WALKING MEN

Date_Project name_Name of the page

Table of content

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General Information

Status

	Language #1	Language #2	Language #3
Draft			
Internal review #1			
Client review #1			
Approved			

Resources

Wireframe Url to the wireframe	*Link*
Design Url to the design	*Link*
Structure Url to the content structure (sitemap, content mapping, etc)	*Link*

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Strategy

Objectives

Main objective of the page The most important goal this page must achieve..	Raise awareness through editorial content
Secondary objectives Other goals needed on this page.	Inspire by quantity (and quality) of content Motivate to take action: read articles Motivate to take action: subscribe to newsletter Inform on how to get in touch with press contact

Goals & KPIs

	#1	#2	#3
Goal The most important goal this page must achieve..	Raise awareness through editorial content		
KPI Measurable value that demonstrates how effectively an objective is reached.	# clicks on CTA "See all news" # clicks on the CTA for newsletter subscription # clicks on the CTA "read more" (articles)		

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Audiences

Audience #1 Short description of the audience group	Use case #1	*Goes on this page out of habit, to get news and updates about the company.*
	Use case #2	
	Use case #3	
Audience #2 Short description of the audience group	Use case #1	
	Use case #2	
	Use case #3	
Audience #3 Short description of the audience group	Use case #1	
	Use case #2	
	Use case #3	

SEO & meta data

Keywords

Keywords Keywords the content of this page should be optimized for.	EN	*List of words or link to dedicated document.*
	FR	
	NL	

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Title The main title shown on the page (aka the \<h1\>), in teasers & in the admin.		EN	Title here
		FR	
		NL	
Meta title Title shown in the browser tab, in search results and when shared.		EN	{Same as title}
		FR	
		NL	
Meta description For SEO, Social share & teasers		EN	Walking Men made this page that talks about this super cool thing.
		FR	
		NL	
Image Main image, used for social share, the header & teasers	File		*Link*
	Alt	EN	The coolest image
		FR	
		NL	

URLs & Navigation

URL Slug The path of the page after the domain.		EN	/blabla/my-walkingmen-page
		FR	
		NL	
Old urls So we can redirect these to the new url		EN	/old/my-oldwalkingmen-page
		FR	
		NL	
Menu link In which menu	Location		Main menu / Top menu / Footer / ...

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does a link appear	Label	EN	Walking Men page
		FR	
		NL	

Content

		Language #1	Feedbacks	Language #2	Language #3
Structure	**Content type** (Title <h1>, <h2>, simple text, CTA or button, image, etc)				
Title					
Introduction					

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