*Main navigation menu*

* Parent page 1
	+ Sub-page 1
	+ Sub-page 2
* Parent page 2
	+ Sub-page 1
	+ Sub-page 2

*Footer menu links*

|  |  |  |
| --- | --- | --- |
| Column 1 | Column 2 | Column 3 |
|  |  |  |

**Tables**

Page Title:

|  |  |
| --- | --- |
| **Page purpose/objectives** |  |
| **Target audience** |  |
| **Call-to-action** (What do we want the audience to do from this page?) |  |
| **Key messages** |  |
| **Core page content** (Summary of on-page content blocks or sections) |  |
| **Metadescription** (155-character-max description of the page used by search engines) |  |
| **Media needs/files** |  |
| **Content author** |  |
| **Ongoing content editor** |  |