



# Content Brief Template by Topic

Note: Copy and paste this template to your own Google Doc to use!

**Main Key Term:**

**Secondary Key Terms: (3-4)**

- 

**Target Audience:**

Who is this article for?

**Estimated Word Count:**

Average varies by industry and content, but most should be at least 1K words.

**Article Type:**

(listicle, how-to, pillar content, etc.)

**Brand Voice**

Funny, helpful, professional, etc.

**Competitors:**

Is our content better than theirs?

## **External Links to Include:**

Sources, tools, other resources the reader might find helpful.

## **Internal Links to Include:**

Use for CTAs, pillar pages about related content, etc.

## **Article Outline:**

Include an H2 for each main point, H3 for each sub point, and context so the writer knows what to cover in each section. Don't over analyze this — too much information can be worse than not enough!

**Title:**

**H2:**

**H3:**

**H3:**

**H2:**

**H3:**

**H3:**

**Conclusion:**

**Wrap up/Call to Action**