

ARTICLE BRIEF TEMPLATE

BRIEF TEMPLATE

Article Title:

Video Brief Link:

Style Guide Link:

Full Draft Link:

STAKEHOLDERS INVOLVED:	
SME(s) To Be Interviewed	
Writer	
Editor	
Reviewers	
Approvers	
Bylined Author	

SME Interview Recording(s):

TIMELINE:	
SME Interview(s)	
Outline Due	
First Draft Due	
Target Publish Date	

Description:

Target Audience or Customer Persona:

Target SEO Keywords:

SEO Title:

SEO Meta Description:

Target Word Count:

Internal Links to Include:

Research/Competitor Articles:

Key Points to Cover:

CTA:

Notes:

