

Content Brief Template

1 Overview

Article title
or topic

Expected
deadline

Word
Count

Client
or blog
description

Client
or blog
URL

Target
audience

Deliverables
& format

Content
purpose

Buyer's
journey
stage

Targeted
user intent

Brand style
& tone

Point of
view

2 General Requirements

- ☐ Cover the topic as broadly as possible
- ☐ Use official data or statistics and include links
- ☐ Add images after every 250 - 500 words
- ☐ Include an ALT text for each image to describe the image

Additional Information



3 Related Articles

Use the following links for research purposes (ex: competitors or whitepapers)



4 Internal Linking Requirements

Link to the following pages



Article Structure

SEO Title

Not more than
60 characters

**SEO Meta
Description**

Not more
than 150
characters

H1

Different from
SEO title

Introduction

- Make it compelling and engaging for the reader
- Set your own guidelines below
(ex: up to 100 words, 1-3 paragraphs, main keywords in the first 1-3 sentences)

Body Structure

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

☐ H2 ☐ H3

Custom outline instructions

Ex: subsections to cover, questions to answer and key takeaways

6 Text Structure

The article should have subsections of about 100-250 words

7 Keyword Requirements

Use keywords in a natural and uniform way

Main keywords

You may also include frequency ranges (ex: "use 3-6 times")

Related / LSI-keywords

You may also include frequency ranges (ex: "use 3-6 times")