

NOTE: Click file and make a copy on your drive.

Project: Working Title

Date: Insert Date

Writer: Insert Write

Version: Insert Draft Version

Marketing Plan	Click here
Text Timer	https://niram.org/read/
Grade Level Checker	https://hemingwayapp.com/
Purpose of this blog	Write down the purpose of this blog • Who: Who is this for? • What: What are you trying to solve or achieve? • Why: Why you should people care? • How: How can you promote your business in the blog? • Where: Will promote this blog

Project Details

Website section name ----- xx	
Current webpage URL (if updating an existing page) ----- xx	
Page title (maximum 50-60 characters including spaces) Check your headlines here. ----- xx	
SEO, metadata & taxonomy	
Summary/Teaser text (maximum 160 characters including spaces) ----- xx	
Meta title (60 characters or less including spaces) Include main keyword(s) ----- xx	
Meta description (150 characters or less including spaces) Include main keyword(s) (124# chars) ----- xx	

Keywords | select a few relevant, commonly-searched terms and use these throughout the content, in a natural useful way. (Only choose 1-3, try to make sure they're not keywords for other pages)

XX

Images required:

XX

Select Primary Category (s):

☐☐

Select Secondary Category (s):

☐☐☐

Blog Copy

- Word Count: xx
- Time to read: xx
- Grade Level Aim: 6-9

Introduction:

- Start with a compelling hook or question to grab the reader's attention.
- Clearly state the purpose of the blog and what the reader can expect to gain from it.
- Mention your target audience - who would benefit most from reading this blog.

What:

- Clearly define the main topic or subject you will be discussing.
- Break down complex concepts into easily digestible points.
- Use headers, bullet points, and visuals to make information easily scannable.

Why:

- Explain the importance or relevance of the topic.
- Address the potential benefits or impact on the reader.
- Share any personal anecdotes or stories that help illustrate the significance.

How:

- Provide practical steps, tips, or strategies related to the topic.
- Use a step-by-step approach if applicable.
- Include real-life examples or case studies to make it more relatable.

Summary:

- Recap the key points discussed in the blog.
- Emphasize the main takeaways for the reader.
- Encourage engagement by asking for comments or feedback.

Work Cited/Resources:

- Include proper citations for any external sources or references.

- Provide links to additional resources for readers who want to explore the topic further.
- Make sure your information is accurate and up-to-date.

Quick Tips:

- Keep paragraphs short for easy readability.
- Use subheadings to break up the text.
- Incorporate visuals like images, infographics, or videos to enhance engagement.
- Write in a conversational tone to connect with your audience.
- Proofread for grammar and spelling errors.

Word Count/Time to Read:

- Keep the blog concise and focused on the main points.
- The word count and time to read should align with your target audience's preferences.

**Remember, the key is to make your blog informative, engaging, and easy to consume.
Happy blogging!**

MailChimp Copy

Social Media Copy & Assets

Organic social media content	Writing required	Image required	UTM (for digital tracking)
Facebook	1 x post -----	1200x627	
Twitter	(#chars 164) -----	1024x512 Please include blog title on image	

LinkedIn	1 x post -----	1024x512	
Instagram	1 x post -----	1080x1080	