

Brief Build Checklist

Seven steps to settle before the first draft. Tick each check as you go.

PAGE / TOPIC _____

DATE _____

01 Single job

What should the reader be able to do?

- ☐ Finish this sentence: After reading, the reader can ____.
- ☐ Name the audience, their starting point and the next action.

02 SERP teardown

What pattern do the top pages reward?

- ☐ Review the top relevant organic results for the target query.
- ☐ Note recurring formats, angles and useful gaps you can fill.

03 Question cluster

Which questions must this page resolve?

- ☐ List the main question, follow-ups and likely objections.
- ☐ Group related questions; cut anything outside the single job.

04 Proof and sources

What supports each claim?

- ☐ Attach a source, example or first-hand evidence to key claims.
- ☐ Check dates and context; flag anything still needing verification.

05 Outline with intent notes

What is each section here to do?

- ☐ Lock the H1 and working H2/H3 structure before drafting.
- ☐ Give each section a job, questions to answer and proof to use.

06 On-page spec

What needs to be ready for publishing?

- ☐ Set the title tag, H1, meta description and proposed URL slug.
- ☐ List internal-link destinations and useful, descriptive anchors.

07 Definition of done

What must pass before the page ships?

- ☐ Confirm the single job is met and all core questions are answered.
- ☐ Verify claims, check links and review the page on mobile.

Ready to draft? Resolve the unchecked items before the handoff.