

Agency Content Brief Template

A practical worksheet for judging content as an organic growth asset, not just a writing output.

Agency intake

Give writers the context required to avoid rework.

Field	Needed detail	Example
Client business	What do they sell?	B2B SaaS
Audience	Who reads it?	Operations leader
CTA	What next?	Book demo

Scope rules

Set expectations before work starts.

Item	Rule	Why
Word range	Approximate	Avoid filler
Revision	One scope-based round	Control workflow
References	Client approved	Reduce wrong assumptions

Delivery checklist

Before sending to client, check quality.

Area	Question	Action
Business role	What job should this page do?	Define action and buyer stage
Proof depth	Can the visitor believe the claims?	Add examples, process or limitations
Conversion path	What should the reader do next?	Improve CTA and next page route

Next step: send one page or brief to contact@contentgait.com for a ContentGait review.