

Content Brief

This brief contains the requirements that need to be fulfilled in order for your content to start ranking and driving impressions/clicks. This can be integrated into any unique angle you may have on the the subject.

Primary keyword: seo content brief

Secondary keywords: seo content briefs, seo content brief template, seo content breif examples, how to create seo content brief, what is an seo content brief

Expected word count: SEMrush: 1413. Aim for 2000 based off top competitors

Target audience: Marketers and Buisness owners

Solution: Better understand how to create a content brief for your content team.

Purpose: Explain the key elements of importannce, pitfalls, and key elements of an SEO content breif.

Brand voice: Explain an SEO content brief so simply that a person with zero marketing knowledge will understand it by the end of the article.

Internal links:

- Anchor text = “on-page SEO checklist” / URL = <https://ctdickow.com/on-page-seo-checklist/>

External links:

- Anchor text = “one or two external links” / URL = <https://tempestamedia.com/2023/02/09/how-many-external-links-should-be-within-my-content/>
- Anchor text = “steal like an artist” / URL = <https://creativityclasses.com/good-artists-copy-great-artists-steal/>

Competitor links:

Top 3 Competitors:

- <https://www.semrush.com/blog/seo-content-brief/>
- <https://rockcontent.com/blog/seo-content-brief/>
- <https://www.usetopic.com/blog/seo-content-briefs-guide/>

Title: SEO Content Brief | The Ultimate Guide

Meta description: Ever wonder how to craft the perfect SEO content brief? Find out how I cracked the code and learn how to create a stupidly simple content brief!

URL slug: /seo-content-brief

Semantically related keywords: style guide

content outlines

ranks for your target keyword

search engines

piece of content

meta descriptions
content strategist
content brief is a document
writers create
blog posts
target audience
type of content
ensure your content
search terms
seo focused content
content writers
call to action
primary keyword
organic traffic
target keywords

<h1> SEO Content Brief

<introduction>

<h2> Subheading #1

<h2> Subheading #2

<h2> Subheading #3

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<h2> Final Thoughts