# BLOG ARTICLE BRIEF -

# Things to Do in Birmingham During Your Golf Trip

| **Section** | **Copy** |
| --- | --- |
| **Date** | 2/17/23 |
| **Working Title** | Things to Do in Birmingham During Your Golf Trip |
| **Target Buyer Persona(s)** | Leisure Larry |
| **Buyer Persona Pain Point** | Looking for a fun getaway with his buddies where he can work on his golf swing and reconnect with old friends - or for a weekend getaway with his family that still allows him plenty of time for his favorite pastime - golf. |
| **Primary Keyword/phrase**  (Should appear in the title and at least once in the copy. More if it sounds natural.) | golf trip activities |
| **Supporting Keywords**  (Each should appear at least once.) | golf gifts  golf trip  golf  golf vacation  stay and play golf packages  golf courses southeast  golf course  golf packages  golf trips |
| **Meta Description** (<=160 Characters) | TBD once article is complete |
| **Assets**  (Links to articles, brochures, pages, and videos that will help the copywriter.) | Include content from and link off to the following (primarily in the CTA section):   * <https://pursellfarms.com/golf/> * <https://pursellfarms.com/stay-and-play-packages/> * <https://pursellfarms.com/golf/course-preview/>   Other helpful links:   * <https://www.groovygroomsmengifts.com/collections/golf-groomsmen-gifts> * <https://sundaygolf.com/blogs/news/golf-groomsmen-gift-ideas> * <https://www.etsy.com/market/groomsmen_gift_golf> |
| **Points to Make/Summary**  (bullet point outline. Include urls for crosslinks) | * CENTRAL IDEA:things to do in Birmingham when you’re not golfing * Examples   + Top Golf   + Restaurants   + Etc * Activites that you can do at Pursell Farms * End with a “book your stay” for Pursell Farms * Feel free to adjust the order of the piece based on whatever works best for the piece. |
| **CTAs**  (Which call to actions should be included in or supporting the copy. Indicate text link, button, or graphic.) | Request for Proposal |

*REQUIREMENTS:*

* *2000+ words*
* *Make it “skimmable”;*
* *Use keyword/phrase naturally; link to other blog articles on the site with related keyword/phrase where applicable*
* *Bold for emphasis where applicable*
* *Use sub-headings*
* *Use bullets and other formatting techniques that make it easy to skim and digest main points.*
* *Flesch-Kincaide Grade Level should be 5th – 7th grade.* [*http://beta.readability-score.com/text/*](http://beta.readability-score.com/text/)
* *Flesch-Kincaide Reading Ease should be between 60 – 70* [*http://beta.readability-score.com/text/*](http://beta.readability-score.com/text/)