Content Marketing Template | [Orbit Media Studios](http://orbitmedia.com/)

**Instructions and Tools**

This is the content marketing template we use at Orbit. We’re happy to share it with you. Here’s how to use it:

1. First, make a copy of this document. (File > Make a Copy)
2. Next, decide what kind of content you’re writing. A web page? blog post? guest post?
3. Then plan the content, filling in the text between the [brackets]. There are links to tools that will help you.
4. Finally, write the post with the promotion in mind. Stick to the writing tips below.

Here are some resources that will help:

* [17-Point Web Content Checklist](http://www.orbitmedia.com/blog/web-content-checklist-17-ways-to-publish-better-content)
* [Tips for SEO Best Practices](http://www.orbitmedia.com/blog/seo-best-practices)
* [How to Research Keywords](http://www.orbitmedia.com/blog/how-to-research-keywords-tips)
* [How to Setup Google Authorship](http://www.orbitmedia.com/blog/google-authorship-author-stats)

You can find more detailed instructions in my book: [Content Chemistry](http://www.orbitmedia.com/content-chemistry-book-pages-183.php). If you have questions or feedback about this doc, feel free to [drop me a line](http://www.orbitmedia.com/contact-pages-3.php). Happy Marketing! :)

-Andy Crestodina, Orbit Media

**Article Name**

Publish: [target publish date]

Author: [author name]

Editor: [editor name] (notes in purple)

[choose a channel, delete the others]

CHANNEL: Web Page

CHANNEL: Blog Post

CHANNEL: Blog Post and Newsletter

CHANNEL: Guest Blog Post

WEB PAGE / BLOG POST

**Target SEO Keyphrase:** as of [date] (check [Keyword Planner](https://adwords.google.com/ko/KeywordPlanner/Home?__u=9282967954&__c=4877710594) and[Trends](http://www.google.com/trends/))

* “[keyphrase]” [x] searches / month
* “[secondary keyphrase]” [x] searches / month

**Title:** [title, start with keyphrase, 66 max characters]

**Meta Description:** [single sentence summary with keyphrase, 155 max characters]

**PermaLink / Shortcut URL:** [use the keyphrase, keep it short]

EMAIL NEWSLETTER

**Subject Line:** [keep it short, no keyphrase needed] (check [Science of Email](http://www.slideshare.net/HubSpot/the-science-of-email-marketng), slides 30, 32)

**Teaser Text:** [one paragraph, also used on the blog]

[link to full article / call to action, tracking code] (use [Google URL Builder](http://support.google.com/googleanalytics/bin/answer.py?hl=en-GB&answer=55578))

GUEST BLOG POST

* [target site address]  
  **Domain Authority :** [x] / 100 (check [Open Site Explorer](http://www.opensiteexplorer.org/))
* [target site address]  
  **Domain Authority :** [x] / 100

SOCIAL PROMOTION

**Share with:**

* Inside network [@ likely RT-ers, partners, friends, clients] (check [Manage Flitter](http://manageflitter.com/))
* Outside network: [@ bloggers, thought leaders, media] (check [FollowerWonk](http://followerwonk.com/))

**Tweets:** [main shortcut URL with campaign tracking code](shorten / schedule in [HootSuite](http://hootsuite.com/))

* Tweet with link and mentions
* Tweet with link and hashtag
* Tweet with link and quote

**Networks:**

* Facebook
* Google+
* LinkedIn
* [your own favorite networks] Built In Chicago, Stumble Upon, Delicious, etc.

Finally! Time to write something...

THE ARTICLE

* **Header** <h1> compelling but includes the target keyphrase
* **Length** 400 - 600 words
* **Formatting** short paragraphs, headers, subheads, bullets and bolding
* **Image** at least one, should be interesting on its own, creative commons
* **Keyphrase usage** four to six times in the body of the article
* **Mention** quote or refer to someone with a social following
* **Link** from the post to a web page
* **Call to action** for comments
* **Author box** short bio, links to Twitter, Google+, etc.
  + Bio page: <a href="BIO PAGE ADDRESS”>
  + Twitter: <a href=”http://www.twitter.com/TWITTER ACCOUNT”>
  + Google+: <a rel="author" href=”https://plus.google.com/GOOGLE\_ID?rel=author”>

*Writing Tips: (great web copy isn’t written, it’s assembled!)*

1. *Write the “takeaway,” a single sentence summary*
2. *Write the outline, the headers*
3. *Fill in the blanks, but keep paragraphs short*
4. *Make it scan-able with formatting (numbered lists, bullets, bold, internal linking ,etc.)*
5. ***Keep it real. Use your own voice, avoid jargon, have fun!***

SAMPLE AUTHOR BOX

Andy Crestodina is the Strategic Director of Orbit Media, a <a href=”http://www.orbitmedia.com”>web design company</a> in Chicago. You can find Andy on <a title="Author: Andy Crestodina on Google+" rel="author" href="https://plus.google.com/113272929328812128697?rel=author" target="\_blank">Google+</a> and <a title="Andy Crestodina on Twitter" href="http://www.twitter.com/crestodina" target="\_blank">Twitter</a>.