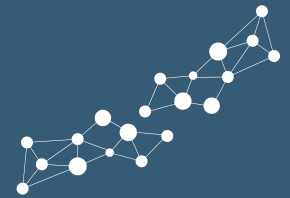


Structuring Your Content



You need to structure your content using a hierarchical structure of headings and details. This helps people, Google, and other search engines to better understand your webpage.

Heading 1s

H1s or Heading 1s are the most important headings, and you only use them once on each of your pages. Use H1s for the title of each of your web pages and nothing else.



Paragraph Text & Normal Content

You put your normal content, including paragraph text, bullet points, images, videos, etc., under headings.

This may include a short introductory piece straight under your H1. But more often, it is under distinct levels of subheadings which can be H2s, H3s and H4s.

For example, a sales page may include a succinct statement of what you offer and *the key reason people would buy it*.

Heading 2s

You use Heading 2s or H2s to divide your webpage into major sections. For example, on a sales page, you may have sections for:

- Key benefits
- Trust signals (awards, reviews, certifications)
- Features
- Call to Action
- FAQs

The same is true of this help sheet. All the dark red subheadings are Heading 2s.

Heading 3s

You can place normal paragraph text under your H2s, but for longer sections, you may want to divide it further with Heading 3 subheadings.



Heading 2

Dummy paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

HEADING 3

Dummy paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

HEADING 3

Dummy paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

HEADING 3

Dummy paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

Heading 4s (Plus 5s & 6s)

Occasionally you want to further divide the content under your H3s. You do this by using Heading 4s or H4s.

You can continue doing this with Heading 5s & 6s.

The Correct Order

Normal content, such as paragraph text, can go under any heading level. Yet, headings should always be in a specific order.

A Heading 2 should always follow either a:

- Heading 1 (or paragraph text under an Heading 1)
- Heading 2 (or paragraph text under an Heading 2)

A Heading 3 should always follow either a:

- Heading 2 (or paragraph text under an Heading 2)
- Heading 3 (or paragraph text under an Heading 3)

And so on ...

Using Styles in MS Word

To help you prepare your content in a structured way, I suggest using the Styles menu within Microsoft Word.



For practical tips on using the Styles menu, see:

<https://vimeo.com/816799975/6dced1b4ad>

Actions to Take Now

1. Create a Word document for each of your webpages
2. Use the Styles tab to write your heading (h1), subheadings (H2-H6s)
3. Add normal and bulleted text under relevant headings