# Page Content Worksheet

This worksheet is intended for use in creating your website page content. Enter answers directly into the boxes below. See copywriting checklist at end of the document for additional help.

***This file is View Only****. In order to use this template you must either make a copy for use in Google Docs (File > Make a copy), or you may download as a Microsoft Word Document. Rename your copy to include your name.*

### PAGE INFO

#### Page Title*- keep titles under 70 characters to ensure Google does not truncate it in search results*

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#### Existing url or new url

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#### What section is this under? (E.G., About, Shop)

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#### What questions are users trying to answer with this page? *(e.g. How I book a room; do I qualify for a discount; where are you located)*

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#### Based on the previous question, what do you consider this page’s purpose?

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#### Based on this page’s purpose, what would you like your visitor to do next?

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#### List 3 keywords or phrases describing this page in order of importance

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#### Provide a brief summary *(120 - 155 characters)* that will be used to convince users to click your link in search engine listings. *(i.e. “Meta Description”)*

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#### What ongoing support is needed for this page? *(e.g., This content will need updating on a monthly basis)*

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### PAGE CONTENT

#### Headline *(if different from page title)*

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#### Body Content

#### *break up long paragraphs up into sections*

#### *utilize subheadings, indicated in bold*

#### *include written links next to text in parenthesis.*

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#### Images and/or video

#### *List the images and their filenames of images you are considering for use on this page. All images should be uploaded to our shared DropBox folder.*

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#### Other related content

#### *What other content should appear on this page? E.g. downloads, forms, maps, social media, repeated content.*

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#### Will anything need to be added to this page later? If so, why and when?

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### HELPFUL COPYWRITING CHECKLIST

* Is the page content a minimum of 300 words?
* Is the headline clear?
* Have you used short sentences and broken up large paragraphs into shorter ones with sub-headlines?
* Is this content relevant to your target audience?
* Does this content provoke your audience to take the next step (call-to-action)?
* 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?
* Remember to focus on your audience