

SEANONDES

TEMPLATE

ORGANIZE YOUR WEBSITE CONTENT

I wrote an article that explains how to use this template to organize and write your website content. You can find it [here](#).

If you have any questions or could use a hand with your content, please feel free to [reach out](#). I'm happy to help.



Sean Ondes

GENERAL

Page title

User friendly page URL:

STRATEGY

What is the goal for this page?

Who is the audience for this page? If you have a customer avatar or profile, add it here.

What you want readers to do after they finish reading? What action do you want them to take?

Is there any maintenance necessary for this page? Does the content need to be updated regularly or on a certain date?

Update this page: Weekly Monthly Yearly On a specific date
Starting: Starting: Starting: Date:

SEARCH ENGINE OPTIMIZATION (SEO)

What is the focus keyword or key phrase for this page?

Meta Title and Description

This is the text that is displayed when your pages appear in search engine results.

Meta title

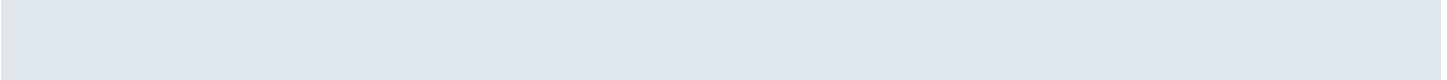
Meta description

PAGE CONTENT

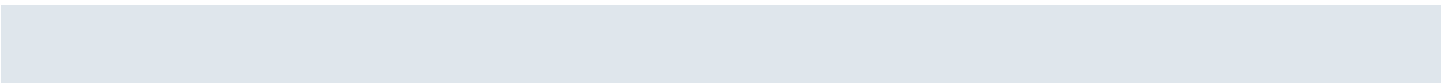
Main Content

This is the main copy on the page. To keep things organized, write the main copy in a separate file in Google Docs.

Filename and location for main copy

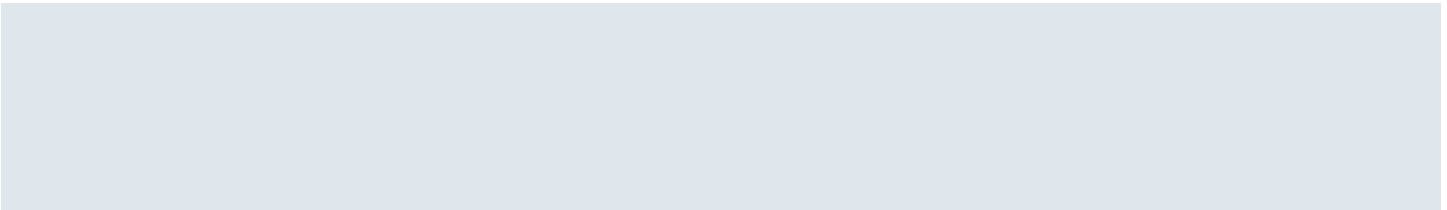


Page headline

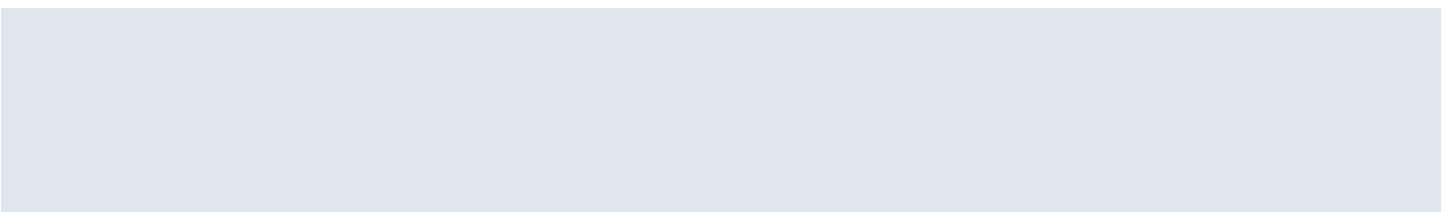


Page subheadings

Use subheadings to organize your page copy.



Calls To Action



Secondary Content

List all the additional content that needs to appear on this page.

Images

Image name	Filename	Brief description	Where should it be placed?

Downloads

Include any downloads that need to be on this page.

Forms

Include any forms that need to be on this page. Examples would be contact forms and lead generation forms.

Video

Audio

List any audio files or embedded audio that will be on this page

Sidebar content

Indicate the specific sidebar sections, menus, etc. that should appear on this page.

NOTES:

