****Content Marketing Template | [Orbit Media Studios](https://www.orbitmedia.com/?utm_source=orbit-content-template&utm_campaign=orbit-media&utm_medium=template)

**How to use this template...**

This is the content marketing template we use at Orbit. You are welcome to use it. Here’s how:

1. Copy this document. (File > Make a Copy)
2. Plan the article by filling in the text between the [brackets].
3. Finally, write the post with the promotion in mind. Stick to the writing tips below.

Here are some resources that will help:

* [How to Write Headlines That Won’t Get Ignored](https://www.orbitmedia.com/blog/writing-headlines/?utm_source=orbit-content-template&utm_campaign=writing-headlines&utm_medium=template)
* [21-Point Web Content Checklist](https://www.orbitmedia.com/blog/web-content-checklist-17-ways-to-publish-better-content/?utm_source=orbit-content-template&utm_campaign=web-content-checklist&utm_medium=template)
* [Tips for SEO Best Practices](https://www.orbitmedia.com/blog/seo-best-practices/?utm_source=orbit-content-template&utm_campaign=seo-best-practices&utm_medium=template)
* [How to Research Keywords](https://www.orbitmedia.com/blog/how-to-research-keywords-tips/?utm_source=orbit-content-template&utm_campaign=how-to-research-keywords&utm_medium=template)

You’ll find more detailed instructions in my book: [Content Chemistry](https://www.orbitmedia.com/about/content-chemistry?utm_source=orbit-content-template&utm_campaign=content-chemistry&utm_medium=template).   
If you have questions or feedback about this doc, feel free to [drop me a line](https://www.orbitmedia.com/contact?utm_source=orbit-content-template&utm_campaign=contact-page&utm_medium=template).

Happy Marketing! :)

-Andy Crestodina, Orbit Media

**Article Name**

Publish: [target publish date]

Author: [author name]

Editor: [editor name]

WEB PAGE / BLOG POST

**Target SEO Keyphrase:** as of [date] (check Moz Keyword Explorer, [Google Trends](http://www.google.com/trends/), etc.)

|  |  |  |
| --- | --- | --- |
| **Keyphrases** | **Searches / month** ([MOZ](https://moz.com/explorer/)) | **% Difficulty** ([MOZ](https://moz.com/explorer/)) |
|  |  |  |
|  |  |  |
|  |  |  |

**Title:** [title, start with keyphrase, 60 character maximum]

**Meta Description:** [single sentence summary with keyphrase, 155 character maximum]

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

**Related Words and Phrases:**(find “clues” into the related words that you can include in your writing for [Semantic SEO](https://www.orbitmedia.com/blog/semantic-seo/?utm_source=orbit-content-template&utm_campaign=semantic-seo&utm_medium=template))

* [related phrase]
* [related phrase]

EMAIL MARKETING

**Subject Line:** [front-load with interesting words, no keyphrase needed]

**Preheader Text:**

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

[link to full article / call to action, tracking code] (use [Google URL Builder](https://www.orbitmedia.com/campaign-url-builder/?utm_source=orbit-content-template&utm_campaign=url-builder&utm_medium=template))

GUEST BLOG POST

* [target site address]  
  **Domain Authority :** [x] / 100 (check [Moz Keyword Explorer](https://moz.com/explorer/))  
  [editor]
* [target site address]  
  **Domain Authority :** [x] / 100  
  [editor]

INFLUENCER MARKETING

**Collaborate with:**

* Inside network: [@ likely contributors, partners and friends]
* Outside network: [@ bloggers, thought leaders, media] (check [FollowerWonk](http://followerwonk.com/))

SOCIAL PROMOTION

**Social Posts:** [main shortcut URL with campaign tracking code]

* Share with link and mentions
* Share with link and hashtag
* Share with link and quote

INTERNAL LINKING  
(learn strategies for [internal linking](https://www.orbitmedia.com/blog/internal-linking/?utm_source=orbit-content-template&utm_campaign=internal-linking&utm_medium=template))

* Link to a product or service page
* Link to another blog post
* Link from an older post to this post!

*Finally! Time to write something...*

## Draft headline one

## Draft headline two

## Draft headline three

## Draft headline four

## Draft headline five

* **<h1> Headers** (Apply these [headline best practices](https://www.orbitmedia.com/blog/writing-headlines/?utm_source=orbit-content-template&utm_campaign=writing-headlines&utm_medium=template))  
  Write many draft headlines, including some very long headlines (10+ words), headlines with numbers, headlines that include the target keyphrase and headlines that indicate specific benefits to the reader
* **Formatting** short paragraphs, headers, subheads, bullets and bolding
* **Image** at every scroll depth if possible. Charts, diagrams and faces are ideal
* **Keyphrase usage** four to six times in the body of the article
* **Related phrases** use these throughout the article
* **Length** 1500+ words for search optimized posts
* **Contributor quotes** from relevant experts that add insights and have a good social following
* **Link** from the post to a web page and to another article
* **Call to action** for comments, to follow or subscribe

*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 scannable with formatting (numbered lists, bullets, bold, internal linking ,etc.)*
5. ***Keep it real. Use your own voice, avoid jargon, have fun!***