

SEO Content Briefs (Process Samples)

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Content Brief: Microplastics in Water

Search Intent: Informational / Educational

Primary Keywords: microplastics in water, microplastics health effects

Secondary Keywords: bottled water microplastics, water filtration

Outline:

- Definition and sources of microplastics
- Presence in drinking water
- Current health evidence
- Practical risk reduction steps

Content Brief: pH Claims in Wellness

Search Intent: Informational / Mythbusting

Primary Keywords: alkaline water health claims, body pH balance

Secondary Keywords: acid alkaline diet, wellness marketing myths

Outline:

- Explanation of pH physiology
- Common marketing claims
- Evidence supported findings
- Consumer guidance