Order Instructions Template

General Information:

Company Name:
Website URL:
Key Competitors:

Brand Positioning:

Target Audience:
Brand Promise:

Brand Voice/Tone

Brand Voice:
Brand Tone:
Additional Notes:

Project Description & Deliverables:

What does the project entail?:
What is the purpose?:
Topics to cover:
Relevant info:

Style Requirements

Internal linking?:
Links:
External Linking?:
Links:
Calls to action?:
Industry-specific Terms to use:
Terms that shouldn't be used:
Bulleted/numbered lists?
Other:

On-Page Optimization

Keywords:
Keyword placement:
Metadata requirement: