



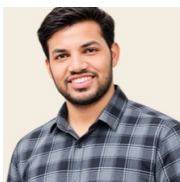
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Free Template

The 5-Box SEO Content Brief Template I Use

Five boxes you fill before anyone writes a word, human or AI. Copy it, fill it in 10 minutes, hand it over.

A copy-paste content brief with the five boxes I fill before any page gets written, a filled example, and a prompt to hand it to a writer or AI tool. Pages fail before they're written; this fixes that part.



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How to use it

1. Copy the blank template in section 1.
2. Fill each box using the 10-minute research steps in section 2. Box 2 first.
3. Hand it to your writer or AI with the prompt in section 4, then check the draft against the brief.

The blank 5-box brief

Copy this into a doc. Every box must be filled before writing starts.

Content brief (blank)

PAGE: [working title]

MAIN KEYWORD: [the search this page targets]

URL: /[slug]

BOX 1. WHO IS SEARCHING AND WHAT DO THEY WANT?

- Who: [type of person, their situation]
- Intent: [learn / compare / visit / buy]
- What they want to leave with: [one sentence]

BOX 2. THE QUESTION AND THE TWO-LINE ANSWER

- The one question: [question]
- The answer in two lines: [write it here, with a number or condition]

BOX 3. WHAT RANKS NOW, AND WHAT IT'S MISSING

- Page type that wins: [guide / list / service page / map]
- Top 3 results: [URL 1] [URL 2] [URL 3]
- What they all cover: [list]
- What they miss: [2-3 things we will add]
- Headings (from People also ask + customer questions): [H2 list]

BOX 4. WHY SHOULD THIS READER TRUST US?

- Who writes or reviews it, and why they know this: [name, experience]
- Proof we can show: [example, price, photo, steps, case]
- Sources to cite: [links]

BOX 5. THE ONE NEXT ACTION

- The action: [book / call / quote / read next page]
- CTA text: [exact words]
- Internal links: [2-3 pages to link to and from]

If you can't fill Box 2, you aren't ready to write the page.

How to fill each box in 10 minutes

1 Box 1 (2 min): who and why

Search the keyword. The page types on page one tell you the intent. Then write who this person is in plain words: 'a homeowner with a leaking roof, wants to know if it's urgent and what it costs'.

2 Box 2 (2 min): the answer

Write the answer you'd give on the phone in two sentences. Include a number or a condition. This becomes the page's opening.

3 Box 3 (3 min): what ranks and the gap

Open the top 3 results. List what they all cover, then what none of them has: a price, a real example, a photo, a local detail. Copy People also ask questions as headings.

4 Box 4 (2 min): trust

Google's helpful content guide asks who made the content, how and why. Write who and why they know this, and what proof you can show.

5 Box 5 (1 min): next action

One action. Write the exact button or link text and the pages this one should link to.

A filled example

Example for a made-up local roofer, to show the level of detail. Replace every line with your own facts.

Filled brief: roof leak repair cost

PAGE: How much does roof leak repair cost?

MAIN KEYWORD: roof leak repair cost

URL: /roof-leak-repair-cost

BOX 1

- Who: homeowner who just found a leak, worried about cost and damage
- Intent: compare, close to buy
- Leaves with: a price range for their kind of leak and whether to call today

BOX 2

- Question: How much does it cost to fix a roof leak?
- Answer: [Your real price range] for most small leaks, more if decking or flashing must be replaced. The cause decides the price, so here's how to tell which one you have.

BOX 3

- Page type that wins: guides with price tables
- What they all cover: national averages, causes
- What they miss: local prices, photos of each cause, 'is it an emergency?' check
- Headings: What affects the price? / Is a roof leak an emergency? / Can I fix it myself? / Repair or replace?

BOX 4

- Written by: [owner name], [years] fixing roofs in [city]
- Proof: 3 photos of real jobs with what each cost
- Sources: [manufacturer guide or local code link]

BOX 5

- Action: get a free inspection
- CTA text: 'Send a photo of your leak, get a price in 24 hours'
- Links: /roof-repair, /emergency-roof-repair, /roof-replacement-cost

Prices in brackets must be your real prices. Don't publish example numbers.

Hand it to a writer or an AI tool

AI writing prompt

You are writing a page for [business], a [type of business] in [city]. Follow the brief below exactly.

Rules:

- Open with the two-line answer from Box 2, word for word or very close.
- Use the headings in Box 3, in that order. Answer each heading in its first sentence.
- Include the proof from Box 4. Do not invent prices, numbers, reviews or experience.

Where you need a fact I didn't give you, write [NEED: ...].

- End with the CTA from Box 5.
- Simple English, short sentences, no filler intros.

BRIEF:

[paste the filled brief]

The [NEED: ...] rule stops the AI from making up facts. Fill every one before publishing.

Check the draft against the brief

Here is a content brief and a draft. For each of the 5 boxes, tell me: does the draft deliver it? Quote the line that does, or say 'missing'. Then list any claim in the draft that isn't supported by the brief.

BRIEF:

[paste]

DRAFT:

[paste]

Run this on every draft, from a person or an AI.

Featured pick

theStacc

theStacc is a paid AI marketing platform that plans, writes, SEO-scores and publishes blog articles to your site (Blog SEO from \$99/month billed yearly, 3-day free trial). If you'd rather not write every page yourself, a brief like this one is still how you check what it produces.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Sources

- Google Search Central: Creating helpful, reliable, people-first content (Who, How, Why) — <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
- Google Search Central: SEO Starter Guide — <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- theStacc — <https://thestacc.com>

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