|  |  |
| --- | --- |
| **New Page or Existing Page?**  |  |
| **URL or Parent URL** |  |
| **Content Reviewer** |  |
| **Meta Description** |  |
| **Header Text/Phone Number**  |  |
| **Hero Banner** |  |
| **Headline** |  |
| **Content** |  |
| **Open Graph Title**  |  |
| **Open Graph Description**  |  |
| **Open Graph Image**  |  |

Campaign Landing Page Table

**Note: Please download a new page table every time to make sure you have the latest version.**

Check the [Web Writing Style Guide](https://www.henryford.com/-/media/files/henry-ford/training-documents/web-writing-style-guide) for formatting, styling, character limits, conventions, etc.

If you used Track Changes in your editing process, please **clear out/accept all edits and comments** before submitting to the web team so we know which version is final.

|  |
| --- |
| Campaign Form (Optional) |
| **Form Intro** |  |
| **Form Fields** |  |
| **Form Recipient(s)** |  |
| **Thank You Page Content** |  |

|  |
| --- |
| Additional Page Elements (Optional) |
| **New CTAs?** |  |
| **Copy a CTA from another page?**  |  |
| **Vanity URL** |  |

|  |
| --- |
| Other Questions, Notes, Suggestions, Etc. |
|  |