

Digital Content Template - Landing Page

Goals: Describe an offering your organization provides and guide the visitor to a CTA. This type of page should ultimately help potential clients determine if you are somebody that can serve their needs.

Landing Page - SEO Keyword Phrase Focus

(keyword focus for this page if it is a digital strategy element.)

Landing Page - Page Title (~1 short sentence/phrase)

(This will be incorporated into an H1 element. Target for 6 to 8 words, try to incorporate the keyword phrase.)

I am an H1

Landing Page - Intro Brief Description (~1 sentence.)

(This will be incorporated into the header region. Target for less than 20 words, try to incorporate a variation of the keyword phrase.)

I am a brief description of the page and/or service.

Landing Page - Intro Short CTA sentence. (~1 short sentence.)

(This will be incorporated into the header region. Target for less than 10 words, incorporate assertive action oriented language.)

I am a short CTA sentence.

Landing Page - Main Section - Subheader (~1 short sentence/phrase)

(This will be incorporated into an H2 element. Target for less than 10 words, try to incorporate a variation of the keyword phrase.)

This is an H2

Landing Page - Main Section - Engaging Paragraph. (~1 paragraph.)

(This will be incorporated into the main content region. Target for less than 60 words?)

Engaging paragraph. Let us explain to you why you're here. This is what we can do for you, and why we're good at it!

Landing Page - Main Section - Supporting Paragraph. (~1 paragraph.)

(This will be incorporated into the main content region. Target for less than 60 words?)

A few key points about what we can offer and what it can do for you are outlined below:

- Apple, because apples are both crunchy and juicy.
- Banana, because bananas taste like dessert.
- Carrot, because carrots add color *and* flavor.
- Denver, because Denver is a great place to live and work.

I am a CTA button

Landing Page - Action Section - Subheader (~1 short sentence/phrase)

(This will be incorporated into an H2 element. Target for less than 10 words, try to incorporate a variation of the keyword phrase.)

This is an H2

Landing Page - Action Section - Next Steps Paragraph. (~1 paragraph.)

(This will be incorporated into the action content region. Target for less than 60 words?)

Next steps. What are your next steps? What can you do next? Well, we have a form to the right and another CTA up top, but in the case you've made it all the way down here, click on the CTA below to get started!

Landing Page - Action Section - CTA (~1 short sentence/phrase)

(This will be incorporated into a button element. Target for 6 to 8 words, incorporate assertive action oriented language.)

I am a CTA button