

SEO, AEO, and GEO Content Brief Template

A detailed content planning workbook for search visibility, answer engine visibility, generative search visibility, editorial quality, and conversion.

How to use

1. Complete the audience, business goal, and search targeting sections before assigning the brief.
2. Review the live search results and record patterns, strengths, gaps, and SERP features.
3. Define the content angle and build the section-by-section structure.
4. Plan entity coverage, direct-answer opportunities, source requirements, and AI citation readiness.
5. Add internal links, external references, visual requirements, and conversion actions.
6. Use the final QA section before publication and during major content updates.

1. Content Project Overview

Project / campaign	Website / domain	Content owner	Writer	Editor	SEO reviewer	Target publish date	Content status	Last updated

2. Audience and Business Goal

Primary audience	Audience knowledge level	Main problem or need	Desired reader outcome	Business goal	Primary conversion action	Secondary conversion action	Product / service connection

3. Search Targeting

Primary keyword	Secondary keywords	Related terms	Parent topic	Topic cluster	Search intent	Funnel stage	Target country	Target language	Target URL	New or existing page

4. SERP Analysis

Competitor URL	Content type	Content format	Primary angle	Key sections covered	Questions answered	Unique strengths	Weaknesses / gaps	SERP features present	Notes

5. Content Angle and Differentiation

Recommended angle	Core promise to reader	Unique information to include	First-hand experience available	Original data available	Expert input available	Examples / case studies	Tools / templates / assets to include	What this page should do better

6. Title, Metadata, and URL

Working title	Alternative title	SEO title	Meta description	H1	Recommended URL slug	Primary CTA	Secondary CTA

7. Recommended Content Structure

Section order	H2	H3 / supporting subsection	Purpose of section	Key points to cover	Question answered	Evidence / source needed	Example needed	CTA opportunity	Writer notes

8. Entity and Topical Coverage

Entity / concept	Why it matters	Section to include it in	Relationship to main topic	Definition needed	Example needed	Source needed	Coverage status

9. AEO Requirements

Target question	Direct answer required	Recommended answer length	Best answer format	Supporting explanation	FAQ placement	Definition opportunity	Comparison opportunity	Step-by-step opportunity	Schema consideration	Status

10. GEO Requirements

Claim / topic likely to be summarized by AI	Clear factual statement needed	Primary source available	Expert attribution	Statistic / data point	Date sensitivity	Entity clarity	Supporting context	Quotable summary point	Citation readiness	Update frequency	Status

11. Source and Evidence Plan

