

All-in-one content brief: campaign landing webpage

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About the templates: Copied from [source](#). For campaign landing pages.
Use **File** → **Make a copy** to edit for your project or organization.

PROJECT MANAGEMENT	
Ticket <i>Paste URL</i>	Replace this text with a link to the Jira, Trello, Monday.com, Sheets , other project management or bug tracking system ticket related to this page.
Related briefs <i>Paste URLs</i>	Replace this text with a link or links to related initiative, concept, project, campaign or other briefs.
Calendar <i>Optional</i>	Jan 1, 2030 - Indicate the desired timing, or link to campaign, prioritization or publishing calendars. Indicated date may not be guaranteed.
Purpose <i>Optional; what is this page for, briefly?</i>	This box can be used for a short summary of the overall purpose of this page and can stand in for higher-level briefs.
Design <i>Fill in when ready</i>	Existing simple layouts can be mocked in this A1 brief. For new designs, replace this text with a link to the finished design for use in production.
Draft/staging <i>Fill in when ready</i>	Replace this text with a link to the pre-launch draft or staging version of the page.
To-dos <i>Optional</i>	<input type="checkbox"/> Replace with project tasks and items to do next <input type="checkbox"/> Work out campaign and SEO details and add to this A1 brief <input type="checkbox"/> Draft copy and share with team for review

CAMPAIGN, SEO & META DATA	
Campaign <i>Replace text</i>	Replace this text with paid keywords, UTM codes, other campaign details, or links to other campaign-related briefs or sheets.
Focus keyword <i>Replace text</i>	Replace this text with a targeted organic keyword or phrase, or a link to an SEO brief or sheet.
Related KWs <i>Optional</i>	Replace this text with related keywords or a link to SEO brief or sheet.
SEO title <i>65 char. max</i>	20-65 char. Replace this text with the SEO page title tag text.
SEO description <i>150-160 char.</i>	150-160 char. Replace this text with the SEO page description text.
SEO URL slug <i>Replace text</i>	https://yourdomain.com/desired-keyword-based-url/
Social image <i>Paste URL(s)</i>	Replace this text with reference or link to the social share image for this page.

Social title <i>Replace text</i>	30-60 char. Replace this text with the social share title; SEO title is the default.
Social text <i>Replace text</i>	70-150 char. Replace this text with the social share description; SEO description is the default.

CTA	
Instructions <i>Replace text</i>	Use only one primary CTA per page (hero or footer).
CTA type <i>Choose one</i>	Hero Link Button Bottom Link Button Form in Hero Hero Modal Form Button Bottom Modal Form Button Bottom Modal Form
CTA link <i>Paste URL</i>	Replace this text with a link to the desired in-page anchor or out-page link, or delete this row to avoid confusion.
CTA heading <i>Optional text</i>	10-55 char. CTA H2 heading in sentence case. Replace this text with a specific call to action to appear above the form or button.
CTA offer <i>Optional text</i>	120–350 char. body copy for the main offer of the page. Replace this text with a specific supporting offer or teaser text above the form to encourage conversion
Form ID or link <i>If already created</i>	Replace this text with the ID of the pre-existing form to be used on this page or link to the form embed or documentation.
Fields <i>Optional list</i>	If the form has not yet been created, use this box to define the desired fields, including requirement status*, or link to form creation documentation. Example: First Name* Last Name* Company Email* Phone Number Message Newsletter Opt-in
Modal button <i>Replace text</i>	2-20 CHAR. BUTTON TEXT - Replace this text with a specific button action.
Modal heading <i>Optional</i>	10-55 char. modal heading. Replace this text with a specific call to action to appear above the form, if a modal is used.
Form button <i>Optional</i>	2-20 CHAR. BUTTON TEXT - Replace this text with a specific button action.
Confirmation <i>Choose one</i> <i>Optional text</i>	Replace Form Separate page Separate confirmation or thank you page adds “confirmation” to the existing URL: https://yourdomain.com/desired-keyword-based-url/confirmation/ See Confirmation Content. below.



CONTENT	
Instructions <i>Replace text</i>	<i>For the area above the fold, enter hero text and layout notes here; link your style guide if needed.</i>
Style reference <i>Optional</i>	<i>Use this box to link your main writing style guide, indicate if AP Style is needed, and/or whether headings are sentence case or title case. Note suggested min/max character counts for blocks of text, below (set by Design).</i>
Hero image <i>Paste URL(s)</i>	<i>Replace this text with reference or link to the selected hero background image for this page. Include file or link references with images inline in content, below.</i>
Form image <i>Paste URL(s)</i>	<i>Replace this text with reference or link to the selected form-side image for this page. Include file or link references with images inline in content, below.</i>

ABOVE THE FOLD

<p>0-60 CHAR. OPTIONAL ALL-CAPS KICKER HEADING</p> <p>10-65 char. main H1 heading in sentence case</p> <p>200-600 char. Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit aliquam non luctus dui, ac pretium ex. Phasellus vel arcu ac lacus molestie semper. Proin vestibulum enim metus, id tristique lorem consequat eu.</p>			
	<p><i>Replace this text with reference or link to the selected feature image for this page.</i></p>	<p>10-55 char. CTA H2 heading in sentence case replace this text</p> <p>120-350 char. body copy for the main offer of the page, replace this text.</p> <p>[Options: show form link button modal button]</p> <p>2-20 CHAR. BUTTON TEXT</p>	

BELOW THE FOLD



	120–350 char. supporting body copy that explains the details. Replace this text.	18–50 char. H3 supporting heading replace this text <ul style="list-style-type: none"> • 10–45 char. benefit or offering, replace this text • Benefit or offering • Benefit or offering • Benefit or offering • Benefit or offering 	
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Recommended for you			
	<i>Replace this text with reference or link to the promo item image.</i>	<i>Replace this text with reference or link to the promo item image.</i>	
	<i>Replace this text with promo item heading.</i>	<i>Replace this text with promo item heading.</i>	
	<i>Replace this text with promo item body text.</i>	<i>Replace this text with promo item body text.</i>	
	<i>Replace this text with promo item link.</i>	<i>Replace this text with promo item link.</i>	

10–45 char. optional contact H2 heading

2-20 CHAR CONTACT

FOOTER (END)



CONFIRMATION CONTENT

Instructions

Replace text

- Use this section to define the confirmation or thank-you message shown after form submission. Keep in-page messages brief enough to fit where the form was.
- If a separate confirmation page is preferred, note the differences from the main page or provide full content for that version. Include tracking or conversion code if required.
- If the confirmation page offers additional resources or follow-up options, outline those elements below.

10-50 char. thank you H3 subheading in sentence case

120-300 char. optional body copy for thank you message. Lorem ipsum dolor sit amet, consectetur adipiscing elit aliquam non luctus dui, ac pretium ex. Phasellus vel arcu ac lacus molestie semper.

[COPY THE ALL-IN-ONE CONTENT BRIEF TEMPLATES HERE](#)

Brand colors

You can change the following brand colors

Yellow

Orange

Red

Purple

Blue

Green

Teal

Link1

Link2

