**WHAT TYPE OF CONTENT DO YOU NEED?**

|  |  |  |
| --- | --- | --- |
| **Content Type** | **Number of Pages Required** | **Words Per Page** |
| General Web Content |  |  |
| SEO Article/s (specify topic/s) |  |  |
| SEO Landing Pages (specify topic/s) |  |  |
| Blog Post/s (specify topic/s) |  |  |
| eNewsletter |  |  |
| Press Release (specify topic) |  |  |
| Other (please specify): |  |  |

**GENERAL INFO**

|  |  |
| --- | --- |
| Client website URL: |  |
| Industry: |  |
| Client Interview required (newsletters etc.)? |  |
| Contact person/details (If direct client contact required): |  |
| Desired completion format (Word Doc, Google Doc, PDF): |  |
| Completion date or ASAP: |  |
| CMS login info (if applicable): |  |

**TONE AND BACKGROUND INFO**

|  |  |
| --- | --- |
| Tone/Voice (e.g. formal, casual, innovative, etc.): |  |
| Example sites/pages you like: |  |
| Formatting/layout specifics: |  |
| Main competitors: |  |
| USP (what makes you special): |  |

**THE FOLLOWING SECTION IS REQUIRED ‘PER PAGE’ FOR WEBSITE CONTENT, ARTICLES, BLOGS, AND LANDING PAGES.**

If ordering any of the abovementioned copy types; please copy and paste the below table and duplicate as many times as required for the number of pages you are ordering. Thanks ☺

**Keywords and Meta Data**

|  |  |
| --- | --- |
| Keyword research required (yes/no): |  |
| If no to above; please provide primary keyword: |  |
| Secondary keyword: |  |
| Other keywords: |  |
| Location specifics (if any): |  |
| Should we write meta title and meta description? |  |
| If yes, please select format for meta title tags | Primary Keyword  Primary Keyword | Brand Name  Primary Keyword | Secondary Keyword | Brand Name  Sentence with keyword in context  Sentence with keyword in context | Brand Name  Other… |
| Any comments / instructions for meta descriptions: |  |
| Internal linking to other pages from within copy (yes/no): |  |