Blog Article Brief

Audience/Persona:	
Tone of voice:	Informal, friendly but knowledgeable. Please write in the first person.
Format:	● Capitalize each word in the title, except for prepositions (shorter than 5 characters), articles, and conjunctions ● Same for section headings ● Sections of the article are \<h2>, sub-sections are \<H3> ● Max 3 lines per paragraph ● Emojis are ok ● Oxford commas are ok for a list of things but please don't use commas after 'and' ● Images - roughly 2 per 1,000 words
Length:	(Always flexible on no. of words within reason, just don't stuff it to make up word count, write what feels natural)
Article summary:	
Timescale:	

Keyword Role	Topic/Keyword
Primary	
Secondary	
Secondary	
Secondary	

Article Title (H1):

Remember that the title should contain the primary keyword/phrase toward the beginning.

Intro:

Remember that the article intro should contain the primary keyword/phrase within the first 100 words.

Headings:

You do not need to use these exact headings, they are for guidance on content, structure, topics to cover.

HTML Class	Title	Topic Context
H2		
H3		
H3		
H3		
H2		
H3		
H3		
H3		

FAQ's:

Questions that should be added to the bottom of the article, along with answers.

Q:	
Q:	
Q:	
Q:	
Q:	
Q:	

Relevant Source Links

Any internal or external links to be used in the article.

Link Location	Link Anchor Text	Link URL
Internal		
Internal		
External		
External		

Competitor Articles:

URLs of similar articles that can be used for research/context/article intent.

SEO Checklist

- Use the Primary keyword in URL and H1 title tag
- Ensure the primary keyword is toward the beginning of the title tag
- Use the primary keyword in the first 100 words
- Use primary & secondary keywords in H2, H3 directly and in variations as well
- Remember to use LSI keywords throughout your content - https://lsigraph.com/
- Link to credible external sources
- Add internal links to relevant internal pages
- Ensure your content is grammatically correct
- Add citable elements like stats, quotes, news, graphics and video/audio to make your article link-worthy