|  |  |  |  |
| --- | --- | --- | --- |
| **Title Tag** | Keep under 70 characters … | | |
| **Meta Description** | Keep under 156 characters … | | |
| **Headline** | Consider using our headline analyzer: <http://coschedule.com/headline-analyzer> | | |
| **Body** | Write your main body copy here … | | |
| **Subhead** | If your page has sub-sections, copy and paste subheads and subsections as necessary. | | |
| **Sub-Content** | Insert copy for content blocks in these spaces … |  |  |
| **Design Direction** | List graphic design needs for your design team to follow. | | |

**How To Use This Template**:

* This template is intended to make it easier to write your landing page copy and present it to your graphic designer and web developer.
* It’s also meant to be easily editable to suit your needs. If you’d like to add more fields, right click in a cell, move cursor to Insert, and add more columns, rows, and cells as needed.
* Delete all notes and screenshot example before use.

