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| **Content Brief Template** | |
| **Title** | Suggest a title for the content piece. Include the primary keyword in the title. No longer than 100 characters |
| **Theme/ Brief description** | Briefly describe the theme or idea you want to convey with this content piece |
| **Content format** | Blog post, e-book, case study, newsletter, press release, etc. |
| **Word count** | Mention the ideal word count. It depends on the depth of the topic and SEO requirements |
| **Goals** | Define the outcome you hope to achieve from this content piece |
| **Target Audience** | Define the audience persona – e.g., Male, 25 to 35 years, Sales/Marketing professional, looking to upskill... |
| **Search intent** | e.g. Informational – Looking to learn more about the benefits of using CRM software  Commercial – Researching before making a purchase decision |
| **Primary keywords** | This is the main keyword the content should aim to rank for |
| **Secondary keywords** | Other keywords/ phrases to use |
| **Internal links** | Links to blog posts, web pages on your site to be added to the content |
| **External links** | Links to other authoritative sites to be added to your content |
| **Brand guidelines** | Tone of voice (e.g. friendly, conversational, professional, informative etc.), language (formal, colloquial, etc.), style, font, structure |
| **Media** | Images, infographics, videos, downloadable docs, etc. to include |
| **CTA** | Suggestions for call-to-action, if any, to be added at the end of the article – e.g., Give us a call, Get in touch with us, Download our report, Subscribe to our blog, etc. |
| **Meta title** | This should be 60 to 70 characters long, and contain the primary keyword |
| **Meta description** | This should be 120 to 160 characters long, and contain the primary keyword |
| **Competitor sites** | Links to competitor sites that you want to outrank |
| **Reference links** | Links to authoritative articles, blog posts, case studies to refer to for information/ statistics/ data |
| **Resources** | Any resources you might want to share with writers to assist in their research |
| **Notes** | Any additional guidelines you might want to add, specific to a particular content piece |