#### INK Marketing | 00.00.00

# Content Marketing Template

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| **Content Title**  **(max 50 characters, can go up to 75 if absolutely necessary)**  This is the title that will be seen on the INK website. It can be editorial and should aim to entice readers to diver deeper. Think attention-grabbing. |  |
| **Target Audience**  Highlight the audience your content is written to appeal to. This will be indicated in your writing assignment, or on the INK editorial calendar. | |  |  |  | | --- | --- | --- | | VP of Marketing |  | Renegade Marketer | | Mid-level Marketer |  |  | |
| **Buy Cycle**  Highlight the buy cycle your content is written to appeal to. This will be indicated in your writing assignment, or on the INK editorial calendar. | |  |  |  | | --- | --- | --- | | Researcher |  | Evaluator | |
| **Content Type**  Highlight the type of content you are writing. | |  |  |  | | --- | --- | --- | | Blog Post (~1000 words) |  | White Paper (1200 - 1500 words) | | E-book  (1200 - 1500 words) |  |  | |
| **General SEO Best Practices**  Try to follow the guidelines in the adjacent column and check them off as you go. Before you send it for review, see if there are areas where you can tweak content to optimize for SEO. | * Keep sentences shorter than 20 words * Use [Hemingway](http://www.hemingwayapp.com/) to gauge readability as you draft * Target for 9th grade level * Use subheadings to break up sections/ideas * Keep sections less than 300 words   For more info/tips: <https://www.searchenginejournal.com/header-tags-seo-best-practices/261835/#close> |

**\*\*Start Writing Your Content on the Next Page!\*\***

**-- FOR INK MARKETING USE ONLY, AUTHOR CAN IGNORE --**

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| **Content Author**  Whose name will be displayed on the website? |  |
| **Message Area of Focus**  Highlight the message area of focus this content falls into. This will be indicated on the INK editorial calendar. | |  |  |  | | --- | --- | --- | | Communications Missteps |  | Defining Value | | Communications Strategy |  | What’s New and Next | |
| **Content Category**  Highlight the category this content falls into. You may select up to two categories, if necessary. | |  |  |  | | --- | --- | --- | | Agency Partnership |  | Employee Communications | | Brand Strategy |  | Measurement + Analysis | | Content Marketing |  | Public Relations | | Creative Services |  | Research + Strategy | | Digital + Social Media |  | Thought Leadership Strategy | |
| **Content Excerpt (max 175 characters)**  Include a short teaser paragraph that will entice visitors to click through to read the whole article. This is displayed on the insights list page. |  |
| **SEO Title**  **(50 characters or less)**   * Not identical to the content title * Less editorial, more straightforward and descriptive * Keyword near the beginning   Respond directly to the question someone would as Google or the problem they’re trying to solve |  |
| **Slug/URL**  **(4-5 words)**   * Focus on keyword variety * Do not perfectly duplicate SEO title * Vary one or two words w/ synonyms people might use to describe the challenge/question   Remove articles if not needed for clarity |  |
| **Meta Description**  **(max 156 characters)**  The paragraph that goes under the page title on Google search results. Use this space to answer the questions users are asking/searching.   * Keywords should be front and center – DO NOT bury keywords in the end or in the second sentence. * Focus on the value of the piece – present it very clearly. * Add CTA to end if possible   Learn more here:  <https://yoast.com/what-is-a-snippet/> |  |
| **Focus keyword/phrase**  The search term that you want this page to rank for most. ONLY use when it feels natural to do so – don’t force it. If the phrase is only mentioned 5 times in an article, don’t indicate a focus keyphrase in Yoast. If it’s mentioned 10 times, use it. |  |
| **Related Posts**  Add three INK blog posts you think the reader would be interested in after reading this piece of content. |  |
| **White Paper and E-Book Abstract**  **(150-200 words)**  The content that readers see before filling out the gate form to unlock the rest of the content. This should entice readers to download the content and include our SEO keyphrase and any key terms for search. |  |