

Parental Leave Request and Benefits Outline

H1: [Keyword] + *Something Creative*

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

Examples:

- Need to know if you're eligible to request parental leave? DoNotPay is here!

H1 structure:

- 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: Who is Eligible for Parental Leave [+ in State]?

- If keyword is about a state, research parental leave eligibility requirements for that state
 - Good source:
<https://www.ncsl.org/research/labor-and-employment/state-family-and-medical-leave-laws.aspx>
- If the keyword is general, make sure to write that some states do not offer government subsidized parental leave programs. **Mention that some companies can offer paid parental leave benefits, but it is not federally mandated.**
- Make sure to include details if it is unpaid/paid

H2: Paid Parental Leave in [State]

- Only these states offer paid parental leave: [California](#), [Connecticut](#), [Hawaii](#), [Maine](#), [Minnesota](#), [New Jersey](#), [Oregon](#), [Rhode Island](#), [Vermont](#), [Washington](#), and [Wisconsin](#) and the [District of Columbia](#).
- **Explain the state's mandate and include state application link**
- If you are writing about a state that does not have paid parental leave laws, explain that this is the case. Make sure to talk about FMLA instead and how readers in these states can use FMLA, paid vacation time or sick days instead.

H2: How to Apply for [State] Paid Family/Parental Leave

- Only for the states included above
- Mention all the possible ways to apply (online, phone, mail, etc)
- Include step by step instructions and include link
- Example: [California's application site](#)

H2: What is FMLA?

- **Include if keyword "fmla" in it**
- Describe what it is and list out eligibility requirements. Not everyone is eligible.
- FMLA is a federal labor law that protects
- Source: <https://www.dol.gov/agencies/whd/fmla>
 - <https://www.dol.gov/general/topic/benefits-leave/fmla>

H2: What's the Difference Between FMLA/Paid Family and Medical Leave

- **Include if the keyword has fmla+paid leave in it.** (example: "fmla paid leave")
- Explain the differences.
- Good place to add a table for a side-by-side comparison

H2: [Company] Maternity Leave Policies

- **Include if the keyword is about a specific company's maternity leave policies.**
- Google the keyword and see if you can find information about the company's policies. If there's no information, find out how FMLA/state paid parental leave laws can apply.
 - Example: <https://about.americanexpress.com/all-news/news-details/2016/American-Express-Increases-Parental-Leave-and-Family-Benefits-for-US-Employees-Beginning-January-1-2017/default.aspx>

H2: Can I Get Paid on FMLA?

- **FMLA is UNPAID.** Make sure to include this H2 if the keyword warrants it ("how to get paid while on fmla", "fmla paid leave")
- List out other options the reader has
 - use sick days or vacation days, check with HR
- Source: <https://money.usnews.com/money/blogs/outside-voices-careers/articles/things-employees-should-know-about-the-family-and-medical-leave-act>

H2: How to Apply for FMLA

- **Include if keyword has "fmla" in it** (example: "do you have to apply for fmla")
- If keyword is about a company, tie in the company as much as possible
 - reach out to [company's] HR department. They will provide you with the instructions/forms on how to proceed

H2: Medical Conditions covered by FMLA

- Only include if keyword is relevant (fmla conditions list)
- Source: <https://www.commerce.gov/hr/employees/leave/fmla/serious-health-condition>

H2: How to Use FMLA to Take Unpaid Leave [+ in State]

- Research the state's FMLA FAQ page, fact sheet, etc and list out the requirements
- Example for California: <https://ca.db101.org/ca/situations/workandbenefits/rights/program2b.htm>
- Good source on how to apply for FMLA: <https://www.upcounsel.com/how-to-apply-for-fmla>

H2: FMLA By State

- Include this table if the keyword is **GENERAL** and is not about a state already. People searching up FMLA California will not be interested in FMLA laws in Wyoming
- **Change up the order to avoid plagiarism**
- Check out DoNotPay's state guides about FMLA:

California	Ohio	Oklahoma	Hawaii	South Dakota
California	New York	Louisiana	New Jersey	New Mexico

Vermont	Montana	Delaware	Alaska	Wyoming
Texas	Massachusetts	Rhode Island	Florida	
Pennsylvania	Illinois	Kentucky	Ohio	
Michigan	Tennessee	New Hampshire	Wisconsin	
Georgia	Oregon	Maine	Arizona	
North Carolina	Colorado	Hawaii	Indiana	
Nevada	Virginia	Idaho	Missouri	
Maryland	Minnesota	Nebraska	Utah	
Alabama	Arkansas	Mississippi	South Carolina	

H2: FMLA Request Sample Letter [if applicable]

- For keywords that have "letter" in them.
- Refer to this as an example. **DO NOT PLAGIARIZE**
 - <http://www.arkadylaw.com/sample-fmla-leave-request.html>
 - <https://www.indeed.com/career-advice/career-development/maternity-leave-letter-to-employer>

H2: Do All States Offer Parental Leave Programs?

- Not all states offer PAID parental leave programs
 - "Nine states (California, Colorado, Connecticut, Massachusetts, New Jersey, New York, Oregon, Rhode Island, and Washington) and the District of Columbia offer—or will offer—PFML."
 - Source:
<https://www.investopedia.com/paid-family-and-medical-leave-by-state-5089907>
- **Only include this H2 if the keyword is general. DO NOT include if the keyword is about a state.**

H2: How to [Keyword] by yourself/on your own

Examples:

- How to request parental leave by yourself/on your own

 Think of something creative, adjust the H2 to your topic, and use a keyword variation if possible. The main idea here is to convey how the reader would find/do/solve their problem *on their own*. We use this to set up DoNotPay later in the article as a more efficient solution.

This section is arguably the most important piece of the article.

It should be incredibly straightforward, and your writing should reflect that. Show them the step-by-step procedure to solving the problem themselves. Feel free to make use of additional H3's if there are different ways to solve the problem the reader has.

Do your research and focus on the official, standard procedure(s) for solving a [keyword] problem/issue. If possible, subtly highlight how complex, tedious, and painful it can be.

H2: Next steps for [Keyword] if you can't do it yourself

Example:

- Next steps for requesting parental leave if you can't do it yourself

In this section, you will explain any next steps that the reader can take if the DIY method mentioned in the previous section does not work. Be specific and detailed.

You should also stress how frustrating and lengthy this process can be but reassure the reader that there is an alternative solution.

H2: Solve the [Keyword] with the help of DoNotPay

Example:

- How to request parental leave with the help of DoNotPay.

✓ This is where you introduce DoNotPay as the **perfect solution** to the reader's problem. Highlight the frustrations with the DIY Method, as well as the fact that DoNotPay makes the entire process super easy.

This is where you need to **aggravate the problem**. Talk about the main issues of trying to reset your password and the common problems most people face.

How to request parental leave using DoNotPay:

If you want to request parental leave but don't know where to start, DoNotPay has you covered in 6 easy steps:

1. *Tell us which state you work in (if you work in CA, NY, NJ, MA, WA, or DC, your state has a paid family leave program).* <p></p>
2. *Choose whether you want us to apply to the program for you or contact your employer with your leave request. If you want to apply for the program, we will walk you through the questions on the form and mail the application form for you.* <p></p>
3. *If you want us to contact your employer, enter your leave details, including the starting date, number of weeks of leave, and how many weeks of paid leave you are requesting (for example, you may take a 12 week leave, but only request 8 weeks of paid leave to make the request reasonable).* <p></p>
4. *Indicate whether you are the birth parent or not (birth parents have a few additional legal protections).* <p></p>
5. *Enter the name of your company and the person to address this request to.* <p></p>
6. *Select whether you want us to email the request to your employer on your behalf.* <p></p>

H2: Why Use DoNotPay to solve the [Keyword]

This is the angle you want to take with ALL your articles, given that the appeal of DoNotPay's product comes from the fact that it's:

✓ **Fast**—You don't have to spend hours trying to solve the issue

✓ **Easy**—You don't have to struggle to fill out tedious forms or keep track of all the steps involved in solving your problem

✓ **Successful**—You can rest assured knowing we'll make the best case for you

! **Tailor these value propositions to the topic you are writing about.**

H2: DoNotPay works across all companies/entities/groups with the click of a button

In this section, you want to emphasize that it's not just this company, group, or individual DoNotPay can help you with. In fact, DoNotPay can help you resolve the issue with many different entities

e.g.,

- DoNotPay can help with requesting parental leave in California the same way it can with Washington DC, Hawaii, and Connecticut.
- Or it can help you request sick leave in Kentucky the same way it could for Georgia.

💡 If necessary, here's a good place to insert any mandatory links you have remaining. Explain to the reader that DoNotPay is a hub for solving your problem if you don't get what you deserve.

Here's an example from a different product:

H2: What else can DoNotPay do?

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/request-sick-leave/>
- <https://donotpay.com/learn/file-a-complaint/>

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.

Additional H3s you can use if you need to reach the word count

While researching your topic, pay attention to the People Also Ask section in Google. You can also use [Answer The Public](#) for inspiration for additional questions to address. If you believe the reader will benefit from the answer to those questions, you can include them as H3s throughout the article (where appropriate) or create an FAQ H3 that provides answers to several of these questions.

Additional questions to answer can be found in the table within this brief's H1 section.

If you opt for the FAQ section, write an H2 and an intro sentence or two first, then write down each question as a separate H3. Provide concise, clear, to-the-point answers to these questions in two to three sentences.

 You can use this section to other mandatory internal links that you're missing, as well as add internal links to other articles in the content series.