|  |  |
| --- | --- |
| Page Guidelines | |
| Intended Audience |  |
| Primary Message |  |
| Audience Specific Message |  |
| Purpose of Page |  |
| Secondary Message(s) |  |
|  |
| Style and Tone |  |

Other Notes:

Competitors:

|  |  |
| --- | --- |
| Name: |  |
| URL: |  |
| Call to Action: |  |

|  |  |
| --- | --- |
| Name: |  |
| URL: |  |
| Call to Action: |  |

|  |  |
| --- | --- |
| Name: |  |
| URL: |  |
| Call to Action: |  |