

SEO Content Brief Template

A practical one-page brief format for planning SEO-driven content before writing begins.

A one-page brief format for planning a single piece of SEO content before writing begins. Copy this structure for each article, brief a writer with it, or use it to self-check a draft.

1. Target Keyword & Intent

- **Primary keyword:** _____
- **Secondary / related keywords:** _____
- **Search intent:** Informational / Commercial / Navigational / Transactional
- **The real question behind the search:** what is the person actually trying to figure out or do?

2. Competitive Snapshot

- Top 3 ranking pages for the primary keyword, and what each does well.
- The gap: what's missing, outdated, unclear or under-explained across those pages.
- The angle: why this piece deserves to outrank them (better structure, more current, more specific, more useful).

3. Content Outline

- **Working title:** _____
- **Meta title** (≤ 60 characters): _____
- **Meta description** (≤ 155 characters): _____
- **H1:** _____
- **H2 / H3 structure:** list each section heading in the order a reader needs them — lead with the direct answer, then build out context, examples and nuance.

4. On-Page Checklist

- Primary keyword appears in the title, H1 and first 100 words.
- 2–4 internal links to genuinely related pages (not forced).
- At least one link to a credible external source backing a claim or stat.
- Descriptive image alt text — not keyword-stuffed.
- Structured data added where relevant (Article, FAQ, HowTo).

- A skim pass: could someone get the core answer from your headings and bolded text alone?

5. Distribution & Internal Linking

- Which existing pages on the site should link into this one?
- Which future pieces should this one link out to, once published?
- Where else does this get shared or repurposed — newsletter, social, sales conversations?

This is a working template, not a rigid checklist — adapt the fields to whatever content workflow you're already running.

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