SEO Content Outline

**About Business:** Project or client’s business description

**Core Audience:** Audience [target reader’s location, profession, expertise on the subject ]

**Description of this type of post**:

The goal of the post: Inform the readers about our dealership

Type of the post and what the post intends to do: Informative post, Intention: We want to tell our readers that we are the best MG dealership in Sydney.

What action the post wants readers to take: Contact or visit our dealership to inquire about MG

**English Accent: Please use specific English writing for a specific country. [eg, American English for Audience in the US]**

● Australian

**Audience:**

● General

● **Knowledgeable**

● Expert

**Intent:**

● **Inform**

● Describe

● **Convince**

● Tell a story

**Content-Type:**

● What/ Why

● How-Tos

● Listicles

● Guide

● Checklists & More

**The Tone of Voice:**

● **Formal**

● Informal

● Neutral

● **Professional**

● Bold

**Article Topic/Title**: **H1:**

**Target Word Count: [?]** words (Depending on the content type & search intent). It can be determined using content optimization tools like Surfer SEO, Frase, e.t.c.

● **Aim of the article:** Educate the reader about the topic/KW

● **Please include everything requested in this doc:** >> Writing resources <<

● **Keywords:**

**Primary Keyword:**

**Secondary Keyword:**

**Content Body Outline**

■ Introduction

■ [H2] Sub-Topics/Sub-Heading

● [H3] Sub-Topics/Sub-Heading’

■ [H2] Sub-Topics/Sub-Heading

● [H3] Sub-Topics/Sub-Heading’

■ Final Thought

**Meta title:**

**Meta Description:**

**Page Url:**

**Reference Article:** Here is an example of a similar article. You can use this as a reference/benchmark (top-performing articles on targeted keywords).

● [Top Competing page 1]

● [Top Competing page 2]

● [Top Competing page 3]

**Please write your article in this doc.**

[ Google Docs Link]

Checklist:

❏ Have you used the main keywords correctly?

❏ Have you used the main keywords in the first starting paragraphs?

❏ Have you maintained page titles between 35 to 65 characters?

❏ Have you mentioned the primary keyword in the meta description?

❏ Have you maintained meta descriptions between 150 and 160 characters?

❏ Is the word length correct?

❏ Have you maintained 2 - 5+ outbound/external links?

❏ Have you maintained sufficient internal links among the pages?

❏ Is the image and alt texts well optimized?

❏ Have you used secondary keywords?

❏ Did you give it a final read-over?

If you have ANY questions or ANYTHING is unclear, please ask before you start working.