

Content Planning Worksheet

Use this worksheet to plan the content for your worksheet. Begin by identifying the keywords that are important for your company or site. Then, create the content for your site by writing copy that incorporates these keywords and adding images that best represent your brand and can be used in various formats, including social media and marketing campaigns.

Brand and Site Keywords:

Homepage Title:

Homepage URL:

Homepage Image Titles:

Homepage Image URL:

Homepage Copy:

About Page Title:

About Page URL:

About Page Image Titles:

About Page Image URLs:

About Page Copy:



Sales Page Title:
Sales Page URL:
Sales Page Image Titles:
Sales Page Image URLs:
Sales Page Copy:

Audience Building Page Title (i.e. Tips & Tricks):
Audience Building Page URL:
Audience Building Page Image Titles:
Audience Building Page Image URLs:
Initial Audience Building Page Copy:

Blog Page Title:
Blog Page URL:
Blog Frequency:
First Blog Image Title:
First Blog Image URL:
First Blog Copy: