How to Create a Campaign Page for May Beef Month?

Including Content Outline & SEO Best Practices

RECIPES   COOKING   NUTRITION   RAISING BEEF   CATTLEMEN'S CORNER   ABOUT US
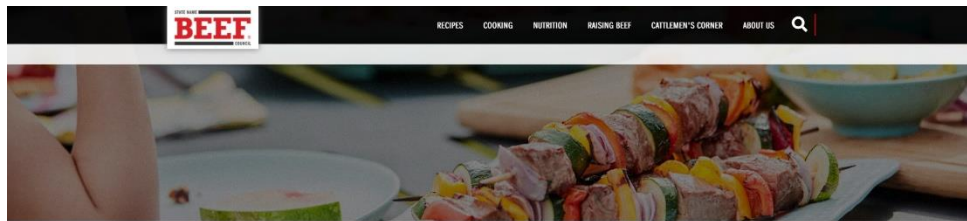
MAY IS BEEF MONTH IN [STATE]

1 Title

May is Beef Month in [STATE]. It's a great time to recognize farmer's and support the beef industry. Help us celebrate by joining the [event] or trying one of our featured recipes.

2 Introduction Paragraph

GRILL UP SOME BEEF THIS MAY

3 Main Copy

CLASSIC BEEF CHEESEBURGERS

Master this classic burger recipe and you'll be the king (or queen) of the grill from here on out!

VIEW RECIPE >

BUFFALO-STYLE BEEF TACOS

Family favorite tacos get a flavor update with hot pepper sauce, blue cheese, celery and carrots.

VIEW RECIPE >

RIDICULOUSLY TASTY ROAST BEEF

Conceived by rancher and blogger, Terryn Drieling, this recipe is as good as is sounds. Green herbs provide more flavor to this roast that is sure to satisfy any hungry family.

VIEW RECIPE >

4 Images

WHAT ARE THE BASICS WHEN COOKING BEEF?

EXPLORE COOKING LESSONS

Interested in learning the basics of cooking beef? Check out these cooking lessons to learn how to prepare a steak, gain tips on the best way to braise beef and much more!

LEARN MORE >

MEET YOUR [STATE] FARMERS AND RANCHERS

FARMER/RANCHER 1

Cras tristique condimentum quam porta bibendum. Pellentesque habitant morbi tristique senectus.

LEARN MORE

FARMER/RANCHER 2

Cras tristique condimentum quam porta bibendum. Pellentesque habitant morbi tristique senectus.

LEARN MORE

FARMER/RANCHER 3

porta bibendum. Pellentesque habitant morbi tristique senectus.

LEARN MORE

FARMER/RANCHER 4

porta bibendum. Pellentesque habitant morbi tristique senectus.

LEARN MORE

5 Alt Text

Two men walking in a field with cattle in the background

EVENT

Vestibulum imperdiet tempor volutpat. Aliquam erat volutpat. Donec id ligula sem. Donec interdum lacinia efficitur.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
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BEEF. IT'S WHAT'S FOR DINNER.

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Funded by Beef Farmers and Ranchers

Meta Information

Meta Keywords **6 Meta Keywords**

Meta Keywords are a specific type of meta tag that appear in the HTML code of a web page and help tell search engines what the topic of the page is.

> beef recipe, how to cook beef, cook beef, national beef month, beef month, may beef month

Enter a comma-delimited list of Meta keywords for this Post

Meta Description **7 Meta Description**

Search engines show the meta description in search results mostly when the searched for phrase is contained in the description.

> May is Beef Month. There is no better way to celebrate than to enjoy grilling beef this summer. Click here to meet your [sta

1 Title

The title is important as it's the first opportunity to grab a user's attention. It also helps search engines understand what the page is about.

Best Practices

- Use Heading 1 (H1) - only use one H1 per page
- Keep under 60 characters
- Include primary keyword

Example

May Beef Month in [State]

2 Introduction Paragraph

The opening paragraph should explain what the page is about. The text may appear as a meta description on a search engine page.

Best Practices

- Keep it short – 1 to 3 sentences
- Be direct – be clear and to the point
- Include primary keyword

Example

May is Beef Month in [STATE]. It's a great time to recognize farmer's and support the beef industry. Help us celebrate by joining the [event] or trying one of our featured recipes.

3 Main Copy

The main copy defines the purpose of the page. It's important to consider what message you want to provide the user and what steps you would like them to take next.

Best Practices

- Header tags- break up content with header tags (H2, H3, H4, H5, H6)
- Keywords- include primary keywords
- Bullet points- use bullet points for large blocks of content
- Call-to-action- use action words that are concise

Example

H2 – Grill Up Some Beef This May

- Provide an image, description, and call-to-action of featured recipes

H2 – What Are the Basics When Cooking Beef?

- Include image, description, and CTA

H2 – Meet Your [STATE] Farmers and Ranchers

- Include image and description of each farmer

H2 – Event

- Include details about an event

4 Images

Including images in your webpage can make content appear more interesting and enhance the user experience.

Best Practices

- JPEG vs PNG
  - JPEG- better for photographs
  - PNG- better for images with text
- Image sizes
  - Hero – 1300x731
  - 16:9 – 850x477
  - 4:3 – 850x638
  - 1:1 – 850x850

Example

JPEG, 16:9

PNG, 1:1

5 Alt text

Alt text are descriptions of a digital asset that can be used when an image can't be viewed. This allows images to be accessed by people with disabilities.

Best Practices

- Describe image
- Be specific
- Don't include "image of"

Example

Two men walking in a field with cattle in the background

6 Meta Keywords

Users use keywords or phrases in search results to find what they are looking for. When creating a webpage, you can use primary keywords to help a user find your page.

Best Practices

- Assign one primary keyword per page
- Use primary keywords in page title, introduction paragraph, main copy, alt text and meta description

Example

Meta Keywords	
Keyword	**Volume** *Avg number of searches per month
beef recipe	40,500
how to cook beef	1,600
cook beef	1,300
national beef month	110
beef month	110
may beef month	90

7 Meta Description

Meta description display in search results under title of the page to help a user understand what the page is about.

Best practices

- 160 characters or less
- Include primary keyword
- Make it actionable

Example:

May is Beef Month. There is no better way to celebrate than to enjoy grilling beef this summer. Click here to meet your [state] farmers and view beef recipes.