

Content Brief Template

Deadlines

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

Guidelines

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

Content Details

Content topic	Write what the content is going to be about.
Content type	Write the overall “type” of content (see examples).
Content format	Write down the common format (see examples).
Content angle	Write the angle or the unique selling point (see examples).
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 /	Describe the target audience's search intent/customer (use

customer journey	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. <i>For example, between 1,000 and 2,000 words.</i>
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: <ul style="list-style-type: none"> • Link • Link • Link
Internal links from (after publishing)	Link from these existing pages to the new content: <ul style="list-style-type: none"> • Link • Link • Link
Sources	Additional research to fill out the content will be necessary. But here you can list some sources to start with. <ul style="list-style-type: none"> • 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	<p>Here are competitor examples from which you can get some inspiration:</p> <ul style="list-style-type: none"> ● Competitor example 1 ● Competitor example 2 ● Competitor example 3 <p><u>DO NOT</u> copy or re-write what the competitors say! Instead, use this information as an inspiration to create your own unique and helpful content.</p>

Content Outline

[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.

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- Note 2
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Write about XYZ here.

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[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.

