



Use this sheet to help you focus on each page of your website and how that content on the page will serve both your customers and your seo goals. Duplicate this sheet and complete this for each page on your site.

Decision Item	Notes	Your response:
Page name	<i>How you will refer to the page. For example, Volunteer news, or Our customers</i>	
Parent page	<i>What page on the site is a parent to this page? If no parent, then this is a top level menu item.</i>	
Intended page consumer	<i>For example: customer, volunteer, donor, prospective customer</i>	
Search phrase	<i>What search phrase/s apply to this page? For example, "professional design services in South Carolina"</i>	
What is the purpose of this page of the website?	<i>Every page on a site must have a purpose and a reason to exist. Explain the purpose of this page.</i>	
User action	<i>When the intended page consumer visits this page, what is their next action or your goal for them?</i>	
Navigaton label	<i>The title of the page as it will appear in your navigation on your website.</i>	
SEO Page title	<i>What the browser will see</i>	
SEO Page description	<i>What the browser and display</i>	

Page copy Including subheads	<i>The actual copy and subheads which will be placed on the page. Insert page copy into the cell to the right.</i>	
Images to accompany the page	<i>File name and description.</i>	
Image alt tags	<i>What the browser uses to identify the image</i>	
Links within the article	<i>List words within the page copy/body which will be linked either to the site's internal pages or to external sources.</i>	
Block quotes	<i>If text within the article is to be block quoted, indicate here which text that will be</i>	