Creating Semantic Content Worksheet

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Title of Article/Page:

Author Name: **Date:**

URL to be rewritten:

MetaTags:

Current Desc: **Title:**

Anchor Keyphrases:

Incorporate your **Anchor Keyphrases** into **Headline & Subheadings:**

Anchor Keyphrase 1:

Anchor Keyphrase 2:

Support Keyphrases:

Pepper your **Support Keyphrases throughout Body Content & Subheadings:**

FOR MARKETING TEAM USE ONLY:

NEW Title Tag:

NEW Description Tag:

Your Current Headline: For REFERENCE

Write your **CURRENT HEADLINE** in the space BELOW so it's easy to reference when writing your NEW Headline.

CONTENT: Write your Headline Below and Insert these keyphrases: Anchor Phrase / Anchor KeyPhrase

TIP #1: Remember this is a Call To Action that needs to bring your searchers into their answers in the content below, using their search term (our keyphrase) lets them see what they want immediately.

Your Current SubHeadlines in Content: For REFERENCE

List your **CURRENT SUBHEADLINES** in the space BELOW so it's easy to reference when writing your NEW SubHeadlines.

CONTENT: Your NEW SubHeadlines in Content – Use Supporting Keyphrases:

List your **NEW SUBHEADLINES** (Make sure they flow together! - Check out TIP#4 below!)

TIP #1 : Questions make good SubHeadlines , Just remember to to answer the question in the first paragraph.

TIP #2 : Keep your SubHeadlines to a maximum of 4 - 8 words.

TIP #3 : Keep your use of adjectives and prepositions to a minimum (e.g. and, the, a, of).

TIP #4 : Ensure your SubHeadlines flow together, leading to the result referenced in your NEW Headline.

TIP #5 : A user should be able to reference your NEW SubHeadlines to easily skim your content.

CONTENT: The Anchor Phrase needs to be at the beginning of the first paragraph.

The first Paragraph of your content tells the reader what they are going to get and why reading this content is worth their time. Include your anchor keyphrases into this first paragraph. State the benefits clearly to the reader,(benefits = What's in it for them?).

CONTENT: Paste in to Edit or Write your Main Content below:

(Remember to incorporate your supporting keywords in this content and your bullets will have your anchor phrases)

CONTENT: Your NEW Closing Paragraph(s) - Include your Anchor Keyphrases:

This is a summary and where you validate for the reader that you have delivered the benefits you presented in the headline and the opening paragraph. Ensure you have a clear "Call to Action" that will guide the reader to fulfill the objective of the content be it fill in a form, send an email, make a phone call with a Click to Call button etc...

CONTENT: Your NEW Signoff: - Sign off with Resources and Links for this Article / Page:

Example Text you can delete or type through below : www.Link here.ca OR www.Link here.com Want to learn more about the fundamentals of cross-border shipping? Attend a Customs Compliance Seminar hosted by Pacific Customs Brokers and learn from the experts. Have questions or comments regarding importing to the USA? Leave them in our comments section below or email Ask Your Broker.

TIP #1 : Pose a question, "Want to learn more about __(link)__?"
TIP #2 : Make a special offer/notice: "Don't forget to ask for your discount code for __(link)__!"
TIP #3 : Make a customer service announcement: "Have questions or comments regarding __(link)__? Contact us!"

Contact Information Details:

Prefer Phoning: **Prefer Traditional Mail:**

Prefer Emailing: **Drop in for Coffee:**

Creating Calls to Action (CTA)! GOOD FOR EVERY TYPE OF CONTENT:

Short, memorable and tells users what action to take! Creating a series of great CTA's is a tricky business. To get your feet wet, here are a few easy-starters!

- Talk to us! Toll Free 24/7 1-888-_____!
- Looking for expert tips and tricks? Book your spot now!
- It's easy. Just fill out the form and we'll give you a call.
- Get started now! Sign up in 60 seconds.
- Like what you're reading? Order your FREE copy!

- Find this informative? Share it with your colleagues on LinkedIn!
- We can help you no matter what stage you're at. Book your spot now!
- Register now, only a few spots left!
- Don't get left out!
- Save your spot and sign up today!