# Client name - seo keyword research strategy - - 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 Strategies: A Comprehensive Guide" (under 60 characters). |
| Meta Description | "Discover the most effective SEO keyword research strategies for improving online visibility. Learn how to choose the right keywords, conduct competitor research, and leverage advanced tools in this comprehensive guide." (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 strategies" in strict Markdown format:  
  
## 1. Target Audience  
\* \*\*Demographics:\*\* Age range: 25-45; Profession: Digital marketing professionals, entrepreneurs, and small business owners; Location: Global.  
\* \*\*Psychographics:\*\* Interests: Search engine optimization (SEO), digital marketing, online visibility; Values: Professional growth, staying up-to-date with industry trends; Attitudes: Analytical, curious, open to learning.  
\* \*\*Pain Points:\*\*  
 1. Difficulty finding relevant and accurate SEO keyword research strategies.  
 2. Struggling to improve website rankings despite efforts.  
 3. Limited understanding of how to apply SEO principles effectively.  
 4. Frustration with trial-and-error approaches to keyword research.  
\* \*\*Needs/Goals:\*\*  
 1. Learn effective SEO keyword research strategies for improved online visibility.  
 2. Understand how to identify and target relevant keywords for specific industries or niches.  
 3. Develop a comprehensive approach to keyword research for successful content marketing.  
  
## 2. Search Intent  
\* \*\*Primary Intent:\*\* Informational - users seek to learn about SEO keyword research strategies, understand the process, and gain knowledge on how to apply it effectively.  
\* \*\*User Goal:\*\* Users aim to improve their online presence, increase website traffic, and enhance search engine rankings by leveraging effective SEO keyword research strategies.  
\* \*\*Content Role:\*\* This content will fulfill the user's intent by providing actionable insights, real-world examples, and expert advice on SEO keyword research strategies.  
  
## 3. Tone of Voice  
[Client-specific tone of voice]  
  
## 4. Word Count  
\*\*1,500-2,000 words\*\*  
  
## 5. Keyword Research  
\*\*Main Keyword:\*\* seo keyword research strategies  
  
\*\*Supporting Keywords:\*\*  
\* List 10-15 additional relevant keywords, entities, and LSI terms:  
 + Seo keyword research  
 + Keyword research strategy  
 + Seo keyword research tips  
 + Seo keyword research seo  
 + Keyword research techniques  
 + Keyword research strategy examples  
 + Improve website rankings  
 + Website rankings  
 + Effective seo keyword research  
 + Techniques for improving search engine rankings  
  
\*\*Additional Important Keywords to Consider:\*\*  
seo keyword research, keyword research strategy seo, seo keyword research tips, seo keyword research seo, keyword research techniques seo, keyword research strategy examples, improve website rankings seo, website rankings seo keyword, effective seo keyword research, seo keyword research techniques, keyword research campaign seo, research techniques seo keyword, techniques seo keyword research, seo keyword research campaign, campaign seo keyword research  
  
## 6. Content Outline  
### Introduction  
\* Hook: The importance of SEO keyword research in today's digital landscape.  
\* Overview: Briefly explain the purpose and scope of the content.  
\* Main problem or question: "What are the most effective SEO keyword research strategies for improving online visibility?"  
  
### H2 Heading Example 1: Choosing the Right Keywords  
#### H3 Sub-heading 1.1: Understanding Keyword Types  
\* Sub-point 1.1.1: Definition of informational, navigational, and transactional keywords.  
\* Sub-point 1.1.2: Examples of each keyword type.  
  
#### H3 Sub-heading 1.2: Conducting Competitor Research  
\* Sub-point 1.2.1: Importance of competitor research in SEO keyword selection.  
\* Sub-point 1.2.2: Methods for conducting competitor research (e.g., Google Analytics, Ahrefs).  
\* Sub-point 1.2.3: Tips for analyzing and leveraging competitor data.  
  
### H2 Heading Example 2: Keyword Research Tools  
#### H3 Sub-heading 2.1: Overview of Popular Tools  
\* Sub-point 2.1.1: Description of popular keyword research tools (e.g., Google Keyword Planner, Ahrefs, SEMrush).  
\* Sub-point 2.1.2: Strengths and limitations of each tool.  
  
#### H3 Sub-heading 2.2: Advanced Techniques for Enhanced Insights  
\* Sub-point 2.2.1: Using keyword clustering for deeper insights.  
\* Sub-point 2.2.2: Leveraging Google Trends data for topic research.  
\* Sub-point 2.2.3: Tips for combining multiple tools and techniques.  
  
### Conclusion  
\* Summary of key takeaways.  
\* Call to action: "Learn more about SEO keyword research strategies" or "Sign up for our SEO training program."  
\* Next steps: Suggestions for readers to implement their newfound knowledge and continue learning.  
  
## 7. Call to Action (CTA)  
\* \*\*Primary CTA:\*\* Learn more about SEO keyword research strategies.  
\* \*\*Secondary CTAs:\*\* None  
\* \*\*Placement:\*\* End of article, within relevant sections.  
  
## 8. Suggested Title and Meta Description  
\* \*\*Recommended Title:\*\* "SEO Keyword Research Strategies: A Comprehensive Guide" (under 60 characters).  
\* \*\*Meta Description:\*\* "Discover the most effective SEO keyword research strategies for improving online visibility. Learn how to choose the right keywords, conduct competitor research, and leverage advanced tools in this comprehensive guide." (under 160 characters).  
  
## 9. Frequently Asked Questions (FAQs)  
\* \*\*Q: What is the importance of long-tail keywords in SEO?\*\*  
\*\*A:\*\* Long-tail keywords are more specific phrases with lower search volumes, but they also have lower competition and higher conversion rates.  
  
\*\*Q: How do I identify relevant keywords for my industry or niche?\*\*  
\*\*A:\*\* Conduct thorough research using tools like Google Keyword Planner, Ahrefs, or SEMrush to identify relevant keywords and phrases.  
  
\*\*Q: What are the benefits of using keyword clustering in SEO?\*\*  
\*\*A:\*\* Keyword clustering helps you identify related keywords and topics, allowing you to create more targeted content and improve your search engine rankings.