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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 |  |