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Characterization Questionnaire

- 1. What is the subject of the article?**
- 2. What site will the article be published in?**
- 3. How many words are needed to write an article**
- 4. What is the purpose of the page to which the content is intended?
What do we want surfers to do following reading the content?**
- 5. Who is the target audience**
- 6. What are the products / services that are most important to
promote through the article?**
- 7. Keywords and professional terms from the field that is important to
note, explain and detail?**
- 8. Keywords to include in the article: primary keyword, additional
secondary keywords to embed in the article**
- 9. Topics that the article will address, information and emphases that
are important to appear in the article:**
- 10. Sources and references we can use to write the article:**