# Client name - seo keyword research - - 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 | "SEO Keyword Research Seo: A Comprehensive Guide to Improving Your Online Presence" (under 60 characters) |
| Meta Description | "Discover the importance of SEO keyword research and learn how to conduct effective research for improved search engine rankings and online success." (under 160 characters) |
| 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 "seo keyword research seo" in strict Markdown format:  
  
## 1. Target Audience  
\* \*\*Demographics:\*\* Professionals aged 25-45, primarily from the marketing and digital industries.  
\* \*\*Psychographics:\*\* Interested in staying up-to-date with the latest search engine optimization (SEO) trends and techniques to improve their online presence.  
\* \*\*Pain Points:\*\*  
 + Difficulty finding relevant SEO keyword research strategies  
 + Struggling to analyze and interpret SEO data effectively  
 + Needing help to stay ahead of algorithm updates and changes in the SEO landscape  
\* \*\*Needs/Goals:\*\*  
 + Understanding how to conduct effective SEO keyword research for improved search engine rankings  
 + Learning best practices for analyzing and interpreting SEO data  
 + Staying informed about the latest trends and techniques in SEO keyword research  
  
## 2. Search Intent  
\* \*\*Primary Intent:\*\* Informational  
\* \*\*User Goal:\*\* To learn more about conducting SEO keyword research and how it can improve their online presence.  
\* \*\*Content Role:\*\* This content will serve as a comprehensive guide to help users understand the importance of SEO keyword research, provide actionable tips and strategies for conducting effective research, and offer insights into the latest trends and techniques in the field.  
  
## 3. Tone of Voice  
[THIS SECTION IS FOR CLIENT-SPECIFIC TONE OF VOICE. IT WILL BE UPDATED MANUALLY AFTER GENERATION.]  
  
## 4. Word Count  
\*\*1,500-2,000 words\*\*  
  
## 5. Keyword Research Heading Structure  
\*\*Main Keyword:\*\* \*\*seo keyword research seo\*\*  
  
\*\*Supporting Keywords:\*\*  
\* List of relevant terms:  
 + seo keyword research strategy  
 + seo keyword research effectively  
 + keyword research effectively seo  
 + research effectively seo keyword  
 + effectively seo keyword research  
 + seo seo keyword research  
 + seo keyword research techniques  
 + seo keyword research software  
 + analyze seo keyword research  
 + seo keyword research courses  
 + keyword research data seo  
 + research data seo keyword  
 + data seo keyword research  
 + keyword research pricing models  
 + research pricing models comparison  
  
\*\*Potential H2 Headings (based on keywords):\*\*  
\* How to Conduct Effective SEO Keyword Research  
\* Understanding the Importance of SEO Keyword Research for Online Success  
\* Best Practices for Analyzing and Interpreting SEO Data  
\* Tips and Strategies for Improving Your SEO Keyword Research Game  
\* Staying Ahead of Algorithm Updates: The Latest Trends in SEO Keyword Research  
  
## 6. Content Outline  
### Introduction  
\* Compelling hook or opening statement  
\* Brief overview of what the content will cover  
\* Statement of the main problem or question the content will address  
  
### [LLM GENERATED H2 HEADING IDEA 1]  
\* Detailed sub-points/topics for this H2:  
 + The Importance of SEO Keyword Research for Online Success  
 + Understanding Your Target Audience: A Key to Conducting Effective SEO Keyword Research  
 + How to Identify Relevant Keywords and Phrases for Your Online Content  
  
### [LLM GENERATED H2 HEADING IDEA 2]  
\* Detailed sub-points/topics for this H2:  
 + Best Practices for Analyzing and Interpreting SEO Data  
 + Tips for Improving Your SEO Keyword Research Skills  
 + The Role of LSI Keywords in Effective SEO Keyword Research  
  
### [LLM GENERATED H2 HEADING IDEA 3]  
\* Detailed sub-points/topics for this H2:  
 + Understanding the Basics of Algorithm Updates and Their Impact on SEO Keyword Research  
 + Staying Ahead of the Competition: Tips for Conducting Advanced SEO Keyword Research  
 + The Future of SEO Keyword Research: Trends and Predictions  
  
### [LLM GENERATED H2 HEADING IDEA 4]  
\* Detailed sub-points/topics for this H2:  
 + How to Use SEO Keyword Research to Improve Your Online Content  
 + Strategies for Optimizing Your Website for Search Engines Using SEO Keyword Research  
 + The Importance of Measuring and Analyzing the Success of Your SEO Keyword Research Efforts  
  
### Conclusion  
\* Summary of key takeaways  
\* Call to action (e.g., "Learn more," "Sign up," "Contact us")  
\* Next steps for the reader  
  
## 7. Call to Action (CTA)  
\* \*\*Primary CTA:\*\* Learn more about SEO keyword research strategies and best practices.  
\* \*\*Secondary CTAs:\*\* Sign up for a free consultation or contact us for more information.  
\* \*\*Placement:\*\* End of article, within relevant sections.  
  
## 8. Suggested Title and Meta Description  
\* \*\*Recommended Title:\*\* "SEO Keyword Research Seo: A Comprehensive Guide to Improving Your Online Presence" (under 60 characters)  
\* \*\*Meta Description:\*\* "Discover the importance of SEO keyword research and learn how to conduct effective research for improved search engine rankings and online success." (under 160 characters)  
  
## 9. Frequently Asked Questions (FAQs)  
\* Q: What is the most important step in conducting SEO keyword research?  
A: Understanding your target audience and identifying relevant keywords and phrases.  
  
Q: How do I stay ahead of algorithm updates and changes in the SEO landscape?  
A: By staying informed about the latest trends and techniques, and continuously monitoring your website's performance.  
  
Q: Can you provide some tips for improving my SEO keyword research skills?  
A: Yes, start by conducting thorough keyword research, use a combination of short-tail and long-tail keywords, and analyze your data to identify areas for improvement.