Content Brief

Fill this in before anyone writes a word. If you can't complete "What makes ours different", you're not ready to write.

Topic / working title	Target URL	Writer	Due date

1. KEYWORDS

One primary keyword per page. Check that no other page on your site targets it.

Keyword	Role	Monthly volume	Difficulty
	Primary		
	Secondary		
	Secondary		
	Secondary		
	Secondary		
	Secondary		

2. SEARCH INTENT

Search the primary keyword and look at what ranks. What format does Google reward?

Format: ☐ How-to ☐ List ☐ Comparison ☐ Definition / explainer ☐ Product / service page

What does the searcher want to do or know?

Who is the reader, and how much do they already know?

3. TOP COMPETING PAGES

The top 3–5 real competitors. Skip forums, Wikipedia and tool homepages.

URL	Words	What they cover well	What they miss or get wrong

4. WHAT MAKES OURS DIFFERENT

Be specific: your own data, real examples, first-hand experience, a better structure. "More detail" doesn't count.

5. OUTLINE

H1 (includes the primary keyword)

H2 / H3 heading	Words	Notes: format, keyword, answer-first sentence

6. INTERNAL LINKS

Anchor text	Target URL

7. PROOF TO INCLUDE

Data, example, quote or image	Source

8. META TAGS

Title tag (50–60 characters, keyword near the front)

Meta description (130–150 characters, ends with a reason to click)