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| **Subject**E.g. Top 10 THC brands |  |
| --- | --- |
| **Context**What this article is about. |  |
| **Meta title**Title that will appear in search engines |  |
| **Meta description**Description that will appear in Search Engines |  |
| **Content outline**High level outline for the article |  |
| **Target audience**The audience that will read this content |  |
| **Tone of voice**E.g. formal/authoritative… |  |
| **Your company**What is it your company does |  |
| **Example article**Share a few URLs of articles that you like |  |
| **Internal links to include**Links to existing content that should be referred to |  |
| **External links to include**External pages that should referred to |  |
| **SEO keywords to include**Include each keyword at least once in an organic way |  |
| **Required length**Minimum length for the article |  |