# Client name - ai virtual agents - - Onsite New Content Brief and OutlineBrief

This brief outlines all the elements you need to include when creating new content, including keywords to include, internal links, and optimizing metadata.

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| **Tone of voice and content formatting considerations for your page** |
| **Format:**   1. **What is your brand tone of voice?** 2. **Do you have any style/brand or editorial guidelines?** 3. **For headers, and subheadings:** 4. **Preferred image or formats** 5. **Use American English and use American English resources (links, stats, etc).**   **Other formatting and tone of voice considerations:**  **Important**: Read this document for the additional tone of voice requirements. |
| **Example pages:** |

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| --- | --- |
| **Word count** | |
| **Competitor Word Count Data** | |
| **Word Count** | **Competitor Page** |
| Suggested word count |  |
| **SEO Rationale** | Based on competitive analysis and target keyword difficulty. |
| **Link to the SPA** | https://example.com/spa-report |
| **Note to writer** | This data is from the single-page analysis conducted by the SEO team from the top, most relevant competitors. Please use the table above and the suggested targeted word range. This is necessary to ensure content is up to standard with the search results page. It is encouraged to practice due diligence by taking a look at these competitors and the word count data to see how our own content can fare against them. If you feel that you have properly fulfilled the brief and exhausted all resources without achieving this word count, please raise with the editing team.  If you feel that you have properly fulfilled the brief and exhausted all resources without achieving this word count, please raise with the editing team. |

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| **Audience** | |
| **Audience type** | ***SEO to fill in*** |
| **Audience notes** |  |

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| **Keyword research** | | |
| **Keyword** | **Search volume** | **On-page Action** |
| ***SEO to fill in*** | ***SEO to fill in*** | ***SEO to fill in*** |
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| **Notes to writer** |  | |

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| **Include these internal links in the body copy** | | |
| Number | URL  *(the link to insert)* | Anchor text  (*the text used to link from*) |
| 1 | ***Editor to fill in*** | ***Editor to fill in*** |
| 2 |  |  |
| 3 |  |  |
| **Notes to writer** | Please include the internal links above naturally in the body copy. | |

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| **Competitors to beat** | |
| ***SEO to add top 5 competitors*** | |
| **Notes to writer** | Please read through these competitors so you know what to beat, our content needs to be like theirs but better, more useful and more engaging to the reader. It is incredibly important you ***DO NOT LINK to any of your competitors*** in your content. |

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| **Sources and additional reading** | |
| ***Editor to add any additional resources, stars or data points that will be relevant to writing the content (3 or 4)*** | |
| **Notes to writer** | Please read through and use these sources to help you craft your content.  Essential reading: [Client guidelines here] |

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| **NOT FOR WRITERS**  **Page metadata** | |
| Page Title | "The Power of Virtualization: Revolutionizing Industries with AI-Powered Virtual Agents" |
| Meta Description | "Discover how virtualization is transforming industries through the use of AI-powered virtual agents, improving efficiency, accuracy, and customer satisfaction." |
| URL |  |
| **Notes to editor:** | Both page titles and meta descriptions have a maximum pixel count to stick to, otherwise they will appear truncated in SERPs. (We measure in pixels, not characters, because not all characters are equal in size - a ‘W’ takes up more room than an ‘I’).  You ***must*** use [this tool](https://www.highervisibility.com/seo/tools/serp-snippet-optimizer/) to check that you are within the pixel limit.  You need to target the primary keyword as early as possible in the page title and also include it within the meta description along with relevant secondary keywords in the meta description if possible.  As well as keyword targeting, the page title and meta descriptions are there to increase click through rate. So the copy has to be as engaging as possible to encourage a user to click. The best way to improve click through rate is by searching for the keyword you are targeting and checking what else is appearing in the SERPs, you now need to craft a page title and meta description that is more ‘click-encouraging’ than what is already ranking. |

## Outline

Here is the comprehensive SEO content brief for the target keyword "virtual" with an informational search intent:  
  
## 1. Target Audience  
\* \*\*Demographics:\*\* Professionals aged 25-45, primarily from industries such as technology, healthcare, and finance.  
\* \*\*Psychographics:\*\* Interests include innovation, automation, and digital transformation; values efficiency, accuracy, and convenience; attitudes are open-minded and curious.  
\* \*\*Pain Points:\*\*  
 + Difficulty understanding the concept of virtualization  
 + Need for efficient workflows and streamlined processes  
 + Desire to stay updated on the latest technological advancements  
\* \*\*Needs/Goals:\*\*  
 + Learn about the basics of virtualization  
 + Understand how virtual agents can improve customer service  
 + Discover applications of AI in various industries  
  
## 2. Search Intent  
\* \*\*Primary Intent:\*\* Informational  
\* \*\*User Goal:\*\* To gain a deeper understanding of what "virtual" means and its implications on different aspects of life.  
\* \*\*Content Role:\*\* This content will serve as an educational resource, providing a comprehensive overview of the concept of virtualization, its applications, and its impact on various industries.  
  
## 3. Tone of Voice  
[This section will be updated manually after generation.]  
  
## 4. Word Count  
Estimated word count range: \*\*1,500-2,000 words\*\*  
  
## 5. Keyword Research Heading Structure  
\*\*Main Keyword:\*\* virtual  
  
\*\*Supporting Keywords:\*\*  
\* ai  
\* ai virtual  
\* virtual agents  
\* agents  
\* ai virtual agents  
\* agent  
\* ai virtual agent  
\* virtual agent  
\* customer  
\* ai virtual agents ai  
\* virtual agents ai virtual  
\* agents ai virtual  
\* virtual ai agent  
\* virtual agents ai  
\* agents ai virtual  
  
\*\*Potential H2 Headings (based on keywords):\*\*  
\* What is Virtualization?  
\* The Evolution of Virtual Agents  
\* Applications of AI in Customer Service  
\* How Virtualization is Revolutionizing Industries  
\* The Future of Virtual Technology  
  
## 6. Content Outline  
### Introduction  
\* Hook: "In today's digital age, the concept of virtualization has become increasingly important."  
\* Overview: This content will explore the world of virtualization and its various applications.  
\* Problem statement: Many individuals struggle to understand the basics of virtualization.  
  
### What is Virtualization?  
\* Definition: A brief explanation of what virtualization means and how it works.  
\* History: A concise overview of the evolution of virtualization.  
\* Key benefits: The advantages of using virtualization in different industries.  
  
### The Evolution of Virtual Agents  
\* Definition: An explanation of what virtual agents are and their role in customer service.  
\* Advantages: The benefits of using virtual agents, including improved efficiency and accuracy.  
\* Challenges: The potential challenges faced by organizations adopting virtual agents.  
  
### Applications of AI in Customer Service  
\* Overview: A general introduction to the use of artificial intelligence (AI) in customer service.  
\* Virtual agent applications: Examples of how virtual agents are being used in different industries.  
\* Benefits: The advantages of using AI-powered virtual agents, including improved customer satisfaction and reduced costs.  
  
### How Virtualization is Revolutionizing Industries  
\* Overview: A general introduction to the impact of virtualization on various industries.  
\* Case studies: Specific examples of how virtualization has improved efficiency and productivity in different sectors.  
  
### Conclusion  
\* Summary: A brief summary of key takeaways from the content.  
\* Call to action: "Learn more about the latest advancements in virtual technology."  
\* Next steps: Suggestions for readers to explore further resources on the topic.  
  
## 7. Call to Action (CTA)  
\* \*\*Primary CTA:\*\* Learn more about the latest advancements in virtual technology.  
\* \*\*Secondary CTAs (if any):\*\* Explore related articles or sign up for a newsletter.  
\* \*\*Placement:\*\* End of article, within relevant sections.  
  
## 8. Suggested Title and Meta Description  
\* \*\*Recommended Title:\*\* "The Power of Virtualization: Revolutionizing Industries with AI-Powered Virtual Agents"  
\* \*\*Meta Description:\*\* "Discover how virtualization is transforming industries through the use of AI-powered virtual agents, improving efficiency, accuracy, and customer satisfaction."  
  
## 9. Frequently Asked Questions (FAQs)  
\* \*\*Q: What are the benefits of using virtual agents in customer service?\*\*  
\* \*\*A:\*\* Virtual agents can improve customer satisfaction by providing quick and accurate responses to common inquiries, freeing up human customer support representatives to focus on more complex issues.  
\* \*\*Q: How do AI-powered virtual agents differ from traditional chatbots?\*\*  
\* \*\*A:\*\* AI-powered virtual agents use machine learning algorithms to learn from user interactions and improve their responses over time, whereas traditional chatbots are limited by pre-programmed rules and lack the ability to adapt.  
\* \*\*Q: Can virtualization be used in industries other than customer service?\*\*  
\* \*\*A:\*\* Yes, virtualization has applications in various industries, including healthcare, finance, and education, where it can improve efficiency, reduce costs, and enhance decision-making.