SEO & AI content brief template

Create a specific writing brief with audience context, approved facts, source requirements, useful examples and publication checks.

Read. Check. Record.

Use this companion to document a real task. Read the online explanation first, then record the evidence, owner and remaining limitations as you work. A tick confirms a check was performed; it does not guarantee an independent platform outcome.

Open the maintained HTML companion

01 Audience and task

State who the reader is, what triggered the visit and what decision they need to make.

02 Approved inputs

List confirmed business facts and sources. Mark missing prices, credentials, service areas and other uncertain claims.

03 Page structure

Write the direct answer, questions to cover, examples to develop and related resources to link.

04 Quality review

Check accuracy, originality, scope, accessibility, source support and a relevant next action.

05 Maintenance

Assign a publication owner, a correction route and a trigger for a substantive review.

Scope and provenance

Prepared by SEOByIndia with AI assistance. Examples and planning inputs are illustrative. No rankings, AI citations or business results are guaranteed. Keep private customer information out of shared working copies.

Put the checks on record.

Project / website: _____

Owner: _____ Review date: _____

Check 1: Audience and task

State who the reader is, what triggered the visit and what decision they need to make.

Evidence / URL: _____

Decision / next action: _____

Check 2: Approved inputs

List confirmed business facts and sources. Mark missing prices, credentials, service areas and other uncertain claims.

Evidence / URL: _____

Decision / next action: _____

Check 3: Page structure

Write the direct answer, questions to cover, examples to develop and related resources to link.

Evidence / URL: _____

Decision / next action: _____

Check 4: Quality review

Check accuracy, originality, scope, accessibility, source support and a relevant next action.

Evidence / URL: _____

Decision / next action: _____

Check 5: Maintenance

Assign a publication owner, a correction route and a trigger for a substantive review.

Evidence / URL: _____

Decision / next action: _____

Make the next decision clear.

Use one row per unresolved task. State the acceptance check before implementation so completion can be verified separately from later marketing outcomes.

Task / decision	Owner	Acceptance check	Due

Questions to resolve before sign-off

What remains unverified? Which change has not yet been implemented? Did the tracking definition or source guidance change? Who owns the next review?

Continue online

Resource companion and latest context

Writing a useful brief

AI content quality

Primary references

Helpful, reliable content guidance