELANCE (SELF EMPLOYED AND SELF MOTIVATED)

- ❖ **SELECTING A NICHE** - First Step involve Selecting a topic that we are passionate about and have good command .
- ❖ **WEB HOSTING-** Second step involve selecting a Webserver and purchasing a Domain name , and selecting a popular Blogging Platform like Wordpress and Host it in the internet.
- ❖ **CUSTOMISE THE BLOG:** Third step is the most important, here the blog is designed and customised.
- ❖ **CREATING THE CONTENT:** Now is the step to start organising photos , videos and writing on the Selected Niche and Posting.
- ❖ **PROMOTING THE BLOG:** Search Engine Optimisation (SEO) technique is used for promoting the Blog on the Social Media Platforms to increase the visibility of the Blog
- ❖ **Monetize:** Search for Ads, affiliate marketing or Sponsored Marketing to Monetize the Blog.

MOST POPULAR BLOGGING NICHES

- ❖ Self-improvement, spirituality, Yoga, Travel and Tourism, Food, Fashion, health, Finance, Interpersonal Relationship, Child Psychology, Motherhood, Love and Relationships etc.
- ❖ Advertising: Display ads, Google AdSense
- ❖ Affiliate Marketing: Promoting IT products like Mobile and tending Hi- Tech Gadget or its services and earning commissions
- ❖ Digital Products: Selling eBooks, IT Products, Online courses, or Printables, Online Education, Career Contents, Trending Job etc.

CAUTION DURING BLOGGING

ORIGINAL CONTENT: The content must be original and should be arranged properly to convey some meaning or message. **OPERATIONAL ETHICS:** Blog should avoid revealing personal information that may cause harm or agony to any individual or group and should not publish false information.

LEGAL COMPLIANCE: The Blog should comply with the legal provisions of appropriate permission is needed to publish information of an entity. Also, the privacy and copyright matter should be complied with.

SOURCES: Employment News and Relevant Websites

MODEL CAREER CENTRE:

The National Institute for Career Service (NICS) erstwhile Central Institute for Research and Training in Employment Service (CIRTES) was set up in October 1964 under Directorate General of Employment (DGE), M/o Labour & Employment for imparting Research & Training in Employment Services, NICS acts as a nodal institute for capacity building and is responsible for imparting training to all stakeholders of NCS project like Employer, Job Seeker, Training Provider, College Students/ Counsellors/ Placement Organisation/Govt. Organisation etc. NICS imparts professional in-service training for officers of National Employment Services working at Central & State Govt. NICS is also plays major role in conceptualization of the Young Professional Scheme of M/o Labour and Employment and co-ordinates the activities of Model Career Centres established across country under NCS project.

SERVICES OFFERED BY NICS , NOIDA

- ❖ AWARENESS ABOUT NCS PORTAL: Organise awareness program about NCS Scheme among various Stakeholders in online or offline mode.
- ❖ REGISTRATION: Jobseekers and Employer registration on NCS portal
- ❖ EMPLOYMENT SERVICES: Conducting Job-fairs and placement drives regularly for the benefit of both job-seekers and employers.
- ❖ CAREER TALKS/ WEBNAIRS OR TRENDING JOB ROLES: Organise career talks/webinars in various schools, ITIs, colleges for the benefit of students. Also organise Career talks on emerging trends with industry experts in online mode.
- ❖ CAREER COUNSELLING SESSIONS: Organise career counselling sessions for the jobseekers.
- ❖ SKILL GAP /EMPLOYABILITY TRAINING: Conducting Free Skill Gap /Employability training for enhancing the employability of Job-seekers as per latest Job roles and industry patterns.



HOW TO VISIT NICS, NOIDA



TO CONTACT

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