

Content Planning Cheatsheet *Example text*

It will be easier to write the content for your website if you can break the task down into manageable portions.

This Content Planning Cheatsheet will help you determine what content needs to be created for each page. You can then use these answers to help you produce bullet points as a starting point for writing the content. The example shows how answering the questions will make it simple to work out what content needs to be written.

If you are viewing this form within your web browser you should download it first before filling in the fields.

This form is best filled out and saved using **Adobe Acrobat Reader** which can be [downloaded for free here](#)

This form accompanies our **Getting Your Website Launched Guide** which can be [downloaded here](#)

Page Name:
(Simple page name)

e.g. Home, About Us etc

Page Title:
(Simple descriptive title)

e.g. Artisanal Bread from the Yeasterday Online Bakery

Page Goal:
(What is this page for? What should users be able to achieve on it? Who is the target market for this page?)

e.g. This page provides information on the range of artisanal breads offered by our bakery. It aims to persuade individual users to order taster hampers or set up an ongoing delivery schedule, and convince retailers to become wholesalers.

Main Content:
(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

e.g. There should be names and descriptions for each type of bread we produce, along with photographs and videos of our production process. Prominent calls to action for each bread type should encourage users to view the different sized loaves for each bread type in our online shop, and there should be links to download a PDF of the ingredients and the Nutritional Facts label for each.

Extra Calls to Action:
(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

e.g. Once people have found out about the breads we offer, there should be calls to action to guide them to the wholesale set-up page and the contact us page to set up an ongoing delivery. There should be a form at the bottom of the page to let people order a artisanal breads taster hamper.

Additional Content:
(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

e.g. Link to our allergies page. Have links to our other products at the bottom of the page in case the user wants to explore them instead.

Shared Content:
(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

e.g. Have a search bar at the top of all pages which allows users to search through all our products.

Content Planning Cheatsheet

For each page on your website, use the questions below to work out what content needs to be created. Some pages will be very simple and only need a line or two of notes, others may require more.

You can pass these pages on to your copywriter or use them as a guide to help you write your own content. Start by expanding each area of content into bullet points, then write these into full sentences or short paragraphs.

Page Name:

(Simple page name)

Page Title:

(Simple descriptive title)

Page Goal:

(What is this page for? What should users be able to achieve on it?)

Main Content:

(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

Extra Calls to Action:

(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

Additional Content:

(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

Shared Content:

(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

Content Planning Cheatsheet

For each page on your website, use the questions below to work out what content needs to be created. Some pages will be very simple and only need a line or two of notes, others may require more.

You can pass these pages on to your copywriter or use them as a guide to help you write your own content. Start by expanding each area of content into bullet points, then write these into full sentences or short paragraphs.

Page Name:

(Simple page name)

Page Title:

(Simple descriptive title)

Page Goal:

(What is this page for? What should users be able to achieve on it?)

Main Content:

(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

Extra Calls to Action:

(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

Additional Content:

(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

Shared Content:

(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

Content Planning Cheatsheet

For each page on your website, use the questions below to work out what content needs to be created. Some pages will be very simple and only need a line or two of notes, others may require more.

You can pass these pages on to your copywriter or use them as a guide to help you write your own content. Start by expanding each area of content into bullet points, then write these into full sentences or short paragraphs.

Page Name:

(Simple page name)

Page Title:

(Simple descriptive title)

Page Goal:

(What is this page for? What should users be able to achieve on it?)

Main Content:

(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

Extra Calls to Action:

(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

Additional Content:

(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

Shared Content:

(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

Content Planning Cheatsheet

For each page on your website, use the questions below to work out what content needs to be created. Some pages will be very simple and only need a line or two of notes, others may require more.

You can pass these pages on to your copywriter or use them as a guide to help you write your own content. Start by expanding each area of content into bullet points, then write these into full sentences or short paragraphs.

Page Name:

(Simple page name)

Page Title:

(Simple descriptive title)

Page Goal:

(What is this page for? What should users be able to achieve on it?)

Main Content:

(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

Extra Calls to Action:

(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

Additional Content:

(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

Shared Content:

(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

Content Planning Cheatsheet

For each page on your website, use the questions below to work out what content needs to be created. Some pages will be very simple and only need a line or two of notes, others may require more.

You can pass these pages on to your copywriter or use them as a guide to help you write your own content. Start by expanding each area of content into bullet points, then write these into full sentences or short paragraphs.

Page Name:

(Simple page name)

Page Title:

(Simple descriptive title)

Page Goal:

(What is this page for? What should users be able to achieve on it?)

Main Content:

(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)

Extra Calls to Action:

(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)

Additional Content:

(What, if any, additional content, subsidiary to the main aims, might help users visiting this page?)

Shared Content:

(Is there additional content for this page that is relevant to all pages? You only need to fill this out for your home page as it will be the same on all pages.)

Happy with the form?

Save and Email this form:

To save this form go to **File > Save As** in the menu and save it to your local drive before emailing it.

To email it direct from Adobe Acrobat go to **File > Send File** and choose your email option.

Email this form direct:

Email your form by clicking here: