|  |  |
| --- | --- |
| **Webpage Name** |  |
| **Date of Publish** |  |
| **Webpage Type** |  |
| **Client Website** |  |

## **Website Content Template for: [INSERT SITE NAME]**

## **Pre-Writing Questions**

1. Who is our target audience?
2. What is the purpose of this page?
3. What questions do we need to answer for our audience?

**Keyword Research**

|  |  |
| --- | --- |
| **Main Keyword** |  |
| **Secondary Term** |  |
| **Secondary Term** |  |
| **Secondary Term** |  |
| **Secondary Term** |  |
| **Secondary Term** |  |

|  |  |
| --- | --- |
| **Internal Search Term** | **Volume** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Webpage Content**

|  |  |
| --- | --- |
| **Headline/Page Header** | Use [CoSchedule’s Headline Analyzer](https://coschedule.com/headline-analyzer) to create better headlines. |
| **Page URL** |  |
| **Title Tag** |  |
| **Meta Description** |  |
| **Body Copy**  **Section One** |  |
| **Subheader** | Title and where subheaders need to be placed. |
| **Body Copy Section Two** |  |
| **Subheader** | Title and where subheaders need to be placed. |
| **CTA** |  |
| **Images** | Location, Link or directions to where images can be found. |
| **Videos** | Size, Location, Link or directions to where videos can be found. |

**Sketch of Webpage**

Use this space to sketch out what you would like the webpage layout to look like to give your designer a better picture of what you want to see.

You can draw directly on the document or use tools like [Skitch](https://evernote.com/products/skitch) or [Canva](https://www.canva.com/) to digitally sketch out a design.

**Review Checklist**

* Do all your links work?
* Is your copy grammar and spelling error free?
* Do all your images and videos load?
* Are the downloadable elements the correct ones?
* Page load time?
* Is there any feedback from upper management or your client?