



Content Brief Template (SERP + NLP + Intent)

A great piece of content starts with a great brief. This template ensures your writers, editors, and SEO team align on **search intent, SERP insights, and NLP-driven keyword opportunities** before a single word is written.

1 Basic Information

- **Content Title / Working Title:** Draft a clear, keyword-aligned title that reflects the searcher's intent.
- **Content Type:** Blog post, guide, landing page, FAQ, product page, video script, etc.
- **Target Audience:** Who are we writing for? Define demographics, pain points, and level of expertise (beginner, advanced, decision-maker).
- **Primary Goal:** Inform, convert, rank for a featured snippet, drive links, build authority, or support a product launch.

 *Pro Tip:* Get alignment on “who” and “why” before “what.” Misaligned goals are the biggest reason content fails.

2 Search Intent Analysis

- **Primary Intent:** Informational (how-to), Navigational (brand/product), Transactional (buy/subscribe), or Commercial Investigation (compare/review).
- **SERP Features Present:** Check Google SERP for featured snippets, People Also Ask boxes, video carousels, shopping ads, maps, or knowledge panels. Note which formats dominate.
- **Top Ranking Pages (List 3-5):** Summarize what they do well (content depth, format, multimedia, authority). Highlight gaps you can improve on.

- **User Journey Placement:** Is the query top-of-funnel (awareness), mid-funnel (consideration), or bottom-of-funnel (decision)? Tailor tone and CTAs accordingly.

 *Pro Tip:* A quick SERP scan tells you 80% of what you need to know about what Google values for a query.

3 Keyword & NLP Opportunities

- **Primary Keyword:** Core term to anchor the piece (from keyword research).
- **Secondary Keywords:** Supporting terms that reinforce context and coverage.
- **NLP Entities & Phrases:** Extract from Google's NLP API, SurferSEO, Clearscope, or similar tools. These are words and concepts Google expects to see in comprehensive content.
- **Questions to Answer:** Pull from People Also Ask, Reddit/Quora threads, and keyword tools to guide subsections.
- **Competitor Gaps:** Identify keywords or topics competitors did not cover and prioritize filling those gaps.

 *Pro Tip:* Think beyond keywords. NLP terms and entity coverage help your content “speak Google’s language” while also sounding natural to readers.

4 Content Outline & Structure

- **Proposed H1:** A clear, compelling headline with the primary keyword.
- **H2s & H3s:** Draft subheadings based on search intent and common questions. Make sure the structure answers queries in a logical, scannable order.
- **Recommended Word Count:** Base on top-ranking competitors, but adjust for depth and quality.
- **Multimedia Notes:** Suggest visuals, screenshots, data charts, or video embeds that add authority and break up text.

- **Internal Linking Opportunities:** Identify 3-5 existing site pages to link for authority flow and user navigation.

 *Pro Tip:* Outlines are not just for writers. They are a roadmap for SEO success and ensure no critical user question is left unanswered.

5 Optimization Guidelines

- **Tone & Style:** Formal, casual, authoritative, or educational? Clarify expectations.
- **Call to Action (CTA):** Define one clear action: download, sign up, request demo, or read related content.
- **Meta Title & Description Drafts:** Pre-write these to ensure keyword alignment and click appeal.
- **Schema Opportunities:** FAQ schema, How-To schema, Product schema, or Review schema, depending on content type.
- **E-E-A-T Elements:** Include author byline, credentials, updated references, and outbound links to authoritative sources.

 *Pro Tip:* Preloading optimization tasks into the brief saves time later and makes content publish-ready faster.

6 Measurement & Success Metrics

- **Primary KPIs:** Organic traffic, rankings for target terms, featured snippet capture, conversions, or assisted conversions.
- **Publishing Timeline:** Draft deadline, review, and go-live date.
- **Update Cycle:** Recommended review in 6-12 months to refresh for algorithm changes and maintain rankings.

 *Pro Tip:* Define “success” upfront. It helps your team measure impact and avoid creating content that never gets revisited.

Final Check Before Writing

Ask:

- Does this brief clearly define **search intent, keyword priorities, and user expectations?**
- Would a writer know exactly what to cover without guessing?
- Does it include enough SERP and NLP insight to stand out from competitors?

If yes, the brief is ready for content creation.

Pro Tip from ScaledOn:

The best briefs don't just tell a writer what to write. They align SEO strategy, audience needs, and business goals so every piece of content works harder for you.

DOWNLOADABLE PDF TEMPLATE:

https://drive.google.com/file/d/1qdMzqYGwAqJa_hPmyNd2H46DP7KuRqro/view?usp=sharing