



Content Brief

Prepared for: Xerxes Technologies, Illinois	Prepared by: Textuar Communications
Content Type: SEO Blog	Topic: Workflow Automation Software for SaaS Teams
Objective: To create a clear, search-friendly blog that educates SaaS decision-makers, addresses their pain points, and guides them toward the client’s solution.	

Content Brief Field	What to Cover	Example for SaaS Blog Project
Blog Title	Working title of the blog. Keep it clear and SEO-friendly.	How Workflow Automation Software Helps SaaS Teams Improve Productivity
Target Audience	Define who will read the blog and what they care about.	SaaS founders, operations managers, product teams, and startup leaders looking to reduce manual work.
Primary Keyword	Main keyword to optimize naturally across the blog.	workflow automation software
Secondary Keywords	Supporting keywords to include where relevant.	SaaS automation tools, business process automation, team productivity software, automate repetitive tasks
Search Intent	Explain what the reader wants to learn or solve.	The reader wants to understand how automation software improves efficiency, reduces errors, and supports SaaS growth.
Suggested Word Count	Mention expected length range.	1,000 to 1,200 words
Content Angle	Define the main perspective of the blog.	Practical and benefit-driven. Show how SaaS teams can save time, improve collaboration, and scale operations with automation.
Suggested Structure	Mention key sections or H2s.	1. What Is Workflow Automation Software? 2. Why SaaS Teams Need Automation 3. Key Benefits for Productivity 4. Use Cases Across SaaS Teams 5. How to Choose the Right Tool
Tone of Voice	Guide the writing style.	Professional, clear, helpful, and founder-friendly. Avoid heavy technical jargon.
Key Points to Cover	List essential ideas the writer must include.	Manual processes slow SaaS growth. Automation improves task tracking, onboarding, reporting, approvals, and customer support workflows.
Examples to Include	Add realistic examples for credibility.	Example: A SaaS sales team can automate lead assignment, follow-up reminders, and CRM updates to reduce missed opportunities.
Internal Link Suggestions	Mention pages or blogs to link internally.	Link to service page: SaaS content writing services. Link to related blog: How SaaS Companies Can Build a Strong Content Strategy.
CTA	Specify the action readers should take.	Encourage readers to explore how the SaaS company’s automation platform can help their team save time and improve workflow visibility.
SEO Notes	Add optimization guidance.	Use the primary keyword in the title, introduction, one H2, and conclusion. Keep keyword use natural. Add 3 FAQs at the end.
Deliverable Format	Mention final submission format.	Google Doc with H2/H3 formatting, meta title, meta description, FAQs, and CTA.