Webpage Content Template

Pre-Writing Questions:
- What is the goal of this page?
- Which audience/persona is this page targeting?
- Which phase of their buying cycle is this page addressing?
- Based on the topic you’re covering, what are the 3 primary benefits you want to communicate?
- What keywords and phrases do you need to include for SEO?

Page Headline / Title *(should be <h1>, clear and catchy, include primary keyword/phrase if possible)*

First paragraph – What is the ONE thing you want the reader to understand after they’ve read the copy? This ONE thing should be captured in the first couple sentences followed by a summarization of the benefits on the rest of the page. This paragraph should also include the payoff (linked call-to-action).

**Bolded Sub-Headline (Benefit #1)** *(should be <h2>, summarize the first main benefit discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main benefit with supporting point.
- May use bullets to
- Highlight some features or
- Additional points.

**Bolded Sub-Headline (Benefit #2)** *(should be <h2>, summarize the second main benefit discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main benefit with supporting point.
1. May use a numbered list
2. To highlight information

**Bolded Sub-Headline (Benefit #3)** *(should be <h2>, summarize the third main benefit discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main benefit with supporting point.

**Bolded, Linked Call-to-Action Line** *(provide clear direction as to where the reader should go next)*

Image that adds visual context *(add alt tag with keywords, ex: alt="website content template image")*
Post-Writing Checklist:

☐ Is the page content 250 to 500 words?
☐ Is the headline clear and catchy?
☐ Is this piece of content relevant to your target audience/persona? Does it address at least one of their problems and provoke them to take the next step (call-to-action)?
☐ Have you used short sentences and paragraphs and broken up paragraphs with sub-headlines?
☐ Have you stated your main point in the first couple sentences?
☐ Are you using a lot of industry jargon? (answer should be “no” here in most cases)
☐ Is the content conversational? Are you addressing the reader as “you”?
☐ Is it interesting?
☐ Is the piece free of typos and grammatical errors? (hint: have someone else read it)
☐ Is there a clear call to action?