“Your company” Website Copy Deck

October, 13

English, v.1

Status: Draft

## Home page

|  |
| --- |
| 1.0: Home Page |
| Meta (technical data for SEO) |
| **< Title – 70>** | *Page Title (it will appear on Search Engines) – 70 characters maximum* |
| **<Description – 160>**  | *Page Description (it will appear on Search Engines) – 160 characters maximum* |
| **<Keywords>**  | *Important keywords to use within the page to improve SEO* |
| Content |
| Title h1 | *Title displays on your page* |
| Title h2 | *Second title displays on your page* |
| Content - 600 | *Content of your page – 600 characters minimum for SEO* |
| Media 1 - Title | *Title of the first media attached to the page* |
| Media 1 - Alt text | *Alternative text of the first media attached to the page* |
| Media 2 - Title | *Title of the second media attached to the page* |
| Media 2 - Alt text | *Alternative text of the second media attached to the page* |
| Media 3 - Title | *Title of the third media attached to the page* |
| Media 3 - Alt text | *Alternative text of the third media attached to the page* |
| Other content | *Other content on the page* |

## First Menu

|  |
| --- |
| 2.1: Page 1 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 2.2: Page 2 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 2.3: Page 3 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

## Second Menu

|  |
| --- |
| 3.1: Page 1 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 3.2: Page 2 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 3.3: Page 3 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

## Third Menu

|  |
| --- |
| 4.1: Page 1 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 4.2: Page 2 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

|  |
| --- |
| 4.3: Page 3 |
| Meta |
| **<Title - 70>**  |  |
| **<Description - 160>**  |  |
| **<Keywords>**  |  |
| Content |
| Title h1 |  |
| Title h2 |  |
| Content - 600 |  |
| Media 1 - Title |  |
| Media 1 - Alt text |  |
| Media 2 - Title |  |
| Media 2 - Alt text |  |
| Media 3 - Title |  |
| Media 3 - Alt text |  |
| Other content |  |

## Header and Footer Content

|  |
| --- |
| 5.1: Header and Footer |
| Content |
| Company Name |  |
| Tagline |  |
| Address |  |
| Link 1 |  |
| Link 2 |  |
| Link 3 |  |
| Link 4 |  |
| Link 5 |  |
| Copyright |  |
| Other content |  |

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