

Complaints UK Outline

H1: [Keyword] + *Something Creative*

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The H1 must always contain the main keyword and address the problem the reader is having.

Include a News article photo underneath the H1.

Examples:

- **How To File Verizon Complaints the Easy Way**
- **How To Reach the McDonald's Complaint Line and Get Compensated**
- **How To File an Amazon Complaint and Get Justice and Compensation You Deserve**
- **How To File a Lowe's Customer Complaint and Get Compensation**
- **How To File Airbnb Complaints and Get Compensation for Canceled or Poor Accommodation**
- **All the Different Ways to File CVS Complaints and Have Your Issues Resolved Fast**

H1 structure:

- In the first sentence or two, introduce the company.
- Next, aggravate the problem. Find the most common complaints customers have with the company and discuss/list them in this section.
- Lastly, hint at the solution (DoNotPay).
 - Write a short intro (2–3 paragraphs) where you introduce the reader to the topic, aggravate the problem, and hint at the solution (DoNotPay > faster, more convenient, automated, less frustrating way for the reader to solve their issue).
 - Highlight the problems that stem from attempting to solve the issue yourself.
- Include as many of the mandatory links as close to the top of the article as possible
- **Include the main keyword in the first ~50 words of the intro and make sure to bold that sentence**

! The following H2s and H3s are examples/suggestions and serve to give you a general idea of the direction in which you can take your article. You DO NOT have

to use all of them and are ENCOURAGED to adjust the headings according to the topic and the results your research yields.

H2: How to Make a Complaint to [Company] / How to Contact [Company] to Make a Complaint / [Company] Customer Support

- Discuss the methods the company provides to make complaints
- online, phone, email, mail, social media, letter, etc
 - **Expand upon each method in H3s if there is a lot of information**
- Explain when customer support is available (ex: 9AM to 6:30PM PST from Monday to Friday) and other details reader should be aware of when contacting support
- **Include TABLE of customer support contact information:**

Examples:

	Ways to Contact [Company] Customer Support
Email	email@email.com
Phone Number	+1-xxx-xxx-xxxx
Online Contact Form	<link>
Fax	+1-xxx-xxx-xxxx

How to Reach [Company] Customer Support	
Website	Contact Us<link> and Help Center<link>
Email	email@email.com
Twitter	@companySupport
Online Contact Form	<link>

H2: Alternative Ways to File a Complaint Against [Company]

- If you cannot get a satisfactory response from the company or want to complain more, there are other options. Make H3's for each:
 - **ADR Schemes** (Alternative dispute resolutions):
<https://www.gov.uk/government/publications/alternative-dispute-resolution-for-consumers/alternative-dispute-resolution-for-consumers>
 - **Ombudsman**:
<https://www.citizensadvice.org.uk/consumer/get-more-help/how-to-use-an-ombudsman-in-england/>
 - Look over the list and find the ombudsman that best fits the company's sector
 - Include a list of reasons when the user should make a complaint to the ombudsman. It should be mentioned on their website.
 - **Small Claims Court**: "The total amount of money you can claim in the small claims court in England and Wales is £10,000" (double check and do your research)
- Explain when the reader would make a complaint to the specific agency and shortly describe how
 - Include email, phone number, steps
- Good source:
<https://www.which.co.uk/consumer-rights/advice/how-to-complain-to-a-company-ax6z54l1PPHr>

H2: How to Sue [Company] in Small Claims Court with DoNotPay

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- **Only include this H2 for keywords that have to do with US-based companies.**
- **Copy and paste html of Sue Now product after this H2 (example above).**
- [Notion brief](#)
- Mention what entity reader would need to sue if it isn't clear (Can't sue Disney World, must sue Walt Disney Parks and Resorts U.S, Inc)
- Explain how easy it is to get started on DoNotPay
- Small claims are generally for claims less than \$5,000-\$20,000. Limit differs by the small claims court.

Examples:

DO NOT PLAGIARIZE: "Filing a lawsuit against a company can get complicated, and finding and hiring a lawyer to handle your case is both time-consuming and expensive. You might be asking yourself, is it all worth the trouble?"

But worry not, because DoNotPay is here to make the process as quick and painless for you as possible! With our app, you won't need to spend weeks on drafting the lawsuit or to hire a lawyer to take care of all the legal documents and procedures. Instead, you can answer our bot's questions and let us handle the rest."

"Demand letters need to be professionally written in order to be considered valid by a small claims court.

If you don't want to spend weeks drafting the letter and filing court forms but still want to hold Amazon accountable for their actions (or lack thereof), DoNotPay is here to simplify the process!

Our award-winning service can help you sue Amazon in small claims court by generating a demand letter and submitting the required court documents for you in minutes!"

DO NOT PLAGIARIZE: That's all there is to it! Once you've entered all the required information, **DoNotPay will generate the demand letter or court filing forms you requested.** We'll even mail a copy of your demand letter to the individual or business you are suing! In addition, you'll receive a professionally written script that you can use in court to benefit your case and ensure a win.

- Do **NOT** cite **non-small claims related cases** (DoNotPay can't help)
- Class action lawsuits/lawsuits over \$20,000 in value
- Our **Sue Now** product allows you to generate demand letters, small claims filing forms, and court scripts.

H2: DoNotPay Can Get Refunds for You in an Instant!

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- Include this H2 in keywords that have to do with a company that has subscription/memberships.
- Copy and paste html of Manage Subscriptions product after this H2 (example above).
- [Notion brief](#)
- Explain the product and how easy it is to cancel [keyword] and get refunds
- DoNotPay can ask for refunds in an instant! We'll guide you through an easy set of questions to cancel your subscription—either immediately or at a date of your choice in the future.

H2: Get Any Customer Service Issue Resolved With DoNotPay

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- **Include this H2 in all articles.**
- **Copy and paste HTML of Other Customer Service Issues product after this H2 (example above).**
- [Notion brief](#)
- Explain that this product can help you resolve any customer issue. DoNotPay can fight this issue for you by calling in/getting in contact with the company in any way! Briefly summarize the steps, and tie it in with the keyword you are writing about.

H2: What else can DoNotPay do?

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Copy and paste HTML of News article photo below the H2 (example above).

Solving this problem is just one of many things DoNotPay can help your readers with. This H2 is an excellent opportunity to introduce the readers to other content series.

Some content series that you could link to include:

- <https://donotpay.com/learn/airline-flight-compensation/>
- <https://donotpay.com/learn/small-claims-court/>
- <https://donotpay.com/learn/standardized-legal-documents/>
- <https://donotpay.com/learn/free-trials/>
- <https://donotpay.com/learn/negotiate-hotel-bill/>
- <https://donotpay.com/learn/parking-tickets/>
- <https://donotpay.com/learn/chargebacks-and-refunds/>

The idea is to keep people interested even after they've solved the problem they had when they first found us, to ensure they stay subscribed to DoNotPay for as long as possible. The best way to do this is to introduce other features/products DoNotPay offers.

This doesn't need to be anything too fancy. You can simply list out what DoNotPay can do for them (bulleted list) and link each item in the list to the related category on the DoNotPay website.

Keep this section short—maximum 100 words. Feel free to mix and match the items in the list depending on the topic you're writing about, and make sure to rephrase the list items and switch up the list order between articles to avoid self-plagiarism.

