



# Content Brief Template

## 1. Project Overview

Provide a brief introduction to the project, including its purpose and the problems it aims to solve.

**Example:** "This project aims to create an in-depth blog series about sustainable living, addressing common misconceptions and providing actionable tips."

## 2. Target Audience

Detailed information about the intended audience, including demographics, preferences, and pain points.

**Example:**

- **Demographics:** Age 25-45, primarily urban dwellers, environmentally conscious
- **Preferences:** Interested in eco-friendly products and lifestyle changes
- **Pain Points:** Overwhelmed by conflicting information about sustainability

## 3. Objectives and Goals

Clearly defined goals and how success will be measured.

**Example:**

- **Primary Goal:** Increase website traffic by 25% over the next three months



- **Secondary Goal:** Generate 50 new leads
- **KPIs:** Page views, engagement rate, lead generation

## 4. Key Messages

The core messages that should be conveyed through the content.

### Example:

- "Small lifestyle changes can significantly reduce your carbon footprint."
- "Sustainable living is accessible and affordable for everyone."

## 5. Tone and Style

Guidelines on the tone and style of the content to ensure consistency with the brand voice.

### Example:

- **Tone:** Informative yet approachable
- **Style:** Focus on practical advice and real-life examples

## 6. Content Structure

An outline of the content structure, including headings, subheadings, and any specific sections that need to be included.

### Example:

# LaAphills

1. Introduction
2. The Importance of Sustainable Living
3. Common Misconceptions About Sustainability
4. Practical Tips for Sustainable Living
  - Reduce, Reuse, Recycle
  - Energy Efficiency
  - Sustainable Shopping
5. Conclusion

## 7. SEO and Keywords

Specific keywords to target and SEO best practices to follow.

### Example:

- **Primary Keyword:** Sustainable living tips
- **Secondary Keywords:** Eco-friendly lifestyle, reduce carbon footprint, green living
- **SEO Practices:** Use keywords in headings, meta descriptions, and throughout the content

## 8. Research and Sources

Any necessary background information, research, and sources that should be referenced.

### Example:

- Statistics from the Environmental Protection Agency
- Research papers on sustainability from academic journals
- Credible articles from environmental blogs



## 9. Visual Elements

Guidelines for any visual elements, such as images, infographics, or videos.

### Example:

- Include at least three high-quality images that illustrate the tips provided
- Use infographics to present statistical data

## 10. Deadline and Deliverables

Clear deadlines and a list of deliverables.

### Example:

- **First Draft Due:** [Date]
- **Final Draft Due:** [Date]
- **Accompanying Visuals Due:** [Date]

## 11. Review and Approval Process

Outline the review and approval process, including key stakeholders.

### Example:

- **Reviewers:** Content Manager, SEO Specialist, Marketing Director
- **Approval Deadline:** [Date]

## 12. Additional Notes

Any other information that might be relevant to the project.

**Example:**

- Link to previous related content for reference
- Special instructions for formatting or style