**BRIEFING**

**[TEMPLATE v.1.9]**

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### INTRODUCTION

#### Welcome

Dear linguist,   
[thank you for your interest and support in this project.]

#### Summary

Here is a short overview of what the project is about:

* [The company is XXX a xxx brand xxx seller]
* [Your task is to write xxx xxx in xxx xxx ]

#### Briefing history

As this project is ongoing and already has been published a few times here are the most important changes from previous briefings:

This is **Briefing version [x.]**

Changes from previous versions:

**V.1.0 Base briefing**

**V.1.1.:**

* [Removed xxx xxxx]
* [xxx]

#### Core system usage guidelines

Out of experience [the following guidelines](https://helpdesk.greatcontent.com/support/solutions/folders/27000059028) will help you to create good quality content.

Please take a moment to review this and refamiliarize even if you are already working with us for longer - as they do change over the course time.

### CONTEXT

#### Company presentation

* Company name: [XXX]
* Company background: [XXX]
* Value Proposition / objectives of the company: [XXX]
* Slogan: [XXX]

**Company website:** [XXX]

**Business type:** agency // brand / manufacturer // retailer // online platform // other

**Industry:** Banking / Finance / Insurance // Consumer Electronics // Dating // DIY / Garden / Pets // Education // Fashion / Beauty // Food / Drinks / Nutrition // Furniture / Household // Gaming / Gambling // Healthcare / Pharma // Legal // Manufacturing / Industry // Media / Entertainment // Mobility / Automotive // Online / Marketing (General) // Real Estate // Retail (Generalist) // Software / Technology // Sports / Outdoors // Travel // Other

**Industry specialization:** [E.g., design, iGaming, Casino, Events & Ticketing]

### AUDIENCE

#### Audience characteristics

* [Gender]
* [Language (e.g. jargon)]
* [Income or job title]
* [Family or relationship status]
* [Needs and aspirations]
* [Problems and concerns]
* [Which social media websites they use]
* [Favourite websites]
* [Buying motivation]
* [Buying concerns]
* [Other]

#### Sample persona

|  |
| --- |
| **[Picture of sample persona]** |

* [XXX]
* [XXX]
* [XXX]
* [XXX]
* [XXX]
* [XXX]
* [XXX]
* [XXX]

### STYLE

#### 

#### Brand CI

* **Text style:** [descriptive / advertising / informative / sales-oriented]
* **Tone of voice:** [e.g., friendly / warm / empathic / neutral / idiomatic / dynamic / humorous / emotional etc.?]
* **Addressing the reader:** [e.g., directly: formal or informal? / Indirectly: don't use 'you', specific requirements?]
* **Style guide / internal jargon:** [add link to style guide if available]
* **Mentioning the company:** [Should the company be mentioned? If yes, how? “we” or in 3rd person?]

#### Language

* **Language style:** [e.g., formal / colloquial / informal]
* **Terminology:** [e.g., special wording, phrases etc.; add link to lexicon if available]
* **Punctuation:** [e.g., use / do not use exclamation marks, question marks, // use “” / ‘ etc.]
* **Spelling requirements:** [e.g., always use uppercase in titles]
* **Abbreviations:** [yes / no, which ones?]
* **Unit of measurement:** [e.g., metric system vs. imperial units / use spaces between number and unit of measurement]
* **Numbering:** [e.g., write all numbers up to 12 in words]
* **Filler words:** [yes / no, which ones? // e.g., do not use fillers like ellipsis (“...”)]
* **Repetitions:** [yes / no, how to use them?]
* **Rhetorical means:** [yes / no, which ones?, e.g., exaggerations / rhetorical question → check of ideas: [Rhetorical devices samples](https://examples.yourdictionary.com/examples-of-rhetorical-devices.html)]
* **Values to be addressed:** [e.g., family / friendship / company values / security / job / religion etc.]
* **Allowed Special characters:** [The following special characters are allowed / banned - [please read the following helpdesk article on how to insert them.](https://helpdesk.greatcontent.com/support/solutions/articles/27000063172-how-to-i-add-special-characters-to-a-text-)]
* **Quotation marks:** [Please use the correct quotation marks which fits to the language you are writing in - [please read the following helpdesk article on how to insert them.](https://helpdesk.greatcontent.com/support/solutions/articles/27000063172-how-to-i-add-special-characters-to-a-text-)]

#### Body structure

* **Sentence structure:** [e.g. short / long, easy / complex, active / passive sentences / conditional forms]
* **Paragraph structure:** [e.g., clear connection between paragraphs]
* **Overall requirements:** [e.g., clear explanation of opinions // no intransparency // always clear explanation where link leads to]

### KEYWORDS

#### General guidelines

* [e.g., Use main keyword 1 x in H1]
* [e.g., Use main keyword 1 x each in meta title and meta description]
* [e.g., Secondary keyword every 200 words]
* [e.g., Usage of plural allowed]
* [e.g., No stopwords]
* [Other]

**Main keyword:** See order briefing

**Secondary keywords:** See order briefing

**Optional keywords:** See order briefing

**Keyword density:** as per order setting

**Blacklist:** [XXX], [XXX], [XXX]

### SEO GUIDELINES

#### General guidelines

* [e.g., Slugs must not contain special characters and must all be lowercase]
* [e.g., Make sure the metatags reflect correctly the content topic of the page]
* [XXX]
* [XXX]
* [XXX]

### CONTENT STRUCTURE AND LAYOUT

Please stick to the structure and layout mentioned below. The layout is specified usually in the order also by technical means. If you encounter any problems [refer to this helpdesk article](https://helpdesk.greatcontent.com/support/solutions/articles/27000063041-i-am-working-on-a-text-with-a-layout-and-i-have-an-unexpected-position-error-what-should-i-do-).

**Meta-title** *(*[xx]*-*[xx] *characters)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Meta-description** *(*[xx]*-*[xx] *characters)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Introduction** *(*[xx]*-*[xx] *words)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Header 1** *(*[xx]*-*[xx] *characters)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Paragraph 1** *(*[xx]*-*[xx] *words)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Header 2** *(*[xx]*-*[xx] *characters)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Paragraph 2** *(*[xx]*-*[xx] *words)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Paragraph 3** *(*[xx]*-*[xx] *words)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

**Conclusion / Closing** *(*[xx]*-*[xx] *words)* **-** [e.g., describe, what should be included in this structure element / which questions should be answered / specific requirements in this structure element]

### 

### TEXT EXAMPLE

[XXXXXXX

XXXXXXX

XXXXXXX

XXXXXXX

XXXXXXX

XXXXXXX]

### ORDER BRIEFING

Your task in detail is to create the following text:

[See Order-Briefing Template]