

SEO Content Brief Template

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

Brief before draft

Use this to define intent, information gain and next action before writing.

Field	What to fill	Example
Keyword	Primary search target	seo content writing services
Reader	Who is searching?	Marketing manager
Intent	What do they need?	Compare service options

Information gain

Do not repeat the SERP. Add something useful.

Existing content says	Gap	Our addition
General tips	No process	Brief and QA table
Sales claims	No proof	Sample report
Definitions	No action	Checklist

Delivery notes

Use this section for metadata, internal links and CTA.

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.