BLOGS

Online Course on ‘Mastering SEO, Blogging, and Copywriting’ by Lawctopus Law School [April 5-May 5, 2025]: Register by March 25!

Ruchika Mohapatra · 21 Mar 2025

Why this Course?

Imagine spending hours crafting a well-researched legal article, only for it to get lost in the depths of the internet. No readers, no engagement, no impact. Frustrating, right? That’s where **SEO, legal blogging, and digital copywriting** come in, skills that **turn your writing into a magnet for the right audience**.

This course isn’t just about writing; it’s about writing **with purpose**, whether it’s **ranking on Google, building authority on LinkedIn, or creating compelling legal content for social media and ads**. You’ll **learn by doing**—creating real blog posts, using SEO tools like UberSuggest, and crafting high-impact copy for platforms like Instagram, LinkedIn, and YouTube.

Law students, freelancers, and legal professionals **who know how to write for the digital world have a massive edge**, whether it’s attracting clients, landing writing gigs, or building a personal brand. If you want your legal writing to be **seen, read, and valued**, this course is for you. **It’s time to stop writing in the dark, let’s make your words work for you.**

About Lawctopus Law School (LLS)

Lawctopus Law School (LLS) has taught a wide range of practical skills to over **20,000+ law students**, young lawyers, professionals, academicians, and business people. Over 2000 students have rated our courses; the average rating is **93.4/100**.

Our online courses are ‘warm’ and ‘rigorous’ learning experiences!

Click here to register for this course

Structure of this Course

Learners will get access to the course on March 31, 2025.

Module 1: WordPress & SEO Fundamentals for Legal Writers

- Setting up and navigating WordPress
- Creating and publishing legal blog posts
- Understanding focus keywords and their impact on SEO
- Introduction to keyword research tools like UberSuggest

Module 2: Writing SEO-Optimized Legal Articles

- Using primary and alternate keywords to improve search rankings
- Structuring legal articles for clarity, engagement, and visibility
- Strategies for legal blogging and increasing online readership
- Common SEO mistakes and how to avoid them

Module 3: Legal Copywriting for Social Media & Advertisements

- Crafting compelling legal content for LinkedIn, Facebook, Twitter, and Instagram
- Writing high-converting scripts for YouTube and Instagram videos
- Essentials of email copywriting for legal newsletters and campaigns
- Persuasive writing techniques for legal advertisements

Module 4: Advanced Strategies & Monetizing Legal Writing

- Creating a legal content portfolio to showcase expertise
- Exploring opportunities for paid legal writing and blogging gigs

5 Unique Elements of this Course

- Comprehensive Reading Resources: Expertly researched modules that simplify complex legal concepts into concise, actionable insights.

- Recorded Lectures by Experts: Gain practical knowledge through on-demand video lectures designed to enhance your understanding of case law research and writing.
- 4 Engaging Live Sessions [90 minutes long each]: Interact with instructors to clarify doubts, explore advanced techniques, and enhance your learning experience in real-time.
- 1 Practical Assignment: Apply your skills to real-world scenarios
- Personal feedback: Receive personalized feedback on the assignment you submit to learn deeply and refine your approach.
- Warm and Rigorous Learning: Experience the unique combination of supportive mentorship and high-quality academic rigor that Lawctopus Law School is known for.

How This 4-Week Online Course Will Help You?

- Write, optimize, and publish real legal content with practical exercises, not just theory.
- Learn easy, actionable SEO techniques to make your legal articles rank on Google.
- Master UberSuggest and other keyword research tools to boost your content's visibility.
- Craft compelling legal content for LinkedIn, social media, YouTube, and ads.
- Discover freelancing, blogging, and paid writing opportunities in the legal space.
- Get the skills law firms, legal startups, and clients look for in digital legal writers and freelancers.
- Perfect for beginners and professionals, covering everything from basics to advanced strategies.

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Faculty and Course Developers



Tanuj Kalia, CEO of Lawctopus, graduated from NUJS Kolkata in 2013 with B.A. LL.B. (Hons.) and completed his M.A. in Law, Politics, and Society from AUD, Delhi in 2019. Tanuj started Lawctopus in 2010 which today is the go-to platform for law aspirants, law students, and young lawyers for their career growth requirements.

His keen interest in writing and the broad field of human development led him to author the book “Law as a Career,” which serves as a comprehensive guide for those navigating the legal world. He started NoticeBard.com in 2017, and Lawctopus Law School in 2020, and has been inspiring countless individuals to pursue successful careers in law.



Gurjit Kaur is the **SEO Head at Lawctopus**, leading on-page and off-page SEO strategies to boost the website's visibility and performance.

With a BA in Mass Communication and an MBA in Media Management, Gurjit brings a strong foundation in content strategy and digital marketing. Before stepping into her current role, she gained hands-on experience as a Senior Content Writer and interned at The Tribune (2013), Doordarshan, and All India Radio (2010), refining her expertise in media and content creation.

Her deep understanding of SEO, content writing, and digital media makes her a key mentor for aspiring legal writers looking to navigate the online space effectively.



Apoorva is the Content Head at NoticeBard, overseeing the content teams at Lawctopus and NoticeBard. She manages key technical aspects such as SEO, schema implementation, content formatting, site audits, and WordPress features.

Under her leadership, Apoorva has driven a 2x increase in traffic for CSE and School NoticeBard over the past year. She is also responsible for team training on newly launched features and ensuring high-quality, audience-centric content.

Apoorva holds a BTech in Electronics and Communication (Honours) from MIT, Indore (2011). Her previous roles included content and marketing manager at IID, Lucknow, head of content at Edugorilla, Lucknow, and subject matter expert at Mahendra Education Pvt. Ltd.



Aditya Aryan is the Content Head at Lawctopus and is responsible for the growth of its law content platforms. He is a trained mediator with over 400 hours of training and has worked with renowned mediator Mr. Sriram Panchu as his associate.

Aditya has been active in the ed-tech space since law school, contributing to the development of various courses and programs at national and international levels.

He has guest lectured, assessed, and mentored students from esteemed institutions and organisations such as NLSIU, RGNUL, GLC Mumbai, ICC Asia Pacific, and CDRC Vienna. He is the only Indian mentee at the International Academy of Mediators.

Course Fee

Rs. 2,800/-

Course Duration

1 month

Life-time Access

By purchasing this course, you are granted a lifetime access.

Life-time access means that the course access will be available to you as long as the company continues to offer the course or remains in existence. In the event the course is discontinued or the company ceases operations, access to the course will no longer be available.

Process of Learning

- Upon enrolment, you will get an email consisting of the course access details
- Orientation session which explains the logistics of the course
- Recorded video lectures
- 4 Weekly live sessions (1.5 hours long)
- Text-based reading modules
- Online discussion forum for clearing your doubts

- 1 compulsory assignment
- Personalized feedback on your assignments

Assignment and Certification

You will receive the certificate upon completing the assignment successfully. Please note that we are liberal in our marking and always give a second chance. What we want is a 'sincere engagement' from our learners.

Click here to register for this Course

Questions?

If you have any queries regarding the course, please send an email to **courses@lawctopus.com** and we will get back to you within 24 hours!

FAQs:

1. Do we have any live class?

Yes. You will have weekly live classes.

The schedule of the live sessions will be announced 1-2 days prior to the start of the course over Email and WhatsApp. The sessions happen on weekday evenings (7-8.30 pm) or on Sundays so that students and professionals can easily attend the classes without impacting their study/work.

In case you miss a live session, you can watch the recording of the session.

2. For how long can I access this course?

You'll have lifetime access from the date of registration.

3. Can we download the material?

No! Allowing for the downloading of material puts our work at risk of copyright violation and related misuse. Learners can easily access the material (reading modules, recorded lectures,

assignments, etc.) from the Learning Management System (LMS).

Need help to decide? Feel free to reach out to us on these channels.

- Phone calls/WhatsApp Number: 935 968 4056
- Email: courses@lawctopus.com

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