

Template

Content brief

ClientName - Article

Content idea: *type of keyword, type of article, etc.*

Primary keyword:

Secondary keyword(s):

Target word count:

Content strategy overview: *Purpose of this article and how you plan to achieve it*

Resources:

- *Information inventory*
- *Competitor example(s)*
- *Client persona brief*
- *Keyword analysis/list*
- *Additional notes*

SERP analysis

Primary keyword:

Secondary keyword(s):

Primary keyword SERP results:

1. [Article title](URL) - short description of the type of page it is
2. [Article title](URL) - short description of the type of page it is
3. [Article title](URL) - short description of the type of page it is
4. [Article title](URL) - short description of the type of page it is
5. [Article title](URL) - short description of the type of page it is

Broad search intent

Primary keyword:

- Informational? Transactional? etc.
- Description & analysis

Narrow search intent

I'm looking for **X**...because of **A (pain point)**, **B (business requirement)**, and **C (potential trigger events)**

SME questions

1.

2.

3.

4.

5.

6.

7.

(continue as needed)

SME answers

Interview/transcript link

Compelling argument

Main argument or thesis to be made in the introduction

Outline

Title meta:

Description meta:

H1 -

- *Intro*

H2 -

- *Main point*
- *Specifics*

H3 -

- *Main point*
- *Specifics*

H2 - (Conclusion)

- CTA