

Landing Page Copywriting Cheat Sheet

URL Web Address or URL (Keyword)

One keyword phrase per page. Keywords should flow throughout the copywriting process starting with the File Name or URL. In WordPress the URL is automatically generated from the post title but it can easily be modified. It is referred to as a permalink.

The Title - Heading 1<H1> (Keyword)

The title of the post serves as the primary heading or Heading 1<H1> and needs to contain the primary keyword for the post or product title. Headings in WordPress follow a hierarchy normally from H1-H4 and the text design is determined by your websites theme. H2 through H4 are used for content headings.

If you can't think of a title try starting with "How To"



Content Headings - Heading 2<H2> (Keyword)

Headings under the title also needs to contain and reinforce the primary keyword for the post.

Paragraphs<p>

Paragraphs contain the meat of your post and should answer the questions using the keywords your visitor is likely to use in search.

Who Is It?

(Keyword)

What Is It?

(Keyword)

Where is it?

(Keyword)

Why Do I Need It?

(Keyword)