

Content Brief Template

Basic Information

Title: [Enter the main title for your content piece]

Content Type: [Specify the type of content, e.g., blog post, white paper, case study]

Word Count: [Specify target word count range]

Deadline: [Include specific date, time, and time zone]

SEO Elements

Primary Keyword: [Enter your main target keyword]

Secondary Keywords: [List secondary keywords]

Meta Description: [Enter a compelling 150-160 character description or direct the writer to create it]

SERP Analysis: [Summarize key findings from SERP analysis or provide links to top-ranking competitors]

Content Strategy

Content Purpose: [Clearly state the main goal of this content and the target search intent]

Business Objective: [Specify the tangible action or intangible goal for this content]

Audience Insights: [Detail pain points, interests, and potential disappointments for the target audience]

Differentiation Opportunities: [Outline how this content should stand out from competitors]

Style and Tone

Voice and Tone: [Describe the desired voice and tone for this specific piece]

Point of View: [Provide the business's stance or opinion on the subject matter]

Resources and Special Instructions

Resource & Inspiration Links: [Provide any helpful resources or inspiration content]

Notes/Special Instructions: [Include any additional information or instructions not covered above]

Additional Elements

Visuals: [Specify any visual elements to be included or created]

Internal Linking: [Provide specific internal links to include, if any]

External Linking: [Provide guidelines or specific external links to include, if any]

Content Structure

Outline: [Provide a detailed content outline, including key points to cover]

Call to Action (CTA): [Specify CTA instructions, including placement and frequency, if applicable]