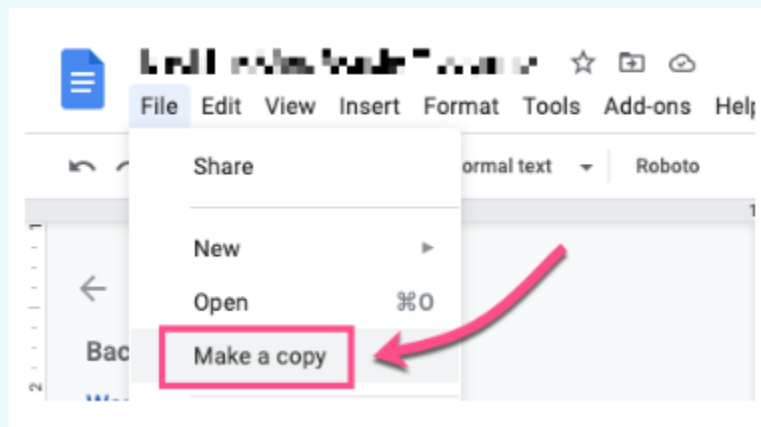




General SEO Content Brief

Check out more [SEO Templates](#) by Loganix.

To use this template...



Go to File → Make a copy. **DO NOT** request access. You'll be ignored. 😊

Content Brief

This template is for creating an all purpose SEO article outline.

BASIC INFORMATION	
Goal:	
Audience:	

SEO	
Page title	
Meta desc.	
URL	
Word count	
Main keyword	
Secondary KWs	

WRITING GUIDELINES	
● Formatting - use short paragraphs, headers, subheadings, bullets and bolding. ● Image - use to break up text if possible. Charts, diagrams, screenshots are ideal. ● Primary keyword - include in URL, H1, title tag + use 4 - 6 times in the body of the article. ● Secondary keywords - use *naturally* these throughout the article. ● Internal links: add internal links to relevant internal pages. ● External links: link to credible external sources.	
Purpose of content	
What will the post be about?	
Desired Tone	
CTA	
Additional notes	

INTERNAL LINKS	
URL	ANCHOR TEXT

Similar content:

- [URL]
- [URL]
- [URL]

Article outline:

<h1> Heading w/ target keyword

<Introduction>

<h2> Subheading #1

<h2> Subheading #2

<h2> Subheading #3

<h2> Subheading #4

<h2> FAQ Subheading #5

<h3> Long tail keyword / question

<h3> Long tail keyword / question

<h3> Long tail keyword / question

<Summary>