**Page sections - Content strategy template**

This is a sample template. Please use as required for your business   
or project.  
  
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?).

* **Write user questions at the top of your page***Users should be able to answer these questions in less than 15 seconds.*  
    
   **Example user questions:**

- What’s your website about?  
 - What do you do?

- Who is it for?  
 - Why should I care about your product / company?

- Which problem do you help me to solve / overcome?

- What kind of products / services do you offer?

- How can you help them to survive or thrive?

- Why should they trust you?

- How can they see return-in-investment?

* **Write business goals**

*Make sure that you know what business goals you trying to accomplish.*

*Don’t forget to action’s, this is where you make money.* **Example business goals:**  
- Build brand awareness  
- Increase customer engagement   
- Define your content objectives and the KPIs that will tell you   
 whether you’re on the right track   
- Increase customer loyalty

- Grow your newsletter user base

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**Define page sections and content structure**  *Align sections according to content priorities.*

* **Hero section**  
  *Grab user attention here*

- Page title - Tagline / value proposition

- Primary message: One-Liner / introduction to your business   
- Call to action

* **Problems we solve, show empathy***Evoke Interest / Align users*  
  - Section title - Tagline / value proposition  
  - Section message - Elevator pitch

- Optional call to action

* **Benefits / value propositions***​​Enhance interest* ***-*** *Create desire and trigger action*This is where you communicate the high value information   
  in as few paragraphs as possible. You can also link to content here.

- Section title - Value proposition  
- Section content

- Optional call to action

* **Features***Create desire and trigger action*  
  This is where you offer your product / action you want user’s to take. Don't forget calls to action, this is where you make money.

- Section title - Value proposition  
- Section primary message

Then for each block (product, service, etc.) define:

- Block title   
- Block content

- Call to action

* **Add Social proof / authority***Enhance desire - Reference section, social proof, establish authority*Add partners logos, awards, certificates, links to social media platforms, website or page with testimonials.  
    
  - Section title   
  - Section content

- Optional call to action

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**Checklist**

* Have clarity on content draft based on user questions & business goals.
* Value proposition and one-liner for each pages
* Content priorities
* Call-to-actions
* Content reviewed by "AIDA model" and "Grunt test