



CREATIVE DELIVERY

SEO content brief template

A people-first content brief for defining the reader problem, primary question, useful evidence, structure, internal links, and a real next step.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

You want to create search content that is useful before it is optimized.

WORK THROUGH THE CHECKLIST

☐ 01 **Name the reader question**

☐ 02 **State the helpful outcome**

☐ 03 **Gather original evidence**

☐ 04 **Outline the answer**

☐ 05 **Choose internal links**

☐ 06 **Set a quality review**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.