|  |  |
| --- | --- |
| **Content Writing Template** | |
| **Headline** | Use the Headline Analyzer from CoSchedule to optimize headlines: <https://coschedule.com/headline-analyzer> |
| **Title Tag\*** | *Keep under 70 characters.* |
| **Meta Description\*** | *Aim for 156 characters or less (Google may display 230+ characters for some search queries, but this is not guaranteed).* |
| **Angle / WIIFM** | *Write one to two paragraphs outlining your angle. Be sure to describe why your content will benefit your audience. This is a reminder for yourself rather than text that should appear in your post.* |
| **Introduction** | *First Important Point* |
| *Second Important Point* |
| *Third Important Point* |
| **Subheader 1** | *First Important Point* |
| *Second Important Point* |
| *Third Important Point* |
| **Subheader 2** | *First Important Point* |
| *Second Important Point* |
| *Third Important Point* |
| **Subheader 3** | *First Important Point* |
| *Second Important Point* |
| *Third Important Point* |
| **Subheader 4\*\*** | *First Important Point* |
| *Second Important Point* |
| *Third Important Point* |
| **Conclusion** | *Summarize your content.* |

\**These are SEO elements that are important for most web content. For more information, visit this page:* [*https://support.google.com/webmasters/answer/35624?hl=en - 3*](https://support.google.com/webmasters/answer/35624?hl=en#3)

\*\**non-essential but still valuable supporting details*