|  |  |
| --- | --- |
| **Page Type** | Pillar page |
| **Website** | [ ]  COM [ ]  BE SME [ ]  BE MM [ ]  UK [ ]  FR [ ]  DE [ ]  NL[ ]  SP [ ]  IT [ ]  … |
| **Language** | [ ]  EN [ ]  NL [ ]  FR [ ]  DE [ ]  SP [ ]  IT [ ]  … |
| **Url** | XXX |
| **Target Audience** | Choose an item. |
| **Persona** | XXX |
| **Main Goal Of The Page** | XXX |
| **Stage Customer’s Journey** | Choose an item. |
| **Primary Keywords** | XXX |
| **Secondary Keywords** | XXX |
| **Tags** | XXX |
| **HR Domain** | Choose an item. |  |
| **TITLE TAG (max 69 Char. ‘| SD Worx’ Incl.)** | XXX | SD Worx |
| **META DESCRIPTION (max 155 Char.)** | XXX |
| **Version** | 1.0 |
| **Copywriter** | XXX |
| **Content Owner** | XXX |

**Bite/Snack = Introduction block/Hero**

|  |  |
| --- | --- |
| **TITLE (max 55 Char.)** | XXX |
| **INTROTEXT (max 350 Char.)** | XXX |
| **CTA TEXT (max 30 Char.)**  | Not applicable |
| **Cta Link** | Not applicable |
| **Content Type** | Automatically added |
| **Image Thumbnail** | Automatically added |
| **Image Alt Tag** | Automatically added |

**Meal = overview resources items related to pillar page topic** (automatically added)

|  |  |
| --- | --- |
| **TITLE (max 55 Char.)** | Automatically added |
| **INTROTEXT (max 155 Char.)** | Automatically added |
| **CTA TEXT (max 30 Char.)**  | Automatically added |
| **Cta Link** | Automatically added |
| **Content Type** | Automatically added |
| **Image Thumbnail** | Automatically added |
| **IMAGE ALT TAG** | Automatically added |