Content Brief

Working title _____ **Content type** [Blog post / guide / landing page]

Writer _____ **Editor** _____

Draft due _____ **Publish date** _____

1. Goal

[What should this piece achieve? e.g. rank for 'how to write an invoice' and drive downloads of our invoice template.]

2. Audience

Who is reading _____

What they already know _____

Their main question or problem _____

3. SEO

Primary keyword _____

Secondary keywords _____

Search intent [informational / commercial / transactional]

Target word count _____

Competing pages to beat _____

4. Key message and angle

[The one thing the reader should take away, and what makes our piece different or better.]

5. Outline

- H1: [Title]
- Intro: [hook and promise]
- H2: [Section]
- H2: [Section]
- H2: [Section]
- FAQ: [questions from 'People also ask']
- Conclusion and CTA

6. Sources and examples

7. Tone, style and brand notes

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[e.g. Friendly and practical; second person; US spelling; short paragraphs; see brand style guide.]

8. Internal links and call to action

Link to _____

Call to action _____