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).

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

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
3. In an easy-to read, step-by-step format.

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)*

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?