Content Outline

Content Outline & Content for Website Redesign

# Instructions

Please fill out the section below as best you can and then write the content.

Use heading levels (1, 2, 3) to indicate new sections of content.

Please create a separate document (Content Outline) for each webpage of the website.

# Content Outline

## Name:

## Purpose:

Example: Increase number of prospective students requesting information.

## Primary Audience:

## Calls to Action:

This is what you want the website visitor to do next

Example One: Request more information

Example Two: Schedule a visit

# CONTENT