**SEO Content Brief Template**

**[Working Title]:**

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| **Basic Information** | |
| **Audience** | *Who is this content for? Which persona? What stage are they at in the funnel? The more specific, the better.* |
| **Goal** | *What is the primary goal of this content? Organic traffic, thought leadership, conversions?* |
| **Jobs to be done** | *What jobs will users get done using this article? How will your audience member get their problem solved?* |
| **Information gain** | *How do we provide information gain, making our article better than what’s already out there?* |
| **Content scope** | *What will our content cover, and where will we stop?* |
| **Format** | *Blog post / article / report / eBook / etc* |
| **Author** |  |

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| **SEO** | |
| **Page title** (max. 60 chars) |  |
| **Meta description** (max. 155 chars) |  |
| **URL** |  |
| **Word count** |  |
| **Search intent** | *What is a user hoping to find or learn about when they search for this primary keyword in Google? What question does the user need answered?* |
| **Primary keyword** | *What is the primary keyword you want to rank for?* |
| **Secondary keywords** | *What secondary keyword or keyword variations should be included?* |
| **Questions to answer (People also ask)** | *What are other common questions people may have around this topic? People also ask* |
| **Top ranking competing content** | *Include the top 10 urls (page 1) on the SERP for your primary keyword* |
| **Category** | *Tag or categorization on website* |
| **Internal links** | *if you have any relevant content of your own to link to, include them here.* |
| **External links** | *Include at least four links to related and authoritative articles from external sources.* |
| **Schema** | *Article, Local business, FAQ, Breadcrumbs, Events, Reviews, Site navigation* |

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| **Writing Guidelines** | |
| **Style guide** | *Provide link to style guide or short summary of core requirements* |
| **Our angle** | *What sets your content apart from the competition?* |
| **Voice / Tone** | *Conversational, Educational, Authoritative* |
| **CTA** | *What action do you want the reader to take? Include the URL and anchor text for the CTA* |
| **Visual elements needed** | *Provide suggestions for visual elements to support the copy and what kinds: blog header, inline graphic, social snippet* |
| **Additional notes** |  |

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| **Promotion** | |
| **Channels** | *Social, email, PR* |
| **Influencer Outreach** | *List any relevant influencers or thought leaders in your space who could help promote the content.* |

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| **Outline** |
| *Below is just one example of a content outline structure that we recommend. Key elements to include in every outline are heading tags and header copy. The structure and content organization can vary depending on the project needs.* |

* 1. **<h1> Heading w/ target keyword**
  2. **<Introduction>**
  3. **<h2> Subheading #1**
  4. **<h2> Subheading #2**
  5. **<h2> Subheading #3**
  6. **<h2> Subheading #4**
  7. **<h2> FAQ Subheading #5** 
     1. **<h3> Long tail keyword / question**
     2. **<h3> Long tail keyword / question**
     3. **<h3> Long tail keyword / question**
  8. **<Summary>**