

## SARAH RUSSELL WRITING PROJECT QUESTIONNAIRE

EFFECTIVE DATE:

EMPLOYER:

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PROJECT DESCRIPTION:

Desired Article Length (*no longer than 750 words*):

Article Titles/Topics:

*Please provide specific article titles/topics or indicate if you'd prefer Sarah Russell to come up with article titles/topics*

Keywords/SEO Parameters:

*Please provide any specific target keywords or desired SEO parameters – ie keyword density – if desired*

Article Slant/Tone:

*Please describe the desired slant (educational, promotional, etc.) and tone (conversational, professional, etc.) for the articles*