

Content Template

Name of Project

Section Name: Page Title

Audience	Who are you trying to attract?
Primary Message	What is the primary message?
Audience Specific Message	Is there an audience specific message?
Purpose of Page	What business objective is the page aligned with?
Call(s) to Action	What do you want visitors to do?
Content Guidelines	Structure, word count, tone and voice, etc.

Primary Content

Heading:

(Copy)

Content Placeholders Images, videos, graphics, charts, etc.

Related Content Navigation, links, PDF files, etc.

Secondary Content

Heading:

(Copy)

Content Placeholders Images, videos, graphics, charts, etc.

Related Content Navigation, links, PDF files, etc.

Tertiary Content	
Heading:	
(Copy)	
Content Placeholders	Images, videos, graphics, charts, etc.
Related Content	Navigation, links, PDF files, etc.

Footer Content	
Links	Tertiary navigation, utility, sub-pages, resources
Copy	Copyright, credits, etc.

Content Creation & Maintenance	
Keywords	What words or phrases should be optimized?
Source	Where did the content come from?
Owner	Who's accountable for the content?
Creation	Who will create the content?
Maintenance	How often will the content be updated and who will do it?
Governance	Are there any governance and life cycle considerations?

URL & META Data	
Current URL	Does the page exist, and if so what is the current URL?

New URL	If different, what will the new URL be?
301 Redirect	Yes/No
Path	
META Title	65 characters, beginning with keywords
META Description	130 characters, summary of page content
Other META Data	