# Content Outline for Website Redesign

## Page Name (appears on your site menu)

Content on the existing page

## Page Title:

*Appears in the browser tab and in Google search results*

Ex: Majors – College of Liberal Arts

* Title

## Goals/Purpose of page:

* Goal 1
* Goal 2
* Goal 3

## Audience(s) of page:

* First priority
* Second priority
* Third priority

## Content categories:

*Touchpoint questions we’re answering*

* First priority content
* Second priority content
* Third priority content
* Fourth priority content

## Calls to Action:

*What you want the visitor to do*

* Action 1
* Action 2

Keywords:

*The words/groups of words that users type into search engines to find relevant content; these should be words that appear within the content of the page*

Ex: English education, teaching English, become an English teacher

* Keyword 1
* Keyword 2
* Keyword 3