Blog Brief Template

This is a really thorough article about developing content briefs.

Blog Title	Descriptive and must include focus keyword
URL	• Grab keywords from title to create an easy-to-find URL • Should be self-descriptive • Try take out stop words (and, the, but, can, etc) from title and keep larger keywords. • Try avoid numbers
Identify User intent	What is the user expecting to find by reading this blog?
Context/ **Pitch/Big idea**	• No piece exists in a vacuum, so the brief must offer practical contextual information. (naturally refers to other related JFP blogs) • The info required changes depending on format—for example, what a writer needs to create a blog is different from what they need to produce a video script. • If you're briefing a keyword-based piece, this section would include primary and secondary keywords, search intent, and a list of internal links to and from other relevant content.
Focus Keyword	This should be in your title, body copy, and meta data. There should only be one focus keyword per blog. There should never bees 2 blogs using the same focus keyword (this causes cannibalism)
Supporting Keywords	List at least 5 secondary keywords that will help support your content in ranking
Blog Objectives	Each new piece must fit within the larger narrative of JFP. This brief clearly illustrates the company's goal for the piece, its unique take on the topic, and how the company itself and its products/services fit into the story.
Competing blog articles	List URL of good quality URLs that we can glean from

Internal links	List internal links to blogs and other pages owned by JFP that would support your writing. Try to aim for at least 5 internal links. Search for existing JFP blogs on Google –-> In the search bar type in “site:jesusfilm.org/blog/ [insert topic]”
External links	Find at least 3 external links (non-JFP URLs) that would support your content points.
Audience	Believer (needs to be more specific) All briefs should start from the audience, since they are the reason you’re creating something in the first place. This version begins by summarizing who the audience is, their jobs-to-be-done, and what they should take away from the piece.
Technical Level	Beginner/Entry-level
Blog Content Type	E.g. how-to guide
Blog Deliverables	~2,500 word article, images, videos, etc
Blog Outline	Link to the blog outline when it is completed
References (external links)	
Content Category (i.e. missional living)	
Call to action	

Revision #2
Created 2025-04-25 17:36:12 UTC by Mike Shaw
Updated 2025-05-01 19:48:16 UTC by Mike Shaw