Thank you for downloading No. 2 Pen’s **Website Content Writing Template**. This template will show you what must be included in your web content, but don’t forget to add your personality, too. The best thing about your business is *you*.

|  |  |
| --- | --- |
| **Working file name** |  |
| **Assigned keyword(s)** |  |
| **Goal of page and intended audience** | Summary of what this page should do. |
| **Title tag** | Include your company name and a service/product description. If you have a local business, include your city/state. Keep the tag as short as possible. |
| **Meta description** | In 140 words or less describe what the reader will get on the page. |
| **Extra copy for design elements** | Secondary text for captions, graphics, and text boxes. |
| **Headline** | Come up with 3 possibilities. Write in the active voice and create intrigue. Test to see which one works best. |
| **Body text** | Around 250 – 350 words written in first person, conversational text. Explain the benefits your customers get by working with you. State what you do early on. Include sub-headings and a bullet list to make the content easy to scan. At the end, add a strong call to action with at least one link that tells the reader where to go next. |
| **Image** | Caption and/or attribution with link to source file |

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