Content
for the Web

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Worksheet Content Discovery: Online Ad / Landing Page

Target	Your Major Brand Business Type and Name:	What is the ad prompting the users to do?	Where are the locations that this ad will be placed?
Who is the item for? (audience)	[redacted] Starbucks	Example: To learn about environment actions of recycling old shoes.	example: cooking website, field and stream website, new parent blog
Why: What is the item's job?	Your Major Brand Company Profile	Example:	
Why: What is the value to the audience?		**Who are the users to be prompted?**	

Plan	ONLNE AD	LANDING PAGE
Where will the item be located?	**What size(s) are this ad?** 300px x 250px	**Pick an ad placement location.**
What elements will the content item have?	**What is the ad message?** Say hello to easy ordering, endless choices and—yes, free coffee	**Match the Landing Page Content and Styling to the Ad Placement** (use the mind map)
What are the delivery specifications? examples: aspect ratio / dimensions	**What is the ad's CTA?** Join now	
How will you create the item?		

Design	Styling: tone and personality?	Color scheme?	Layout Elements: Select and Adjust Templates.
Attach layout wireframes – simple squares design thumbnails – graphic detail	Simple	Offical colors	
• tone / personality • existing brand items • color scheme • typography • graphics • images	**What brand items will be used?** Logo	**Typography?**	

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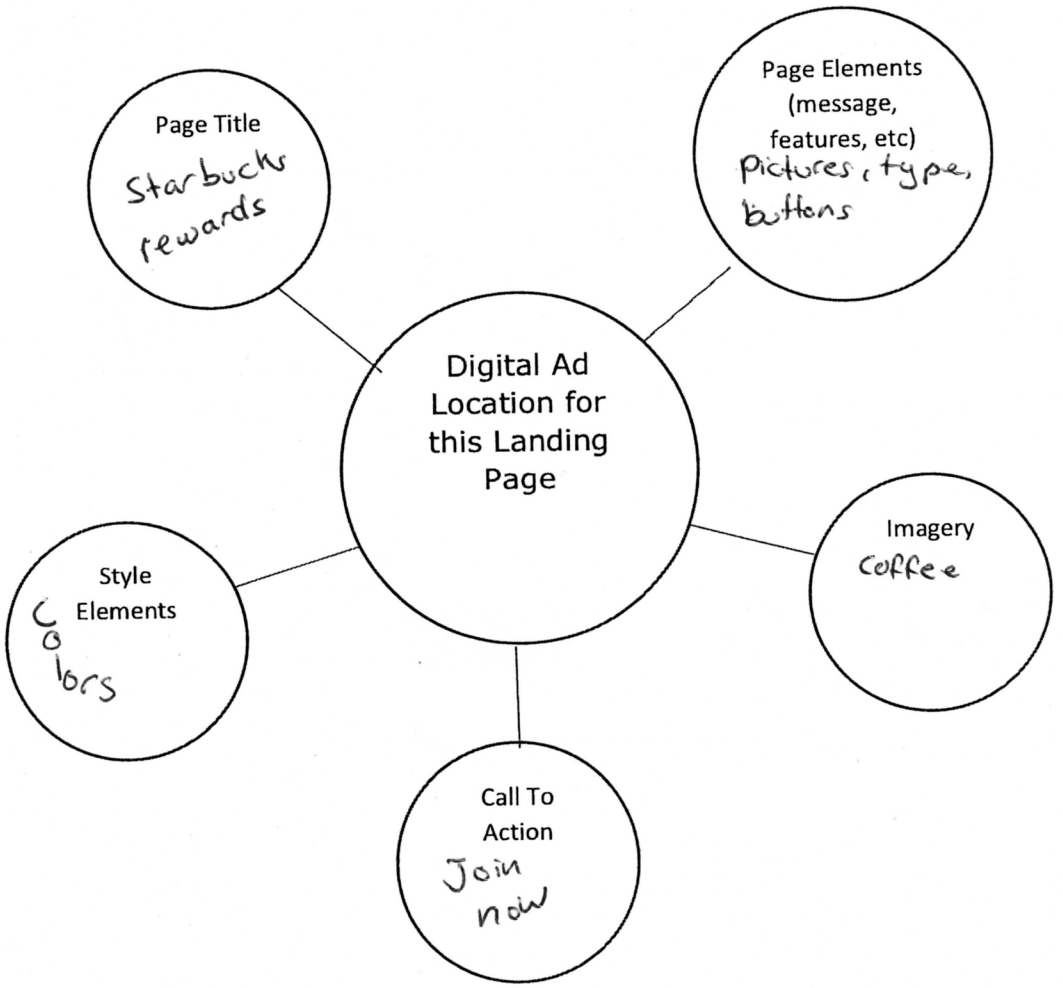
Online Ad – Landing Page Summary Table

Online Ad	
Ad Message Say hello to easy ordering, endless choices, and yes, free coffee.	Ad Call to Action Join now
Landing Page	
Where is this ad placed for this landing page?	
Page Title: (Match with Ad Title) Starbucks Rewards	
Page Elements: pictures, type	
Imagery coffee	
Call to Action Join now	
Style Elements for this specific page. colors	



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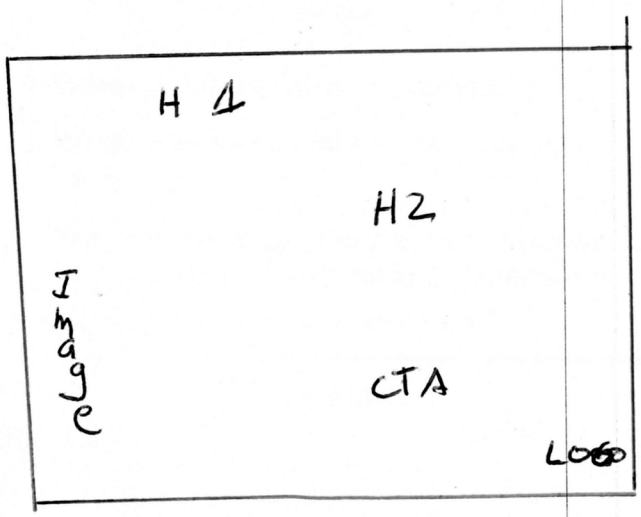
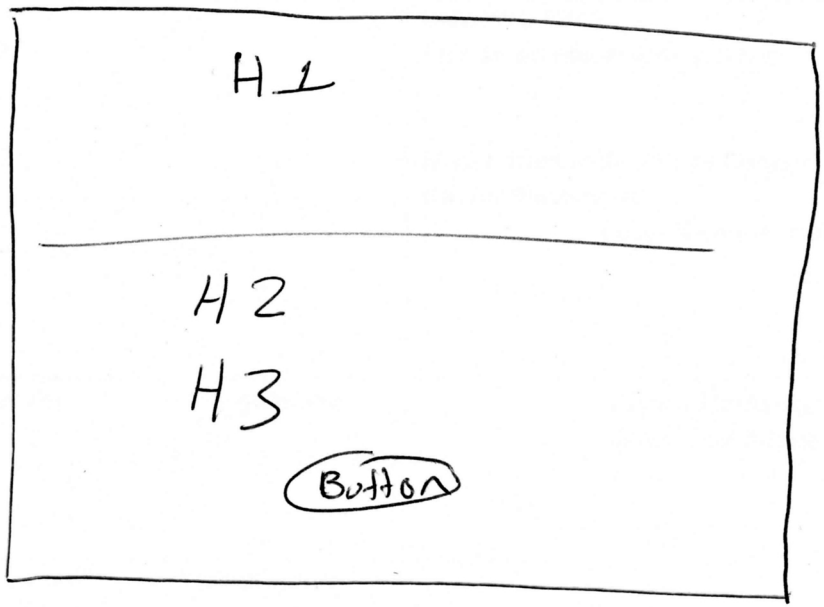
Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME