**BRIEF**

**SEO CONTENT**

|  |  |  |
| --- | --- | --- |
| Company: | Contact: | Deadline: |
| Target keyword: | Title: | |
| Word count: | Imagery required: Y/N | CMS upload: Y/N |

|  |  |
| --- | --- |
| **THE BIG IDEA – WHAT ARE WE WRITING?**  Summarize the article in a few sentences |  |
| **TARGET READER – WHO ARE WE WRITING FOR?**  Describe their characteristics and circumstances |  |
| **CONTENT PURPOSE**  What are you hoping to achieve, for you and the reader? |  |
| **TYPE OF CONTENT** |  |
| **OUTLINE**  Required subheadings and subtopics |  |
| **EXTERNAL LINKS - WHY SHOULD THEY BELIEVE US?**  Links to sources, data, further information |  |
| **CALL TO ACTION – WHAT DO WE WANT THEM TO DO?**  The next step for the reader to take |  |
| **COMPETITOR EXAMPLES**  Who’s doing it well |  |
| **IMAGERY**  Style and suggested copyright-free sources |  |
| **INTERNAL LINKS**  Other relevant content on your site |  |
| **BRAND VOICE**  Conversational, formal, witty? Speak as one |  |
| **ABOUT US**  Background to who you’re writing for and our website |  |

**Top tip:** [Surfer SEO](https://surferseo.com/?fpr=surges) is a great tool for SEO content research, outlines and on-page optimisation. So much so, I use it myself!