|  |  |  |
| --- | --- | --- |
| **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 |