| Title  (Use [Headline Studio](https://coschedule.com/headline-studio) to analyze your headline) |  |
| --- | --- |
| Article Goals | * Goal #1 * Goal #2 |
| Target Audience |  |
| Target Keyword |  |
| Search Intent |  |
| Headings and subheadings of the article (H2s, H3s, etc.). | H1  H2  [if necessary H3]  H2  [if necessary H3]  H1  H2  [if necessary H3]  H2  [if necessary H3] |
| Competing Content in Google |  |
| Internal Link Ideas |  |
| How your post will add more value than what’s on the SERP |  |
| Extra resources like links to PDFs, reports, etc. |  |