# SEO content brief

| Working title | Writer | Reviewer |
|---|---|---|
| **Content type**<br>☐ How-to ☐ List ☐ Comparison ☐ Other: | **Due date** | **Publish date** |
| **Where it will be published** | **New post or update?**<br>☐ New ☐ Update (link): | |

## 01 Target audience and goal

| | |
|---|---|
| **Target audience** | |
| **Funnel stage** | ☐ Awareness ☐ Consideration ☐ Decision |
| **Content goal** | |

## 02 Keyword research

Use any keyword tool, plus Google's People also ask.

| | |
|---|---|
| **Primary keyword** | |
| **Secondary keywords** | |
| **Keywords to avoid** | |
| **Search intent** | ☐ Informational ☐ Navigational ☐ Commercial ☐ Transactional |
| **Questions to answer** | |

## 03 Competitor content (SERP analysis)

The top three results that aren't ads.

| # | Title and URL | Word count | What it covers | What it misses |
|---|---|---|---|---|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

| | |
|---|---|
| **AI Overview** | |

## 04 Content angle

| | |
|---|---|
| **Content gap** | |
| **Unique value** | |
| **Editorial angle** | |
| **Target word count** | |

## 05 On-page SEO

| | |
|---|---|
| **SEO title** | |
| **Meta description** | |
| **URL slug** | |

**Ready to write?** You can name the audience, search intent, and content gap in one sentence each.

## 06 Content outline

Questions become H2s. Follow-up questions become H3s.

| Heading level | Heading | Key points | Words |
|---|---|---|---|
| **H1 (title)** | | | |
| **Intro** | | *Primary keyword in the first 100 words* | |
| **H2** | | | |
| **H3** | | | |
| **H2** | | | |
| **H3** | | | |
| **H2** | | | |
| **H2** | | | |
| **FAQ** | | *Questions from section 02* | |
| **Conclusion** | | *CTA from section 08* | |

## 07 Links, sources, and images

Link original sources, not competitors. Credit every image.

| Type | URL or file | Anchor text or use | Checked |
|---|---|---|---|
| Internal link | | | |
| Internal link | | | |
| External source | | | |
| External source | | | |
| External source | | | |
| Image | | | |
| Image | | | |

## 08 Call to action and KPI

| | |
|---|---|
| Call to action (CTA) | |
| KPI | |

## 09 Brand voice and guidelines

| | |
|---|---|
| Voice and tone | |
| Must include | |
| Avoid | |
| Style guide | |