**WEBSITE METADATA**

Fill in the fields below to supply us with the meta-data required for your landing page submission.

**Meta-title [70 characters max]**

|  |
| --- |
| Example: You Could Win a Share of R200 000 with <BRAND> or <BRAND> | Checkers |

**Image ALT text [125 characters max]**

|  |
| --- |
| Example: You could win your share of R200 000 for BACK TO SCHOOL. Buy ANY 2x <BRAND> products. WhatsApp your till slip to <PHONE NUMBER>. Ts and Cs apply. |

**Meta-description [160 characters]**

|  |
| --- |
| Example: Buy <BRAND> or <BRAND> products and you could win your share of R200 000 in cash for School Fees, stationery & groceries weekly. WhatsApp your till slip. |

**Keywords**

|  |
| --- |
| Examples: <BRAND>, <PRODUCT> , <BRAND> Back to School, Groceries, School Fees |

**Proposed URL**

|  |
| --- |
| Example:https://www.checkers.co.za/<your extension added here> |

**Copy to use on Landing page:**

|  |
| --- |
| Example: Stand a chance to win your share of R200 000 in cash for School Fees, stationery & groceries WEEKLY. Buy ANY 2x <BRAND> or <BRAND> products and WhatsApp your till slip to <PHONE NUMBER>. |

**FURTHER INFORMATION TO HELP WITH YOUR SUBMISSION**

Meta-title

* To have 70 characters or less.
* Include the Checkers brand name.
* Include keywords if possible.

Meta-description

* To have 160 characters or less.
* Include the Checkers brand name.
* Must Include as many keywords as possible.

Keywords

* List all as many researched keywords as possible.

Proposed URL

* URL to include name of campaign, product or service.

Landing Page

* Write an enticing blurb that speaks to the campaign, product or service.

Image ALT Text

* Should not exceed 125 characters.
* To include campaign, product, offering or service.
* Must Include as many researched keywords as possible.