Content Brief for [TARGET KEYWORD HERE]

> ⚡ *This template is provided by **Samy Thuillier**: I'm an SEO expert who helps you optimize your website and fine-tune your content so you can get more traffic today.*

- **Prepared By:** [Strategist Name]
- **Prepared On:** 2024/02/01

Content Overview

Title Tag	Lorem ipsum dolor sit amet - Site Name
H1	Lorem ipsum dolor sit amet
URL	https://www.domain.com/article/_____
Meta Description	Lorem ipsum dolor sit amet
Word Count	eg 1,500-2,000
Target Audience	eg CEOs

Outline / What is this content about?

[We recommend you build your suggested content outline here]

Examples:
- A step-by-step guide to advanced on-page SEO techniques
- An in-depth analysis of the latest Google algorithm update
- A comprehensive review of the top SEO tools for keyword research
- Best practices for mobile optimization in SEO

What keywords and topics are recommended or required?

[We recommend covering any core keyword focuses that the writer should keep in mind (no more than 2-10 terms), and potentially any secondary keywords that you want this piece to rank for that may be used as well.]

Example:
Primary keyword: "SEO best practices"
Secondary keywords: "keyword research tools", "Google algorithm updates", "mobile SEO", "on-page SEO"

What key questions do readers have that need to be answered?

[If you don't cover questions within your recommended outline or an FAQ section, include them here to help your writer understand questions that readers will have on this topic.]

Examples:
How can I improve my website's SEO in 2024?
What are the predicted SEO trends for the coming year?
How does the latest Google algorithm update affect my site's ranking?
What are the essential tools for conducting effective keyword research?

Suggested content formats or other required elements:

[Recommendations for featured snippets, page elements like tables or other format notes]

Examples:
Bullet points for key strategies
Infographics illustrating SEO trends
Charts comparing the performance of various SEO tools

Internal or external linking requirements:

[What other content have you published that should be linked or cited? What third party resources should the writer cite?]

Examples:
Link to previous articles on basic SEO concepts
External links to recent studies on search engine algorithms

Content Brief Template from Samy Thuillier
I write easy yet efficient SEO and marketing advice my rookie self would have loved.
Join 2,000+ who receive my tips every Friday in their inbox

Link to case studies highlighting successful SEO campaigns
External links to authoritative resources for SEO statistics

Additional resources that will help the writer:

[Catch-all section for any additional notes or resources.]

Examples:
Access to SEO analytics tools for screenshots
Interviews with industry experts for quotes
Research papers on SEO and digital marketing
SEO checklists and templates for reference

Audience & Brand Overview

Who are the primary audiences this content is intended for?

[Be specific - are you targeting CMOs at healthcare insurance companies on the West Coast? Is the audience you're targeting beginner or advanced? Are you targeting multiple audiences?]

What is our brand's point of view on this topic?

[When working with writers outside the company it's helpful to make sure they understand any brand stance about this subject matter.]

Examples:
Our brand advocates for ethical SEO practices that deliver long-term results
We prioritize user experience as a key factor in SEO success
We believe in data-driven SEO strategies backed by analytics

What's the CTA? What do we want the reader to do after they read this?

[EG look at products/services, sign up for a demo, watch a video, sign up for our newsletter, download a whitepaper or template, etc.]

Visual Content Overview

What graphics, illustrations, videos, or other visual elements should appear in this piece?

[All good content should have visual assets - we recommend describing those here if you know them in advance so that writers can plan to integrate those into the copy, and so that you can use the same content brief for any designers who work on this project.]

Examples:
Step-by-step diagrams for SEO process flows
Before and after screenshots of successful SEO optimizations
Video tutorials on how to use SEO tools effectively
Custom graphics highlighting key statistics or data points

Metadata

CMS Settings (eg Categories, Tags, Page Templates)

[Blog category or any other CMS-specific setup requirements to be passed along to whoever is building this content on your website.]

Examples:
Category: SEO Strategies
Tags: On-Page SEO, Algorithm Updates, Keyword Research, Mobile Optimization
Page Template: Long-form content with multimedia elements

Additional SEO Resources:
📚 Get my Free SEO Guide (1,187 Ways to Get More Traffic)
🍭 Download My Free SEO Tools List (updated in February 2024)