Content Brief for [TARGET KEYWORD HERE]

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- **Prepared On:** 2023/11/20

Content Overview

Title Tag	Lorem ipsum dolor sit amet - Site Name
H1	Lorem ipsum dolor sit amet
URL	https://www.domain.com/article/_____
Meta Description	Lorem ipsum dolor sit amet
Word Count	eg 1,500-2,000
Target Audience	eg CEOs

Outline / What is this content about?

[We recommend you build your suggested content outline here]

What keywords and topics are recommended or required?

[We recommend covering any core keyword focuses that the writer should keep in mind (no more than 2-10 terms), and potentially any secondary keywords that you want this piece to rank for that may be used as well.]

What key questions do readers have that need to be answered?

[If you don't cover questions within your recommended outline or an FAQ section, include them here to help your writer understand questions that readers will have on this topic.]

Suggested content formats or other required elements:

[Recommendations for featured snippets, page elements like tables or other format notes]

Internal or external linking requirements:

[What other content have you published that should be linked or cited? What third party resources should the writer cite?]

Additional resources that will help the writer:

[Catch-all section for any additional notes or resources.]

Audience & Brand Overview

Who are the primary audiences this content is intended for?

[Be specific - are you targeting CMOs at healthcare insurance companies on the West Coast? Is the audience you're targeting beginner or advanced? Are you targeting multiple audiences?]

What is our brand's point of view on this topic?

[When working with writers outside the company it's helpful to make sure they understand any brand stance about this subject matter.]

What's the CTA? What do we want the reader to do after they read this?

[EG look at products/services, sign up for a demo, watch a video, sign up for newsletter, download a whitepaper or template, etc.]

Visual Content Overview

What graphics, illustrations, videos, or other visual elements should appear in this piece?

[All good content should have visual assets - we recommend describing those here if you know them in advance so that writers can plan to integrate those into the copy, and so that you can use the same content brief for any designers who work on this project.]

Metadata

CMS Settings (eg Categories, Tags, Page Templates)

[Blog category or any other CMS-specific setup requirements to be passed along to whoever is building this content on your website.]