

# Content briefing template



# Introduction

Briefing templates provide a clear and concise structure for content writers to follow when writing a blog or article, which can help to save time and to produce more consistent and on-brand content.

They can be written by any team member or volunteer that works closely with your website, giving internal or freelance writers guidance when creating a piece of content.

## Instructions

To start off, choose your blog or article topic and do some desk research to determine key themes and what you want your content to cover.

There are three sections at the beginning of the brief that need to be completed with as much detail as possible:

- Background information
- Search intent
- Content examples (weak and strong)

Then start to plan out the blog or article by adding a brief overview of what each section should cover, providing any relevant information, data, links etc that the writer should include.

# Content brief

Background information	
<b>Brief overview of article topic</b>	
<b>Key message/s</b>	
<b>Tone of content</b>	
<b>Target audience(s)</b>	
<b>Main goal of this article</b> What do you want the reader to learn or do after reading it?	
<b>How will you measure the success of this article?</b> Increased traffic, donations, social engagement etc	
<b>Useful information that the content writer can include</b> External links, internal links, videos, information about campaign or cause, data, statistics etc	

Search intent	
Intent	I want to do...
Intent	I want to do...
Intent	I want to do...
Intent	I want to do...
Intent	I want to do...
Intent	I want to do...

Strong content examples	
URL:	Why is it a strong content example?
URL:	Why is it a strong content example?

### Weak content examples

<b>URL:</b>	Why is it a weak content example?
<b>URL:</b>	Why is it a weak content example?

Structure	Content recommendations	New copy
<b>Page title</b>		
<b>Meta description</b>		
<b>Title (H1)</b>		
<b>Proposed URL</b>		
<b>Average read time</b>		
<b>Introduction (H2)</b>		

Structure	Content recommendations	New copy
<p><b>Most important information (H2)</b>                      Who? What?                      When?                      Where?                      How? - What readers must know.</p>		
<p><b>Supporting information (H3)</b>                      Share important details</p>		
<p><b>Other general information (H3)</b>                      Background information etc.</p>		
<p><b>Summary (H2)</b></p>		
<p><b>CTA</b></p>		

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