

Content Brief Template

Summary Information

Strategy Goals	
Audience Insights	
Questions to Answer	
Competitor Examples	
Primary CTA	

SEO Research

Content-Type	
Content Format	
Internal Links	

Target Keywords

Primary Keywords	
Secondary Keywords	

Metadata

Title Tag	
Meta Description	

Blog Post Outline

H1 (Title): Main Heading

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H2: Subheading

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H3: Sub Subheading

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H3: Sub Subheading

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