Article/Blog Assignment Brief

**Overview:**

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| --- | --- |
| **Content type** | What type of blog or article is it? (Listicle, how-to guide, FAQ, etc.) |
| **Word count:** | What’s the target word count for the piece? |
| **Due date:** | When should the first draft be turned in? |
| **Pay:** | What is the pay for this piece? |
| **Writer:** | Who is the writer for the piece? |

**Company:**

|  |  |
| --- | --- |
| **Domain:** | Where will the piece be published? |
| **Industry:** | What type of business wants this content? |
| **Offerings:** | What type of products and or services does the company offer? |
| **USP:** | What sets the business apart from the competition? |

**Content:**

|  |  |
| --- | --- |
| **Topic:** | What is the topic of the piece? |
| **Title:** | Do you have a title? Would you like suggestions? |
| **Target audience:** | Who is the target audience? Describe the buyer persona/personas. |
| **Buyer’s stage** | Where is the target audience in the buyer’s journey (awareness, consideration, decision, retention)? |
| **The goal of the piece:** | What is the main purpose of the blog or article? |
| **Voice and style:** | What voice and tone should be used for this piece?  Do you have voice and style guidelines |
| **Call to action:** | Do you want the readers to take a specific action? |

**SEO:**

|  |  |
| --- | --- |
| **Internal/external links:** | What links should be included? Any specific internal pages or authority sites? How many? |
| **Keywords:** | What keywords are being targeted? Primary, Secondary? Would you like the writer to use any keyword tools? |
| **Competitor content to beat:** | What are the top-ranking pieces you’d like to beat in the SERPs? |

**Research:**

|  |  |
| --- | --- |
| **Suggested resources:** | Are there resources you’d like the writer to use in their research process? |
| **Interview requirements:** | Is an interview/quote required from a subject matter expert? How many? |

**Best Practices/Notes (Examples):**

* Use Grammarly/Hemingway Editor (grade level 8 required) to check all content.
* All content must pass Copyscape 100%.
* Use headings to create a hierarchy structure (H1-H6)
* Oxford comma/no oxford comma?
* Break up the content into short paragraphs for easy reading.
* Keep sentences short and punchy.
* Etc.

**PAGE OUTLINE:**

|  |  |
| --- | --- |
| **Article summary:** | Summarize what you want the article to cover. |
| **Meta description:** | Provide or ask the writer to provide. (155-160 description) |

**What main points should be included in this article?**

Intro:

* (add guiding points)

H2: Main point 1

(brief description)

H2: Main point 2

(brief description)

H3: Subpoint 1

(brief description)

H3: Subpoint 2

(brief description)

H2: etc.

(brief description)

H2: Conclusion

* Wrap up the piece and….
* Call to actio**n**