

# Template for your website content

## *Title*

Descriptive title; use keywords and phrases your clients would be using

## *Short excerpt*

What is this article all about? Short summary of the most essential information

## *Key message*

What information do you want visitors to take away from this article?

## *Text long version - outline*

What are the sections? Outline by subheadings

# *Text long version*

Finally, the long text on your subject



## *Additional material to the text*

What additional materials do you have that can explain the topic in more detail?  
Are there visualizations or sketches illustrating your topic or parts of the topic?

- Sketch, explanatory visual
- Video providing additional information
- Explanatory video for individual aspects
- Podcast
- others, namely:

## *Keywords that should be explained in more detail*

The main article may contain keywords that you would like to explain in more detail.  
To provide this additional information, you could refer to another article or page.

Have you filled in all the fields? Then you already have a good basic structure for your text.

Happy writing!