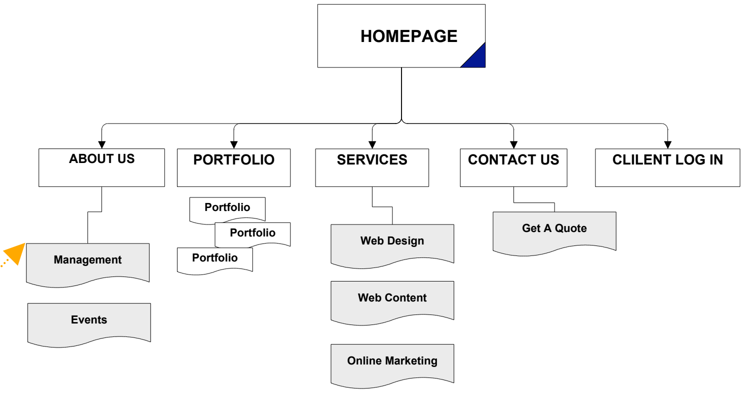
to the web

SAMPLE CONTENT DOCUMENT

The page titles in your content document should map to the approved site map. See example shown at right.



....

WEBSITE PAGE TITLE: ABOUT US / Management

META TITLE - COPY GOES HERE (72 CHARACTERS)

META DESCRIPTION - COPY GOES HERE (25 WORDS)

META KEYWORDS - COPY GOES HERE (UP TO 60 SEARCH TERMS)

BODY COPY - COPY GOES HERE

QUOTE COPY - COPY GOES HERE

PHOTOS/GRAPHS/CHARTS – list file names that map exactly to how any supplied graphic/image files are being supplied. (Example: JONES.GIF)

Repeat each page of content – within this one document -- as shown above. You do not need to repeat the site map – it is provided here to illustrate how the page title should correspond to the site map.

CONTENT – WHAT WORKS:

A wall of text is intimidating for your prospective customers. To draw users into the text and support scanability use:

- Subheads & bulleted lists
- Highlighted keywords
- Short paragraphs
- Put important content above the fold a simple writing style
- Tone down marketing fluff and jargon