#### 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)**  Title should include the SEO keyphrase near the beginning. |  |
| **Content Author**  Whose name will be displayed on the website? |  |
| **Content Type**  Highlight the type of content you are writing. | |  |  |  | | --- | --- | --- | | Blog Post (~ 800 words) |  | White Paper (1200 - 1500 words) | | E-book  (1200 - 1500 words) |  | The Pitstop  (800 words) | |
| **Content Category/Categories**  Highlight the category your content falls into. You may select more than one category. | |  |  |  | | --- | --- | --- | | Communications Missteps |  | Defining Value | | Communications Strategy |  | What’s New and Next | |
| **Target Audience(s)**  Highlight the audience your content is written to appeal to. You may select more than one audience. | |  |  |  | | --- | --- | --- | | VP of Marketing |  | Renegade Marketer | | Mid-level Marketer |  |  | |
| **Buy Cycle**  Highlight the buy cycle your content is written to appeal to. | |  |  |  | | --- | --- | --- | | Researcher |  | Evaluator | |
| **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. |  |

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| **SEO Keyword/phrase**  The search term that you want this page to rank for most. When people search for that phrase, they should find our content. This should not be a keyphrase INK has used already.   Use [Moz Keyword Explorer](https://moz.com/explorer) to research the volume before choosing a keyphrase. Phrases with higher volume are terms that are searched more often. Login info is on the [vendor list](https://ink-co.app.box.com/file/5922668395). |  |
| **SEO Snippet**  **(max 150 characters)**  This is the short paragraph that goes under the page title on Google search results. Use this space to answer the questions users are asking/searching.  Think of this as summarizing your piece in a Tweet. Keep it short, sweet, informative, and **include your keyphrase**!  Learn more here: <https://yoast.com/what-is-a-snippet/> |  |
| **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> |

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| **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. |  |

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| **Sample Tweet**  **(max 280 characters)**  Draft a tweet for the social team to work off when promoting this piece on our channels. |  |
| **Email Copy**  In one paragraph (2-4 sentences), give a high level idea of what the piece is about, and direct the recipient to go read it. Write with language that suggests the email is coming from a specific person (likely Kari), rather than a generic INK alias. Be sure to also draft options for subject lines. |  |

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