**Website linear approach - Content strategy template**By adopting a linear approach, you can concentrate on each stage individually, thereby promoting a well-organized and structured content.

Each section should answer user question (eg. What do you offer? How will it make customer lives better? What does somebody need to do business with you? How does it work?).

**Define page sections and align according to content priorities:**

* **Value proposition: One-Liner / introduction to your business**  
  *Grab user attention here*
* **Problems we solve, show empathy***Evoke Interest / Align users*Tagline / value proposition / Elevator pitch
* **Benefits / value propositions***​​Enhance interest* ***-*** *Create desire and trigger action*
* **Features***Create desire and trigger action*
* **Add Social proof / authority***Enhance desire - Reference section, social proof, establish authority*