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| --- | --- |
| **PAGE NAME**  Maps to the site map page. | **Example**: Products Overview |
| **PROPOSED URL**  Include primary keyword. |  |
| **KEYWORDS TARGETED**  List the primary keyword(s) first. | Include Synonyms, Modifiers and long-tail phrases that apply |
| **TARGET AUDIENCE** | Think Big Buckets: CTO, Executive, Finance, |
| **BUYER’S JOURNEY** | Examples: Awareness, Consideration, Purchase, Post-Purchase, Advocacy |
| **TITLE TAG**  Start title with main keyword. | [Use our tool to write titles that will fit on a Search Engine Results Page](https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/) |
| **META DESCRIPTION**  Contains about 20-25 words | [Use our tool to write a Meta Description that will fit on a Search Engine Results Page](https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/) |
| **PAGE CONTENT**  Insert new or existing content.  Word will check your spelling! |  |
| **PDFs/IMAGE FILES** | Include file current file names for PDFs, white papers & graphics that will be used on this page. |

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| **PAGE NAME**  Maps to the site map page. | **Example**: Solutions Page |
| **PROPOSED URL**  Include primary keyword. |  |
| **KEYWORDS TARGETED**  List the primary keyword(s) first. | Include Synonyms, Modifiers and long-tail phrases that apply |
| **TARGET AUDIENCE** | Think Big Buckets: CTO, Executive, Finance, |
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| **PAGE NAME**  Maps to the site map page. | **Example**: About Us Overview |
| **PROPOSED URL**  Include primary keyword. |  |
| **KEYWORDS TARGETED**  List the primary keyword(s) first. | Include Synonyms, Modifiers and long-tail phrases that apply |
| **TARGET AUDIENCE** | Think Big Buckets: CTO, Executive, Finance, |
| **BUYER’S JOURNEY** | Examples: Awareness, Consideration, Purchase, Post-Purchase, Advocacy |
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| **PAGE NAME**  Maps to the site map page. | Example: Our Customers |
| **PROPOSED URL**  Include primary keyword. |  |
| **KEYWORDS TARGETED**  List the primary keyword(s) first. | Include Synonyms, Modifiers and long-tail phrases that apply |
| **TARGET AUDIENCE** | Think Big Buckets: CTO, Executive, Finance, |
| **BUYER’S JOURNEY** | Examples: Awareness, Consideration, Purchase, Post-Purchase, Advocacy |
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**Continue creating a new Table for each web page.**

**IMPORTANT**: Set up a separate Excel file to map old URLs to new URLs in preparation for creating 301 Redirects

**Table of Contents** (to update, right click and select Update > Update Entire Field>

Example: Products Overview 1

Example: Solutions Page 2

Example: About Us Overview 3

Example: Our Customers 4