**VELUX Commercial - Template Blog posts**Version 16-06-2022

**\* Mandatory**

**\* Nice to have**

|  |  |
| --- | --- |
| **Title tag**  Max length is 60 characters.  See also:  <https://commercial.velux.com/digital-guide/titel-tag-and-meta-description> |  |
| **Meta description**  An ideal length is between 140-160 characters. If longer, search engines will cut off the extra characters. |  |
| **1.**  **Headline** |  |
| **2.**  **Choose category**  Choose between:   * Building design * Daylight * Learning environments * Products * Regulations & Standards * Sustainable buildings * Ventilation |  |
| **3.**  **Choose sub-category**  Choose between:   * Building design * Daylight * Learning environments * Products * Regulations & Standards * Sustainable buildings * Ventilation |  |
| **4.**  **Image 1 (the main image) + add other images are nice to have, but please do not forget to mark where it should be placed in the text.**  Please add here the weshare number of the image.  Please add here the file name:  **5.**  We need:   1. Image text 2. Alternative text |  |
| **6.  Description of Body text / projects**  Characters minimum: 1300 with space  For the sake of readability, please use headings (H2), subheadings(H3) and preferably bullets. And write in short paragraphs.  **Keywords:**  Help with keyword optimization of the page by using keywords in both headings and body text |  |
| **7.**  **eBook teaser**  Please add the following:   * which eBook should we tease for * insert the link to the eBook page too * where on the page should the eBook teaser be |  |
| **Video (nice to have)**  Please add here the We Share number of the video.  Please add here the file name. |  |
| **Quote (nice to have)**  Max 360 characters with space.  We need:   1. Name 2. Title 3. Company 4. Picture if possible |  |
| **Q&A (nice to have)**  **Use the Q&A when the page theme is about answering this ONE question**  **When writing a Q&A we need**:   1. Short Question as header (Max 60 characters) 2. Long Question (140-160 characters) 3. Short Answer (Max 300 characters)   **Furthermore, is nice to have**:   1. Long Answer (No length restrictions)   The Q&A will be part of the body text so please insert the Q&A element at the correct position and mark the complete element in grey background and name the elements (Short Q), (Long Q), (Short A) or (Long A) |  |
| **FAQ (Nice to have)**  **Use the FAQ when questions are part of the page**  **When writing a FAQ, we need**:   1. Short Question as (Max 60 characters) 2. Short Answer (Max 300 characters)   **Furthermore, is nice to have**:   1. Long Answer (No length restrictions)   The FAQ will be part of the body text so please insert the FAQ element at the correct position and mark the complete element in grey background and name the elements (Short Q), (Short A) or (Long A) |  |