

JACK WILSON

MARKETING RESOURCE

SEO Content Brief Template

The brief I use to make content rank and convert, not just publish.

Content underperforms when the brief is vague. Copy this structure for every page you commission — internally or with a freelancer — and quality becomes repeatable.

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1. Commercial context

- Page URL: _____
- Primary keyword and monthly volume: _____
- Search intent: informational / commercial / transactional
- Business outcome this page owns: _____
- Where it sits in the funnel: _____

2. Audience & angle

- Who is reading, and what do they already believe?
- What is the single question this page must answer?
- What is our differentiated point of view?
- What objections must be handled on the page?

3. Structure

- Working title (under 60 characters, keyword-led)
- Meta description (under 155 characters, benefit-led)
- H1, then H2s mapped to the questions people actually ask
- Required proof: data, case study, screenshot or quote
- Internal links in: _____ Internal links out: _____

4. Standards

- Word count guide with a reason, not an arbitrary target
- Reading level: plain English, no unexplained jargon
- Original assets only — no stock imagery where a real one exists
- Schema type to implement: _____

5. Definition of done

- Primary CTA present above and below the fold
- Indexable, in the sitemap, internally linked from a relevant page
- Baseline metrics recorded on publish date
- Review date booked for 90 days after publication