



Before you begin writing your content, answer these questions:

What is the purpose of this page? Why is it important?

Who is your target audience for this page (age, position, interests...)?

What are the three main points that you want to convey on this page?

1.

2.

3.

What keywords will your potential site visitors use with Google to find this page?

Page Title:

The title must be clear, concise and catchy. It also should include some or all of the keywords identified above.

First Paragraph:

In the first two sentences, clearly describe what you want the site visitor to gain from visiting this page – this is the one thing you want them to “take away” with them.

In the remaining sentences of the paragraph, summarize the points (identified above) that you will describe on the remainder to the page. You should also include a Call to Action (CTA) in this text to capture those visitors with short attention spans and who may not be bothered to read on.

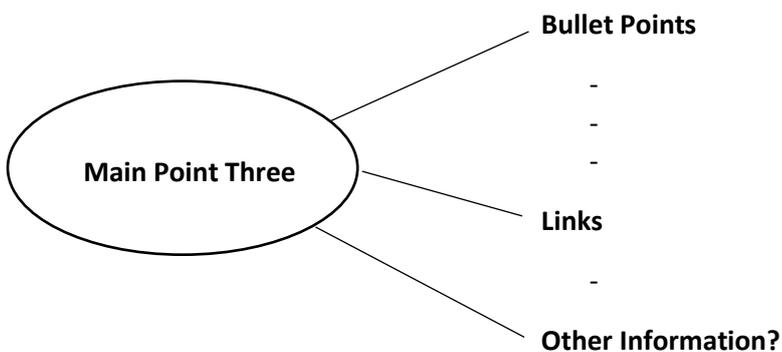
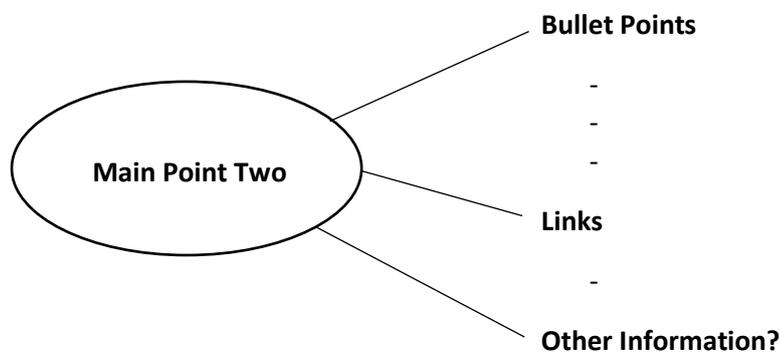
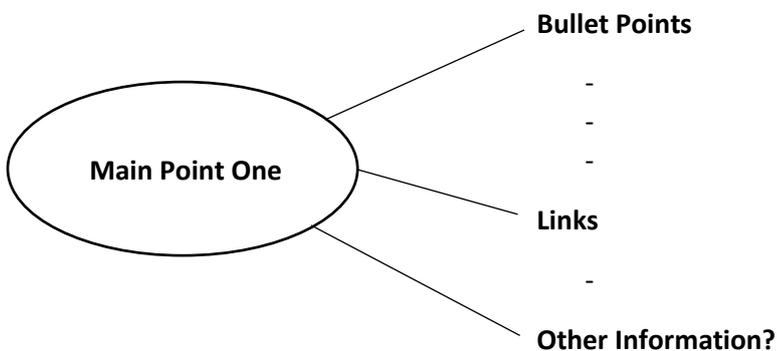
Use images on each page that add context to the text and be sure to attached alt tags for SEO purposes.



Second, Third and Fourth Paragraphs

- Summarize each of the main points in turn, using keywords or phrases if possible.
- Use bullet points to highlight features or additional sub-benefits.
- Include links within the content to either your own pages or external websites (Google loves inbound and outbound links).
- If possible, include further information if the content allows.

To help you “map” out the 2nd, 3rd and 4th paragraphs, use the Mind Map space below:





Finally,

Finish the page with a bold, obvious “Call to Action” that clearly explains what you want the site visitor to do next.

What is the appropriate Call to Action for this page?

After your content is written, read through it against this checklist:

- How long are each of the paragraphs? (maximum four sentences)
- Are they concise and relevant to your target audience?
- Is the style of content conversational, addressing the site visitor as “you”?
- Is the content interesting and engaging? (hint: get someone else to read it)
- Is there a clear Call to Action?