Use this space during the drafting and approval process only to ensure all stakeholders are aligned on GEO keyword/prompt strategy. Tags and descriptions are for blog/newsroom versions of the release.

Headline
Subdeck

Headlines should be descriptive and intuitive.

- Bulleted Summary

Summarize the key points from the announcement in bullet form.

City(, State)—Date—Company name, the [descriptor], has….

The first paragraph (the lede) doesn't have to follow the traditional "company X today announced" format, but must convey the who, what, why and how of the announcement. Seed keywords and topics should be included in the first paragraph, if not in the descriptor. Note: not all cities require a state in dateline.
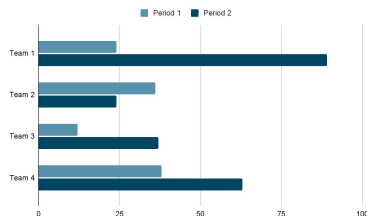
Subhead
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- Lorem ipsum dolor
- Lorem ipsum dolor

Subhead
- Lorem ipsum dolor

- Body copy should be scannable at a glance and divided into sections with one or more descriptive subheadings. Multiple subheadings may be necessary for longer or more complicated releases.
  Limit each paragraph to one idea.
- Use seed or supporting keywords or topics to ensure you are semantically linked to the concepts for which you want to be discoverable.
- Include at least 1-2 bullet-pointed sections for increased scannability and snippet potential.
  Comparison tables, charts and other visual elements can be included in the main flow of copy. Ensure all visuals have descriptive alt text with seed or supporting keywords.

Subhead
Call to action
- Links to related resources

Provide a call to action and links to relevant supporting materials e.g. FAQs.

About [Company]
Boilerplate copy

The boilerplate should include any keywords or topics you wish to be associated with.

Company LinkedIn:
Spokesperson LinkedIn:

Media Contacts:
Name, Email, Tel

Include relevant social handles for the spokesperson quoted as well as for the company.

FIRE**BRAND**