How To Create A Content Brief

A content brief is a document that contains the direction and details of what the piece you are writing will include. When you are writing for SEO, content briefs can be particularly helpful in making sure your content will perform well. Everything you write for your blog should have a purpose, provide value, or answer a question - and it also needs to contain the basic SEO elements. You want to make sure your hard work pays off!
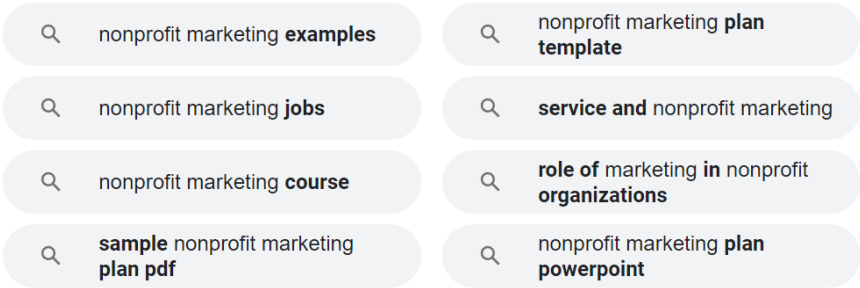
Step 1: Keyword Research

Using your keyword research tool, determine which keyword(s) you are going to use for this piece of content.

In order to do keyword research, we recommend brainstorming relevant topics in your industry. Then, put yourself in your audience's shoes. What might they be searching for on Google? What questions can you answer for them? Add all of these ideas to your brainstorming list.

Research terms that are related to the terms you identified while brainstorming. See what results come up when you Google search the terms on your list.

Use Google's related search terms at the bottom of your page to find more keyword ideas. Here's an example of the related terms that are displayed for the search term, "Nonprofit marketing."

🔍 nonprofit marketing **examples**	🔍 nonprofit marketing **plan template**
🔍 nonprofit marketing **jobs**	🔍 **service and** nonprofit marketing
🔍 nonprofit marketing **course**	🔍 **role of** marketing **in** nonprofit **organizations**
🔍 **sample** nonprofit marketing **plan pdf**	🔍 nonprofit marketing **plan powerpoint**

Goooooooooogle >

1 2 3 4 5 6 7 8 9 10   Next

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Lastly, you will want to conduct competitor research. What are your competitors creating content about? What organizations appeared in the search results when you researched the keywords you'd like to use.

Step 2: Access Your SEO Tools (See our list of preferred tools)

Use SEO tools to search for some of the keywords you've listed during step 1. Enter a keyword or phrase into the tool to determine the keyword difficulty and see what content is ranking for that term.

Identify which keyword you will focus on using for this specific content brief.

Step 3: Identify Existing Related Content

- A content brief may be an edit of pre-existing content on a site or the creation of an entirely new piece of content. The type of content brief is dependent upon the quality and quantity of the existing related content on the site.
- If there is existing content on the website related to the keywords, the content brief can focus on:
  - Collecting back-links to put in anchor text in the content.
  - Adjusting the format (correcting headers and adding structured data)
  - Creating new headers, title tags, and slugs
- If there is no existing related content on the site, the content brief can focus on:
  - Observing what ranking competitor's content contains
  - Creating the structure for a new content piece based on ranking content and other SEO best practices

Step 4: Begin Filling In Your Content Brief Template

- Always make a copy of the content brief outline template for each new blog post you create.
- Under "Competitive Examples" place URLs of existing ranking content that follow SEO best practices that you can use as inspiration.
- In the "Existing Content", place the URLs of existing related content
- Under the content section, organize potential headers and suggestions for content based on SEO best practices and ranking content.

Let's take a look at an example:

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The Anatomy of an SEO Content Brief

[Insert Topic of Blog Here] | [Your Organization]

Content Strategy
A brief summary of your content strategy can go here. Always remember the purpose of your content!

URL	[What will the proposed URL of your blog be?]
Title	[Topic of your blog here]
H1	[Actual title of your blog here]
Meta Description	[Brief 1-2 sentence summary of your blog post here]
Word Count	[About how long will this blog be?]

Keyword Targets	Monthly Search Volume	Keyword Variation Usage Goal
[This is where you list the keywords you will be using in order of search volume]	[Use your keyword research tool to determine this]	5x
		2-3x
		2-3x
		1-2x
		1-2x

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Related Keywords

- Google utilizes semantically related terms to further understand and rank pages. These related terms don't need to contain the keyword targets but they should be associated or relevant to the head keyword.
- You will need your keyword research tool to list these terms here.

Competitive Examples

- Here is where you list the links of other blog posts on the same topic that are currently ranking for the keywords you plan to use for this piece.
- These examples can be used as inspiration and to challenge yourself to create a piece with even more value.

Content Layout Structure

- Headers provide structure and context to your content which helps both the user and search engine. H2s can serve as main topics and H3s-H4s shall serve as subtopics. <u>Keywords should be included in headers.</u>

<H1> Header/Title

This is where the intro paragraph would go. If there are multiple paragraphs just be sure they are no longer than 4-5 lines each.

- ## <H2> Heading

Text goes here describing what content will be talked about or listed below in H3 and H4 headings.

- ### <H3> Sub Content To H2 Topic Listed Above. This could be bulleted info or numbered content
  - <h4> Sub content to above H3 Content. This could be bulleted info or numbered content
  - <h4> Bullet 2. Include as many bullets as needed.
- ### <H3> Heading
  - More content included here if needed. Can be H4 format or just paragraph format

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- ## <H2> Heading

The text here can be multi-paragraphs. We just include H3 and 4 in case there are sub-points

  - ### <H3> Heading

    Paragraph under H3 heading.

Use as many headers as you need to complete your post.

Existing Linking Recommendations

- Internal links help to improve site architecture, authority distribution, and user experience. When we're assessing their content we should also check for broken status 4xx links and make these recommendations within these sections.

URL	Proposed Anchor Text
[Paste the URL of your existing blog posts here]	[What words within your writing will be hyperlinked]

Example of a Completed Content Brief

SEO Content Brief | Community Boost Consulting

Content Strategy

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Optimize existing content by rewriting, restructuring, and refreshing various attributes on-page. Refreshing existing content will likely result in an increase in traffic due to improved visibility within Search Engine Results Pages (SERPs) for keyword targets and related terms.

URL	**Proposed: what-is-seo**
Title	**Proposed: What Is SEO? / Community Boost Consulting**
H1	**Proposed: What Is Search Engine Optimization**
Meta Description	**Proposed: Search Engine Optimization is a complex process that**
Word Count	**Proposed: 1,500-2,000**

Keyword Targets	Monthly Search Volume	Keyword Variation Usage Goal
What is SEO Marketing	3.5k	5x
What is SEO Writing	450	2-3x
How to make an SEO strategy	50	1-3x

Related Keywords

- Google utilizes semantically related terms to further understand and rank pages. These related terms don't need to contain the keyword targets but they should be associated or relevant to the head keyword.

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Competitive Examples

- https://www.semrush.com/blog/what-is-seo/
- https://neilpatel.com/what-is-seo/
- https://searchengineland.com/guide/what-is-seo

Content Layout Structure

- Headers provide structure and context to your content which helps both the user and search engine. H2s can serve as main topics and H3s-H4s shall serve as subtopics. Keywords should be included in headers.

<H1> What is SEO Marketing?

Add a paragraph about what SEO is, and why it's important to focus on in your marketing mix.

<H2> How Does SEO Work

Mention search engine algorithms and how different aspects of a website's structure can affect organic rankings.

<H3> On Page SEO

Information about what on-page SEO is, how it helps Google's algorithm

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<H4> Content

Talk about how SEO focuses on creating relevant content that answers user's queries

<H4> Title Tags

Talk about what title tags are, and how they help the search engine's algorithm

<H4> Meta Descriptions

Talk about what meta descriptions are and how they help the search engine's algorithm

<H4> Header Structure

Outline the proper header structure used in SEO and mention how it signifies to google the contents of the content.

<H4> Keywords

Mention what keywords are and how to include them throughout content in order to rank for them.

<H3> Off-Page SEO

Paragraph about how search engines want to send users to reliable websites that are credible sources. Mention how backlinks help to signify to search engines that websites are credible

<H3> Technical SEO

Mention Google's emphasis on fast loading and high performing websites. Talk about things that can affect technical SEO such as site speed.

<H2> Why is SEO Important for Marketing?

Paragraph about why SEO is important and how it's a sustainable solution to bringing in search traffic through search engines.

<H2> How To Start an SEO Strategy

Paragraph about how it's never too late to start SEO, and how it's essential to think of SEO while making improvements to a website

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<H3> Benchmark Current SEO Performance

Determine how your website is currently performing organically.

<H3> Define SEO Marketing Goals

Based on the current performance, decide what elements to focus on. What resources are most important to have on the SERP.

<H3> Keyword Research

Recap what a keyword is and how to find keywords using different SEO Tools like Ahrefs, SEMRush and SpyFu

<H3> Create a Content Strategy

Based on the search traffic, build out a content plan to target the ideal keywords and goals.

<H3> Create an Off-Page SEO Strategy

Talk about how to identify backlinks and reach out to other website owners to acquire backlinks.

Existing Linking Recommendations

- Internal links help to improve site architecture, authority distribution, and user experience. When we're assessing their content we should also check for broken status 4xx links and make these recommendations within these sections.

URL	Proposed Anchor Text
Example-seo-resource.com	SEO Strategy
another-example-resource.com	Keyword Research

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