

Content Strategy Project Requirements Template

Use this template to define and document the requirements for your content strategy project. This document is formatted for printing and manual entry.

1. General Project Information

Project Name:

Project Lead / Owner:

Target Launch Date:

Last Updated:

2. Business Goals & Audience

Primary Business Objective:

Primary Target Audience:

Secondary Target Audience:

User Intent / Core Needs:

3. Content & Editorial Requirements

Key Message / Value Proposition:

Tone and Voice Guidelines:

Content Format / Types (e.g., Blog, Landing Page, Video):

Estimated Word Count / Asset Length:

4. SEO & Technical Requirements

Primary Focus Keyword:

Secondary Keywords:

Required Call to Action (CTA):

Internal Linking Opportunities:

5. Workflow & Governance

Content Creator / Writer:

Editor / Reviewer:

Subject Matter Expert (SME):

Final Approval Authority: