

All-in-one content brief: top-level or marketing webpage

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About the templates: Copied from [source](#). For top-level site pages such as About, Product, or Marketing. 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>What is this page for?</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> | 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 SEO details and add to this A1 brief <input type="checkbox"/> Draft copy and share with team for review |

| SEO & META DATA | |
|--|---|
| 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. |

| OPTIONAL 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> | 10-45 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> | 100–250 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 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 . |



| HERO 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> |
| Featured image <i>Paste URL(s)</i> | <i>Replace this text with reference or link to the selected featured image for this page. Include file or link references with images inline in content, below.</i> |

ABOVE THE FOLD

0-45 CHAR. OPTIONAL ALL-CAPS KICKER HEADING

10-55 char. main H1 heading in sentence case

150–300 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo. Ut semper urna eros.

2-20 CHAR. OPTIONAL HERO BUTTON

BELOW THE FOLD

| BODY CONTENT | |
|--|--|
| Instructions <i>Replace text</i> | <i>Replace the text below with the desired main body of text for the page. Copy, paste and edit as needed. Use this box to provide layout or other instructions for the section.</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> |

10–55 char. section H2 subheading in sentence case

180–600 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus



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18-65 char. H3 subheading in sentence case

120–300 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo.

| SIDEBAR CONTENT | |
|--|---|
| Instructions <i>Replace text</i> | <i>Use this space for supporting text, lists, or calls to related content. Replace the text below with the desired text for the sidebar of the above section. Copy, paste and edit as needed. Use this box to provide layout or other instructions for the sidebar.</i> |

16–40 char. sidebar H3 subheading in sentence case

80–220 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo.

10–55 char. section H2 subheading in sentence case

180–600 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo. Ut semper urna eros. Donec libero ipsum, suscipit quis mauris sit amet, lobortis eleifend lorem. Nulla lobortis nunc vitae mi eleifend mattis. Nunc interdum porta mattis. Aliquam eleifend.

18-65 char. H3 subheading in sentence case

120–300 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo.



SIDEBAR CONTENT

Instructions
Replace text

Use this space for supporting text, lists, or calls to related content. Replace the text below with the desired text for the sidebar of the above section. Copy, paste and edit as needed. Use this box to provide layout or other instructions for the sidebar.

16–40 char. sidebar H3 subheading in sentence case

80–220 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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo.

| 2-20 CHAR. OPTIONAL END CTA BUTTON |

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.



Section images (optional)

Copy/paste and replace with images for the post and set table alignment (left or right):



File: golden-webpage-ingot-pile.png

Alt: Lorem ipsum dolor sit amet

Caption: Lorem ipsum dolor sit amet, consectetur adipiscing elit aliquam non luctus

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. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque congue, ante quis aliquet rutrum, tortor neque blandit ipsum, feugiat cursus lacus est ac leo. Ut semper urna eros. Sed id metus ac lectus sagittis vestibulum nec eu lacus. Sed ornare metus nec cursus porttitor. Nam a risus hendrerit urna posuere malesuada. Nunc ante est, varius a posuere in, aliquam eu sem. Praesent consectetur lacinia ultrices. Donec at eros dapibus, suscipit risus nec, aliquet dolor. Etiam nec nisl id nibh porttitor aliquet et non enim. Donec non mi id metus elementum.

[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

