

SEO Content Brief Template

KW: _____

Basic Information	
Audience	<ul style="list-style-type: none">Who is the content forStage of the funnel
Goal	<p>Primary goal of the content</p> <ul style="list-style-type: none">TrafficThought leadershipConversion <p>(Choose 1)</p>
Jobs to be done	<p>Audience member pain point to be alleviated by this blog post:</p> <p>“When [I write/receive blog posts], I want [to be able to optimize them], so I can [drive organic traffic to my website and, ultimately, convert more].”</p>
Our angle / Information gain	<p>How will this article be better than what’s already out there?</p> <p>Read post #1 ; Read post #2</p>
Content scope	<p>What we expect at Rock with this post.</p>
Format	<ul style="list-style-type: none">New Blog postUpdateGuest post <p>(Choose 1)</p>
Author	<p>Name that will be posted on the blog. This process can be done after the</p>

	article is finished.
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SEO	
Page title (max. 60 chars) (SEO Title and H1 Title)	Read post #1 ; Read post #2
Meta description (max. 155 chars)	Read post #1 ; Read post #2
Keywords	<ul style="list-style-type: none"> • Primary KW: • 2 extra KW variations: • Other KW you can include in your text:
URL	Using the keyword. Example: using-the-keyword
Word count	<ul style="list-style-type: none"> • 500 • 1000 • 1500 • 2000 <p>(Choose 1)</p>
Search intent and KW type	<p>What question does the user expect to be answered when Googling the KW for specific countries?</p> <p>What's the KW type?</p> <ul style="list-style-type: none"> • Navigational • Informational • Commercial • Transactional

	Read post #1 ; Read post #2
Google resources	<p>What are other common questions people may have about this topic (check “People Also Ask”)?</p> <p>What is the SERP like for this kind of search? Full of images? Full of videos? Is there a featured snippet? Knowledge graph? Knowledge panel? Local pack?</p> <p>Read post #1 ; Read post #2 ; Read post #3</p>
Top-ranking competing content	<p>10 URLs on the SERP for the primary keyword to be analyzed by the writer (see what the top ranking pages are doing to get inspired)</p> <p>Rock’s observations:</p> <p>Read post #1</p>
Category	<ul style="list-style-type: none"> • Cluster on blog • Link for pillar content cluster <p>(Choose 1)</p>
Internal links	Relevant content/links of our own to link to
External links	Include 2 to 4 links to related and authoritative articles from external sources (writers will try to use at least

	<p>some of them and can suggest more)</p> <p>Read post #1 ; Read post #2</p>
CTA	<p>What action do we want the reader to take? Include the URL and anchor text for the CTA</p>

Writing guidelines	
Style guide	<p>Remember:</p> <ul style="list-style-type: none"> - Use short paragraphs (2-3 lines, preferably) - The first link must be internal; - Data, examples, and studies are welcome; - Use bold text to emphasize key points; - Understand what type of content you will produce. <p>Read the style guide below for detailed info: https://docs.google.com/document/d/1d6oTmr00nfxve05ezyOXsSLdJUtkQKIUkPdDzZwCT1Q/edit#heading=h.gcrl0y3ge80m </p>
Voice / Tone	<ul style="list-style-type: none"> • Conversational • Educational • Authoritative <p>(Choose 1)</p>
Visual elements needed	<p>Suggestions of visual elements to support the copy (images, videos, graphs, tables)</p>
Proofreading guidelines	<ul style="list-style-type: none"> • Check grammar, spelling, and punctuation. • Check if the content is cohesive and coherent.

	<ul style="list-style-type: none"> • Fact-check the arguments, information, and data. • Check if the external resources are reliable (especially if they were not provided in the brief). • Check if the on-page SEO best practices were applied correctly. • Check the text's readability (keep sentences and paragraphs short). • Check if the content is directed to the right audience and follows the correct perspective.
Additional notes	

Outline
<p>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's needs.</p>
<ul style="list-style-type: none"> a. H1 Heading w/target keyword b. Introduction c. H2 #1 Title d. H2 #2 Title e. H2 #3 Title f. H2 #4 Title <ul style="list-style-type: none"> i. H3 #1 Title ii. H3 #2 Title iii. H3 #3 Title g. Conclusion <p>References for the writer:</p> <ul style="list-style-type: none"> a. url b. url c. url <p>Follow this schema</p> <p>Read post #1 ; Read post #2 ; Read post #3</p>

Internal References:

- <https://rockcontent.com/blog/seo-writing/>
- [How to Create Briefs for International Markets](#)
- <https://www.conductor.com/academy/content-brief/>