# Client name - {{ main\_topic\_keyword }} - {{ page\_type }} - 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:** {{ tone\_of\_voice\_content }}  **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 | {{ target\_word\_count\_range }} |
| **SEO Rationale** | {{ seo\_rationale\_content }} |
| **Link to the SPA** | {{ link\_to\_spa\_content }} |
| **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** | {{ target\_audience\_content }} |

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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** | {{ keyword\_research\_content }} | |

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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 | {{ recommended\_title }} |
| Meta Description | {{ meta\_description }} |
| URL | {{ url\_content }} |
| **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

{{ content\_outline }}