

Content Briefing

Details	Description
Writer	Who is writing the text?
Expert	Who provides the technical input?
Text delivered on	Date
Title	If necessary, observe maximum character length
Target group	Who is the audience of the article?
Category	Artikel category
Desired length	e.g. 3000 characters
URL	/article-url/
Primary-Keyword	Main keyword
Secondary-Keywords	Other important keywords
Search Intention	What do readers expect to find in the article?
Competitor article	Die drei besten Suchergebnisse des Hauptkeywords
Meta-Title	Observe current maximum number of pixels
Meta-Description	Observe current maximum number of pixels
Image dimensions in px	Dimensions for teasers and article images
Notes	What else is important to mention?