# Content Brief Template

## Deadlines

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| --- | --- |
| Draft due dates | DD-MM-YYYY |
| Publish date | DD-MM-YYYY |

## Guidelines

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| Writing guidelines | Find writing guidelines here. |
| Brand guidelines | Find brand guidelines here. |
| Tone of voice | Describe the desired tone of voice here. |

## Content Details

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| Content topic | Write what the content is going to be about. |
| Content type | Write the overall “type” of content ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Content format | Write down the common format ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Content angle | Write the angle or the unique selling point ([see examples](https://docs.google.com/document/d/19Wu1xUJm0EVLxWOd6Js1MKBultcJ2rARSoLqJAQiy3c/edit?usp=sharing)). |
| Goal | Write the goal you want to achieve with the content. |
| CTA (call-to-action) | Specify the primary call to action (CTA) here. |
| Target audience | Describe the audience consuming the content. |
| Search intent / customer journey | Describe the target audience’s search intent/customer (use content type, format, and angle as a guide). |
| SEO title | Write the page title here. |
| SEO meta description | Write out a description of 150 characters long here. |
| Preferred URL | Write the URL here. |
| Primary keywords | List primary keywords here. |
| Secondary keywords | List secondary keywords here. |
| Word count | Write approximate word count here.  *For example, between 1,000 and 2,000 words.* |
| Content optimization report | Link to the report of your content optimization tool (e.g. Surfer, Marketmuse, Clearscope, Page Optimizer Pro, etc.) |
| Internal links to | Try to refer to content that covers related topics on the site:   * Link * Link * Link |
| Internal links from (after publishing) | Link from these existing pages to the new content:   * Link * Link * Link |
| Sources | Additional research to fill out the content will be necessary. But here you can list some sources to start with.   * Source 1 * Source 2 * Source 3 * Source 4   Find additional sources to support XYZ. |
| Visuals | Provide a list stock image or illustration websites. Or list specific images you want to be used (e.g. list paths of folders, file URLs, file names, etc.) |
| Competitor examples | Here are competitor examples from which you can get some inspiration:   * Competitor example 1 * Competitor example 2 * Competitor example 3   **DO NOT** copy or re-write what the competitors say! Instead, use this information as an inspiration to create your own unique and helpful content. |

## Content Outline

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| **[h1] Title**  Opening paragraph (100 - 200 words), following a PAS Formula:   * [Big Problem]   + Start with a “hook” that will entice the audience and empathizes with the reader on a problem or difficulty. * [Effects of Big Problem]   + Explain the problem in further detail. * [Promise a Solution]   + Explain how you’ll fix the problem through the content you’ve curated.   + Transition into the body where you’ll explain the curated content further.   **[h2] Heading**  Write about XYZ here.   * Note 1 * Note 2 * Note 3   Key terms to include here:   * Term 1 * Term 2 * Term 3   **[h2] Heading**  Write about XYZ here.   * Note 1 * Note 2 * Note 3   Key terms to include here:   * Term 1 * Term 2 * Term 3   **[h2] Heading**  Write about XYZ here.   * Note 1 * Note 2 * Note 3   Key terms to include here:   * Term 1 * Term 2 * Term 3   **[h2] Frequently asked questions (optional)**  Answer each of these frequently asked questions directly, first by echoing back the question, answering it directly, and including facts and numbers if possible.  Try to answer the question in 1-3 short sentences.  **[h2] Conclusion paragraph**  Summarize everything we’ve discussed here. Recommend related content. |