

SEO Content Brief

Client: XXX

Useful links

- Brand voice
- Personas

Briefing date: YYYY-MM-DD

Deadline first draft: YYYY-MM-DD

Deadline publication: YYYY-MM-DD

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Copy information

Copywriting info

Page type	• SEO page (index) • Landing page (noindex)	
Inspiration		
Current URL		
New URL		
Noindex		
Main goal of the page		
Audience/persona		
Stage	• See • Think	• Do • Care
Primary keyword		
Supporting queries		
Other		

Open graph

Title (max. 40 characters)	
Description (max. 60 ch.)	

SERP info

Meta title	XXX Brand name
Meta description	



Page outline

<h1>Page title</h1>

- ★ Introductory paragraph (max. 4 lines)
- ★ `<button>CTA button</button>`
- ★ Jump links to subheaders

<h2>Subheader</h2>

- ★ Paragraph (max. 4 lines)
- ★ Bullet list

<h3>Subheader</h3>



Building blocks

Image

Image URL	
Alt text	

Visual CTA block

Title	
Description	
CTA	
URL	

Author bio

Author name	
Description	
Image URL or upload	

