Content strategy

Read our guide to [Content Strategy](http://www.whitefusemedia.com/guides/content-strategy-leads-action) while completing this document.

# Website objectives

List your top website objectives in priority order alongside the primary audience group they are relevant to.

|  |  |  |
| --- | --- | --- |
|  | **Objective** | **Audience** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |

# User journeys

For each objective above, plan a user journey answering these four questions:

* Which **audience** group is this most relevant to?
* What **keywords** will get attention in search results?
* Which **landing page** will create interest?
* What sort of **deeper content** will build desire?
* What **action** will they take to fulfil the objective?

## User journey 1

|  |  |
| --- | --- |
| **Audience** |  |
| **Keywords** |  |
| **Landing page** |  |
| **Deeper content** |  |
| **Action** |  |

## User journey 2

|  |  |
| --- | --- |
| **Audience** |  |
| **Keywords** |  |
| **Landing page** |  |
| **Deeper content** |  |
| **Action** |  |

## User journey 3

|  |  |
| --- | --- |
| **Audience** |  |
| **Keywords** |  |
| **Landing page** |  |
| **Deeper content** |  |
| **Action** |  |

## User journey 4

|  |  |
| --- | --- |
| **Audience** |  |
| **Keywords** |  |
| **Landing page** |  |
| **Deeper content** |  |
| **Action** |  |

# Signposts

Plan the text for signposts that will guide people through the steps of each journey.

|  |  |  |
| --- | --- | --- |
| **Title** | **Description** | **Button text** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Sitemap

List all the pages you plan to have in your sitemap. You can use bullet indentation to denote hierarchy for up to three levels and add rows to the table if necessary.

|  |  |
| --- | --- |
| **Primary menu** | **Notes** |
| Home |  |
| About   * Our history * What we do * Where we work   + Europe   + Africa   + Asia |  |
| Get Involved   * Volunteer * Partner with us * Fundraise |  |
| Our services   * Find a service * Get help * Service fees |  |
| Campaigns |  |
| Case studies |  |
| Resources |  |
| Events |  |
| Donate |  |

|  |  |
| --- | --- |
| **Secondary menu** | **Notes** |
| Blog |  |
| News |  |
| Contact |  |
| Press |  |
| Jobs |  |
| Shop |  |