**NEW SITE EDITORIAL CONTENT FOR PACKAGE**

**SEO EDITS by AJ**

**FIELDS IN CMA –**

**TITLE (generates friendly URL name):** Halloween Decorating Ideas

**SEO TITLE (240 characters max):** Halloween Decorating Ideas: Handmade Decorations, Pumpkins, & Halloween Party Tips

**KEYWORDS:** halloween pumpkin handmade craft decoration decorating pumpkin carving template pattern jack-o'-lantern party idea entertaining tips ideas indoor outdoor

**HOME SECTION: Decorating Basics**

**CONTENT TAGGING:**

Activities / Decorating

Holiday / Halloween

Modifiers/ Handmade

**SEO DESCRIPTION (3000 characters max):** The holiday experts at HGTV.com share Halloween decorating ideas including handmade decorations plus exclusive pumpkin-carving templates and easy party ideas.

**SPONSORSHIP CODE for package page and articles: HALLOWEEN**

**FEE: WHEN PACKAGE IS READY TO LAUNCH ALWAYS CHANGE CONTENT TYPE TO "PACKAGE" FOR INTERNAL (ON-SITE) SEARCH IN CMA.**

**PACKAGE REVISES THIS LINK:** <http://www.hgtv.com/halloween-ideas/package/index.html>

**CONTENT FOR PACKAGE PAGE**

**TITLE OF PACKAGE:** Halloween Ideas

**HEADER IMAGE ALT TAG:** Pumpkin-Carving Tips & Templates, Party-Planning Ideas & Handmade Decorations

\*\*\*\*This is for **FEE** from SEO team: Can we add a H1 Header tag here? Let’s try: Halloween Decorating Ideas & Handmade Halloween Decorations

**PACKAGE INTRO COPY UNDER HEADER:**

Scare up some fun with crafty Halloween decorations, free pumpkin-carving templates & easy entertaining ideas. (111)

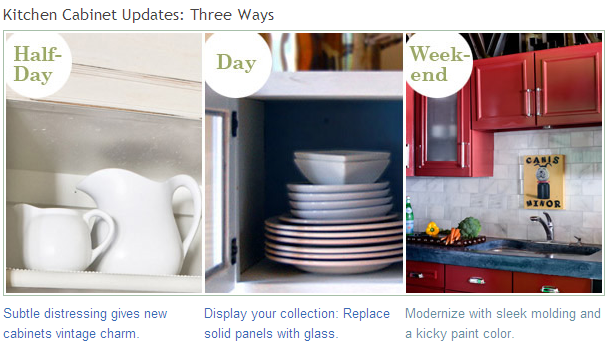
# PACKAGE CONTENTS:

**TABS NEEDED:**

\*\*Please add an About and Watch Video tab above the lead.

Video Tab URL: <http://www.hgtv.com/hgtv-halloween-videos/videos/index.html> (this is going to a player rather than a channel)

**TRIPLE LEAD: (designer creates the lead image) Tom, add this module, Hannah is creating the images**

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**Main Lead Headline:**

(this should be in the bubble) **Indoor**

(approx. 60 char limit) Description: Add sophistication with a trendy black-and-white silhouette. (60)

Article URL: <http://www.hgtv.com/handmade/how-to-make-a-silhouette-pumpkin/index.html>

(include full-size img URL) Thumb: <http://img.hgtv.com/HGTV/2011/02/21/Original_Sophisticated-Silhouette-Pumpkin-Beauty_s3x4.jpg>



Image Alt Tag: Easy Pumpkin Carving Idea

(this should be in the bubble) **Outdoor**

(approx. 60 char limit) Description: Greet trick-or-treaters with a playful jack-o’-totem. (53)

Article URL: <http://www.hgtv.com/handmade/how-to-make-a-halloween-jack-o-totem/index.html>

(include full-size img URL) Thumb: <http://img.hgtv.com/HGTV/2011/02/21/original_Layla-Palmer-Halloween-Jack-O-Totem-Beauty_s3x4.jpg>



Image Alt Tag: Outdoor Halloween Decorating Idea

(this should be in the bubble) **Entertaining**

(approx. 60 char limit) Description: Cast a spell on guests with tiny witch’s broom place cards. (60)

Article URL: <http://www.hgtv.com/entertaining/witchs-broom-halloween-place-card-holders/index.html>

(include full-size img URL) Thumb: <http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-witchs-broomstick-place-card-beauty-vertical_s3x4.jpg>



Image Alt Tag: Halloween Centerpieces

**5 Links with Thumbnail:** Pumpkin-Carving Templates & Tips

Thumb: <http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7172461_little-girl-carving-pumpkin_s3x4_tz.jpg> Tom needs to change the orientation on this pic to display vertically

Image Alt Tag: Halloween Pumpkin-Carving Templates & Tips

1. Beginner Templates: <http://www.hgtv.com/decorating-basics/beginner-halloween-pumpkin-carving-templates/pictures/index.html>

2. Intermediate Templates: <http://www.hgtv.com/decorating-basics/intermediate-pumpkin-carving-templates/pictures/index.html>

3. Advanced Templates: <http://www.hgtv.com/decorating-basics/advanced-halloween-pumpkin-carving-templates/pictures/index.html>

4. Pumpkin-Carving Tips and Tools: <http://www.hgtv.com/holidays-occasions/pumpkin-carving-tips-and-tools/index.html>

5. Tips for Using a Template: <http://www.hgtv.com/holidays-occasions/using-a-pumpkin-carving-template/index.html>

**photo gallery:**

Title: 10 Spooktacular Halloween Decorating Ideas

URL: <http://www.hgtv.com/entertaining/spooky-halloween-table-settings-and-decorations/pictures/index.html>

Image 1: <http://hgtv.sndimg.com/HGTV/2011/06/23/Original_Korinne-Seel-Halloween-pumpkin-carving-party-table_s4x3_sm.jpg>



Image 2: <http://hgtv.sndimg.com/HGTV/2011/06/23/Original_Courtney-Dial-pirate-party-cupcake_s3x4_sm.jpg>



Image 3: <http://hgtv.sndimg.com/HGTV/2011/06/23/Original_Gwynn-Wasson-orange-green-Halloween-dessert-table_s3x4_sm.jpg>



Image Alt Tag: Halloween Party Ideas

Tom, add these 3 carrousels, using the version w/out the dots and arrows, just like the one below:

**CARROUSEL 1:** Looks like this:

**Header: Indoor Decorations**

**(90 CHARS?) Description:** Frightfully chic touches you can make yourself.

**Image 1:** Vintage Canvas Banner: <http://www.hgtv.com/handmade/make-a-vintage-inspired-halloween-banner/index.html>

**ID: 6040714**

<http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-Halloween-Banner-Beauty-tight_s4x3_tz.jpg>



Image Alt Tag: How to Make an Easy Halloween Banner

**Image 2:** Easy Felt Pillow: <http://www.hgtv.com/handmade/how-to-make-a-halloween-applique-pillow/index.html>

**ID: 6040720**

<http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-Halloween-Pillow-Beauty-tight_s4x3_tz.jpg>



Image Alt Tag: How to Make an Easy Halloween Pillow

**Image 3:** Vintage Grain Sack Pumpkin: <http://www.hgtv.com/handmade/how-to-make-a-lettered-pumpkin/index.html>

**ID: 6040756**

<http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-lettered-pumpkin-beauty-tight_s4x3_tz.jpg>



Image Alt Tag: How to Make a Vintage-Inspired Painted Pumpkin

**Image 4:** Peek-A-Boo Pumpkins: <http://www.hgtv.com/handmade/how-to-make-peek-a-boo-pumpkins/index.html>

**ID: 6040919**

<http://hgtv.sndimg.com/HGTV/2011/07/07/original_Layla-Palmer-Halloween-Peek-a-boo-pumpkins-Crop_s4x3_tz.jpg>



Image Alt Tag: Halloween Pumpkin Decoration

**CARROUSEL 2:**

**Header: Outdoor Decorations**

**(90 CHARS?) Description:** Make your haunted house the best dressed on the block.

**Image 1:** Pumpkin Topiary: <http://www.hgtv.com/handmade/how-to-make-a-pumpkin-topiary/index.html>

**ID: 6040766**

<http://hgtv.sndimg.com/HGTV/2011/07/07/original_Marian_Parsons-Pumpkin-Topiary-_Beauty-2-Crop_s4x3_tz.jpg>



Image Alt Tag: How to Make a Pumpkin Topiary

**Image 2:** Billowing Gauzy Ghost: <http://www.hgtv.com/entertaining/how-to-make-a-life-size-halloween-ghost/index.html>

ID: 6040696

<http://hgtv.sndimg.com/HGTV/2011/07/07/original_Layla-Palmer-Halloween-gauze-ghost-beauty-Crop_s4x3_tz.jpg>



Image Alt Tag: How to Make a Lifesize Outdoor Ghost

**Image 3:** Felt Leaf Wreath: <http://www.hgtv.com/handmade/how-to-make-a-fall-felt-leaf-wreath/index.html>

**ID: 6040638**

<http://img.hgtv.com/HGTV/2011/02/25/original_Janell-Beals-Felt-Halloween-Wreath-beauty_s4x3_tz.jpg>



Image Alt Tag: How to Make a Felt Halloween Wreath

**Image 4:** Antiqued Foam Tombstones: <http://www.hgtv.com/handmade/how-to-make-foam-halloween-tombstones/index.html>

**ID: 6040712**

<http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-Tombstones-Beauty-1_s4x3_tz.jpg>



Image Alt Tag: How to Make Halloween Tombstones

**CARROUSEL 3:**

**Header: Party Ideas**

**(90 CHARS?) Description:** Entertaining your favorite ghouls and ghosties is a snap.

**Image 1:** Pumpkin Candy Dish: <http://www.hgtv.com/entertaining/how-to-make-a-pumpkin-candy-dish/index.html>

**ID: 6040702**

<http://hgtv.sndimg.com/HGTV/2011/07/07/original_Layla-Palmer-Halloween-Pumpkin-Candy-Dish-beauty-Crop_s4x3_tz.jpg>



Image Alt Tag: How to Make a Pumpkin Candy Dish

**Image 2:** Chalkboard Treat Bucket: <http://www.hgtv.com/entertaining/how-to-make-a-halloween-chalkboard-treat-bucket/index.html>

**ID: 6040734**

<http://img.hgtv.com/HGTV/2011/02/21/original_Marian-Parsons-Halloween-Treat-Bucket-Beauty-1_s4x3_tz.jpg>



Image Alt Tag: How to Make a Chalkboard Treat Bucket

**Image 3:** Rewritable Serving Tray: <http://www.hgtv.com/entertaining/make-a-halloween-chalkboard-serving-tray/index.html>

**ID: 6040690**

<http://img.hgtv.com/HGTV/2011/02/25/original_Janell-Beals-Halloween-Chalkboard-Tray-Beauty_s4x3_tz.jpg>



Image Alt Tag: How to Make a Chalkboard Serving Tray

**Image 4:** Creepy Crawly Napkin Rings: <http://www.hgtv.com/entertaining/how-to-make-spider-napkin-rings/index.html>

**ID: 6040694**

<http://img.hgtv.com/HGTV/2011/02/25/original_Janell-Beals-Spider-Napkin-Rings-Beauty_s4x3_tz.jpg>



Image Alt Tag: How to Make Spider Napkin Rings

**Text Element 1:**

Header: Eerie Real Estate (Tom, this has to open in a new window)

**(100 CHARS)** Description: Check out the nation’s creepiest homes and learn what it’s like to live with ghosts.

Call to Action: Plus: Tips for Buying or Selling a Haunted House

Article URL: <http://www.frontdoor.com/Buy/Haunted-Houses-Tips-for-Buying-Selling-and-Living-in-Homes-With-Ghosts/55982>

Thumb: <http://hgtv.sndimg.com/HGTV/2011/07/18/original_Front-Door-Halloween-ghost_s4x3_sm.jpg>

 img is 92 x 69

Image Alt Tag: Front Door’s Haunted Real Estate Guide

**Text Element 2: (Tom, ADD VIDEO ICON)**

Header: Handmade Halloween

**(100 CHARS)** Description: Watch as our craft expert demonstrates DIY costumes, decorations, pumpkins and more.

Call to Action: More Crafts to Create

Player URL: <http://www.hgtv.com/hgtv-halloween-videos/videos/index.html>

Thumb: <http://hgtv.sndimg.com/HGTV/2008/09/04/ghost_invites_beauty_sm.jpg>

 thumb is 92 x 64

Image Alt Tag: Watch Halloween Videos

**photo gallery 2:**

Title: 25 Fave Halloween Ideas From HGTV Fans

URL: <http://www.hgtv.com/holidays-and-entertaining/our-25-favorite-halloween-ideas/pictures/index.html>

Image 1: <http://hgtv.sndimg.com/HGTV/2010/07/27/Halloween-UGC_vrrk9-simpsons-costumes_s3x4_sm.jpg>



Image 2: <http://hgtv.sndimg.com/HGTV/2010/07/27/Halloween-UGC_samiam405-ewok-dog-costumes_s3x4_sm.jpg>



Image 3: <http://hgtv.sndimg.com/HGTV/2010/07/27/Halloween-UGC_flarbort-queen-of-hearts-costume_s3x4_sm.jpg>



**Text Element 2:**

Header: HGTV MarketPlace

**(100 CHARS)** Description: Not feeling crafty? Browse our product picks for everything you need to trick out your house.

Call to Action: Shop for Halloween Essentials

Article URL: <http://marketplace.hgtv.com/Promo/halloween?TOPIC=HALLOWEEN>

Thumb: <http://hgtv.sndimg.com/HGTV/2011/06/30/MP_Pottery-Barn-Teen-Halloween-Lanterns_s4x3_sm.jpg>



Image Alt Tag: Shop for Halloween Products

Left Rail Content:

**Topics of Interest:**

1. Halloween: <http://www.hgtv.com/topics/halloween/index.html>

2. Decorating: <http://www.hgtv.com/topics/decorating/index.html>

3. Handmade: <http://www.hgtv.com/topics/handmade/index.html>   
4. Entertaining: <http://www.hgtv.com/topics/parties/index.html>

5. Crafts: <http://www.hgtv.com/topics/crafts/index.html>

Right Rail Content:

**Table of Contents Module:**

1. Sophisticated Silhouette Pumpkin: <http://www.hgtv.com/handmade/how-to-make-a-silhouette-pumpkin/index.html>

2. Halloween Table Settings & Decorations: <http://www.hgtv.com/entertaining/spooky-halloween-table-settings-and-decorations/pictures/index.html>

3. Playful Jack-O’-Totem: <http://www.hgtv.com/handmade/how-to-make-a-halloween-jack-o-totem/index.html>   
4. Life-Size Outdoor Ghost: <http://www.hgtv.com/entertaining/how-to-make-a-life-size-halloween-ghost/index.html>

5. Our Fave Halloween Costumes & More: <http://www.hgtv.com/holidays-and-entertaining/our-25-favorite-halloween-ideas/pictures/index.html>

**Header:** Printable Halloween Party Invites (Tom, please add this module)

**Description:** Gather the ghouls to eat, drink and be scary.

**CTA:** \*Haunted House Invite (hot to <http://web.hgtv.com/webhgtv/images/pac/2008/halloween/HG_Halloween_Invitation_Haunted-House_Final.pdf>)

\*Monster Mash Invite (hot to <http://web.hgtv.com/webhgtv/images/pac/2008/halloween/HG_Halloween_Invitation_Monster-Mash_Final.pdf>)

**Image URL**: <http://img.hgtv.com/HGTV/2009/08/07/Original_Monster-Mash-Invitation2_s4x3_sm.jpg>

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**Header:** TravelChannel.com (Tom, remove the spare greeked CTA)

**Description:** Take a spine-tingling tour of the world’s scariest destinations.

**URL:** <http://www.travelchannel.com/Places_Trips/Travel_Ideas/Haunted_Travels>

**CTA:** Aliens, Zombies & Vampires — Oh My!

**Image URL:** <http://img.hgtv.com/HGTV/2010/09/16/travel-channel_ghost-adventures-logo_s4x3_sm.jpg>



Image Alt Tag: Ghost Adventures & Haunted Travels

**Total number of articles: 15**

**total number of photo galleries: 2**

**total number of videos (in player): TK**

**total number of videos (hubbed): TK**

**Article, channel and hub IDs:**

6040710

6040708

6040742

5621

6031450

6031452

6031456

5932592

5932455

6040864

6040714

6040720

6040756

6040919

6040766

6040696

6040638

6040712

6040702

6040734

6040690

6040694

6029527

6040682

6040682

**WORKING INFO (not for Coding):**

**Header:** Trick-or-Treat for UNICEF

**Description:** Donate to Trick-or-Treat for UNICEF and help UNICEF improve the lives of children in developing countries all over the world.

**URL:** [www.trickortreatforunicef.org/hgtv](http://www.trickortreatforunicef.org/hgtv)

**CTA:** Donate Now

**Image URL**: <http://img.hgtv.com/HGTV/2010/07/23/Unicef-module_TOT-60th-Anniv-Logo_s92x69.jpg>



How to Make a Burlap Halloween Table Runner (live)

ID: 6040726

URL: <http://www.hgtv.com/entertaining/how-to-make-a-burlap-halloween-table-runner/index.html>

How to Make a Halloween Branch Centerpiece (live)

ID: 6040682

URL: <http://www.hgtv.com/entertaining/quick-and-easy-halloween-branch-centerpiece/index.html>

<http://hgtv.sndimg.com/HGTV/2011/07/07/original_Layla-Palmer-Halloween-Jack-O-Totem-Beauty-Crop_s4x3_tz.jpg>



Pumpkin Topiary <http://img.hgtv.com/HGTV/2011/02/21/original_Marian_Parsons-Pumpkin-Topiary-Beauty-1_s3x4.jpg>  

Perfect Your Pumpkin

Get carving with one of our exclusive printable patterns. (58)

**Header:** DIY Network.com

**Description:** Extreme pumpkin carving, spooky shopping ideas and more for your fright-night festivities.

**URL:** <http://www.diynetwork.com/topics/halloween/index.html>

**CTA:** More Tricks and Treats

**Image URL**: <http://img.diynetwork.com/DIY/2007/09/26/Peekaboopumpkin_sm.jpg>



[**http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7172462\_mom-and-daughter-carving-pumpkin-horizontal\_s4x3\_med.jpg**](http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7172462_mom-and-daughter-carving-pumpkin-horizontal_s4x3_med.jpg)



[**http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7492435\_mom-and-kids-carving-pumpkin\_s3x4\_tz.jpg**](http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7492435_mom-and-kids-carving-pumpkin_s3x4_tz.jpg)



[**http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7502386\_mom-and-daughter-carving-pumpkin\_s3x4\_tz.jpg**](http://hgtv.sndimg.com/HGTV/2011/07/18/iStock-7502386_mom-and-daughter-carving-pumpkin_s3x4_tz.jpg)



[**http://hgtv.sndimg.com/HGTV/2011/07/18/original\_Front-Door-link-haunted-house\_s4x3\_sm.jpg**](http://hgtv.sndimg.com/HGTV/2011/07/18/original_Front-Door-link-haunted-house_s4x3_sm.jpg)

