**Page tables:**

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| **Audience Question(s)**: E.g. Are there discounts or benefits available to me as a veteran?What do I need to be aware of when purchasing a new home?What should I expect from my Realtor? **CTA**: What do we want the user to do next? What will be the Call to Action on this page? | **Key words addressed:** key phrase here**Meta description:** Meta description here – remember, this will be how Google represents this entry in their search results.**Browser title:** SEO-friendly browser title here**Friendly URL:** /url-with-dashes (no underscores) |
| **Page Content (including title and alt tags):**Entry title goes hereEntry content goes here. Include links and alt/title tags in parentheses. E.g. (link to homepage, title tag “description here”). |
| **Images:**Indicate any images that will go with your entry and where they can be found if they need approval. Also indicate alt tags for all images. Remember, alt tags are seen by search engines, by all users on mouse-over and by handicapped users who use reader programs. They should be clear to the user as well as the search engine. | **Downloads:**List any downloads available in this entry, where said downloads should link and what title tag should be included with each. |
| **Other Page Content/Media:** if you want to add a video, link to a third-party article or use a podcast, provide details here. |

**Support Implications:** does this article need to be revisited at a later date for updates? Does it contain links that will need checking if we ever change site structure? Does it need to be unpublished at a later date due to time-sensitive material? What maintenance, if any, will this article require?

**Technical Considerations**: do we need any special programming for this article?