

MONTH	YEAR	QUARTER	TEAM/DEPT

## Overview

Business Goals [Link on what this is]	Content Goals	Details / Timeframe

## Timeline for company goals

Phase 1	Phase 2	Phase 3

## Audience

Who	What they need help with

## Needs of the Audience


## Needs of the Company


## Analysis of the company website


## Solutions based


## Content Formats and Publishing Frequency

Format	Publishing location	Frequency


## Promotional Channels


## Requirement of the Company.
