



A well-known cornerstone of digital marketing is content. Typically, web content is published as website pages or blog posts, but can also be published for use in other online resources. For online content to be effective, it needs to be accurate, relevant and support your business goals.

If you are an OCG Creative client please use the following form to provide as much detail as possible about topics that are important to your potential customers or clients. We will use the information you provide to research and write an article for your website.

We recognize there is a lot here to fill out, but it is your business and no one understands it better than you. Our goal is to provide an article that is engaging and helps your organization stand out above your competitors.

- * First Name:
- * Last Name:
- * Company Name:
- * What website (URL) will this article be published to?:
- * What is this article's intended audience?:
- * What is the purpose of this article?:
- * How will this article be used?:
- * Author's tone of voice?:
- * What is the typical age range of readers seeking this information?:

Explain income considerations for your target audience:

- * Writer's perspective?:
- * Writer's Point of View?:

Suggest a keyword (phrase) for rankings (SEO):

* What is the article's topic (be descriptive)?:

* Provide an overview of the topic:

* What do you want the reader to do after reading this article?:

* What is a key point you want the reader to take away from the article?:

* Provide a second key point:

* Provide a third key point:

Provide a fourth key point:

* Why would the reader search for the information in this article?:

* What information should this article avoid?:

Any other information about the article that you would like to add?: