

The B2B SEO content brief template

Inside this download

The brief format we hand to writers, with anonymised examples, editorial QA gates, and the scoring rubric we use before a page is allowed to ship to production.

The full printable edition is being finalised for typography parity with the web version. This PDF is a branded placeholder so routes, analytics, and legal review can proceed in parallel. Re-download after the publish date shown on veltris.info/playbooks — the file name stays the same.