# **Content Brief for: seo content brief**

## **Writer Directive**

#### **General Note**

**Article objective:** The primary objective is to create more content around the content brief feature and highlight how thruuu can help.

**Guideline** The article should be suitable for publication on the blog of thruuu.com, taking into consideration the following guidelines:

- Audience: Keep in mind that the audience includes non-native English speakers. Make the article easy to read and understand for a diverse audience.
- Sentence and Paragraph Length: Opt for short sentences and paragraphs to enhance readability and comprehension.
- Conversational Tone: Write the article in a conversational manner, as if you were speaking directly to the readers.
- Engaging Introduction: Begin the article with a compelling and attention-grabbing introduction that hooks the readers and entices them to continue reading.
- Clear Structure: Organize the article in a logical and coherent manner. Use subheadings, bullet points, or numbered lists to break down the content and make it easy to scan.
- Authenticity and Originality: Bring a unique perspective or angle to the topic, providing original insights or personal experiences whenever possible.
- Avoid regurgitating generic information that can be found elsewhere. Practical Examples: Include practical examples, case studies, or anecdotes to illustrate key points and make the content more relatable and actionable for the readers.
- SEO-friendly: Keep in mind basic SEO principles such as using relevant keywords naturally throughout the article, optimizing meta tags and headings, and incorporating internal and external links to reputable sources.

Please refer to the following articles to get a sense of the blog's style:

- 1. Topic Cluster Example: <a href="https://thruuu.com/blog/topic-cluster-example/">https://thruuu.com/blog/topic-cluster-example/</a>
- 2. FAQ Blog Post: <a href="https://thruuu.com/blog/faq-blog-post/">https://thruuu.com/blog/faq-blog-post/</a>
- 3. Search Intent: https://thruuu.com/blog/search-intent/

The target audience is: SEO Strategist, Copywriters The region is: US/en

#### **Search Intent**

**Search intent:** The search intent for the topic "seo content brief" is informational. Users are looking for information and guidance on what an SEO content brief is and how to write one.

**Customer journey:** The audience's step in the customer journey is the awareness stage. They have identified a need for SEO content briefs and are actively seeking information to educate themselves and understand the process.

For the search topic "seo content brief," the audience's search intent is to gain knowledge and understanding about what an SEO content brief is and how to create one. They are looking for informational resources, guides, and examples that will provide them with insights and steps to effectively write an SEO content brief. After conducting the search and reading relevant articles, the audience's next step might involve implementing the insights and guidelines they have gained from their research. They may proceed to create their own SEO content

briefs or improve their existing ones based on the best practices shared in the articles. Based on the context of the articles ranking on page 1 of Google, it is evident that there is a demand for comprehensive resources on writing SEO content briefs. The titles and websites ranking on page 1 suggest that users are looking for practical guides, templates, and strategies to create effective SEO content briefs. The presence of various websites offering such guides indicates a need for detailed information and a desire to learn from trusted sources in order to improve the SEO performance of their content.

# **Article Summary**

Title	Write Better SEO Content Briefs (Get our checklist)
Description	Boost your organic search traffic with a well-crafted SEO content
	brief. Read this article to find out how
Slug	seo-content-brief
Туре	Blog Post
Tone of Voice	
Target Word Count	2400
Top 3 Word Count	3113
Top 10 Word Count	2792

## **Outline**

Small intro, saying that we will list the key elements to include, provide a checklist, share example and templates.

#### What makes an SEO Content Brief different?

Short paragraph.

People might already know what is a brief or content brief. Explain what is special to an SEO Content brief, that it helps the writer to follow seo best practice. That it is specific to a blog post.

highlight in few bullet point the benefits of doing SEO content briefs:

Reducing Production Cost

Improving Consistency

## **Key Elements of an SEO-Focused Content Brief**

Start with a small intro saying that elements in the brief can be group in two categories. Elements to give knowledge and analysis to the writer (target persona, goals, intent, competitor) and actionable elements that guide his writing (word count, format, outline).

Note: describe briefly each elements to include. Add example when possible.

#### **Target Keyword**

### **Target Persona**

#### Goals and context

why we write this article, what is the client or project behind.

#### **Brand Voice and Guidelines**

### **Funnel Stage**

#### Search intent analysis

Competition

**Meta Title** 

**Description** 

**URL Slug** 

**Format** 

**Outline and Headings** 

Word count

Key topics and secondary keywords

Questions to answer

Call to Action

**Internal and External Links** 

**SME Comment and additional sources** 

#### **SEO Content Brief Checklist**

Make a small text inviting them to download the image. There will be a checklist below.

## **Tips from Writers for Better Content Briefs**

### **Incorporating SEO Requirements**

### **Providing a Comprehensive Content Outline**

Explain that often the outline are just a list of H2. It is good also to provide more indication per section.

#### Don't Focus on Keyword Density

Say that many tools tell you to include exactly a number of words. This make no sense. You need to cover the main topic and find a good balance between anwsering the main query and adding new elements and information to the brief.

#### **Providing Helpful References**

Stress the fact that references are important and especially comment from SME or user generated content. New angle must be brought into the copy.

## **Examples of Effective Content Briefs**

Note: Love, I will take care of this part, add an example and templates

#### **Tools to Accelerate Content Brief Creation**

Start by saying that there are many tools to create content brief such Marketmuse, Frase, Content Harmony. Then explain how thruuu can help create content brief.

#### **Conclusion**

# More data for your copy

#### Find below:

Most important topics to include in your copy Most frequent questions Related searches

# **Top Topics**

Keyword	Avg occurrence on page	Max occurrence on page	Min
			occurrence
			on page
seo content	17	23	7
content briefs	10	23	4
target audience	5	9	3
keyword research	5	9	3
word count	6	10	3
create content	6	12	3
external links	6	9	3
primary keyword	9	15	4
content creation	6	13	3
seo content briefs	3	6	2
creating content	4	6	3
search engine	5	7	3
content template	6	10	3
secondary keyword	8	15	9
piece content	5	7	3
content	82	112	26

# **Most Frequent Questions**

## People Also Ask

How do you write a content brief? How do you structure SEO content? What is SEO content writing summary?

### **On-Page Questions**

What is an SEO brief? How to Create an SEO Content Brief How do you write a content brief in only a few minutes Why Content Briefs Are Essential

## **Related Search**

frase content brief seo content brief generator seo creative brief seo brief for agency seo content brief template seo content approach seo content brief example writing brief template seo brief Seo content brief sample Content brief seo examples Content brief seo sample Content brief seo template What is an seo content brief example What is an seo content brief sample How to create seo content brief example How to create seo content brief template seo content briefs content brief template Free seo content brief example How to write an seo content brief for a product How to write an seo content brief template

# **Check out the SERP Analysis below**

Below find a detailed SERP Analysis. Leverage this information to make an outstanding article.

# **Serp Insights**

Average Words	2792
Average Images	18
Average Update	19
Average Page Rank	50

# **Competitors Analysis**

Po	osition	Title	URL	Page Rank	Words	Images	Туре
1		How to	https://rock	47	2766	17	blog post
		Write an	content.com				

	SEO	/blog/seo-co				
	content	ntent-brief/				
	brief (and					
	what should					
	be in it)?					
2	What is an	https://www	41	2874	20	blog post
	SEO	.usetopic.co				
		m/blog/seo-				
		content-brie				
		fs-guide/				
	Write One)	<i>S. S.</i>				
	- Topic					
	Blog					
3		https://www	43	3698	30	internal page
	SEO	outranking.	15	3070	50	Internal page
	Content	io/seo-conte				
	Brief Guide					
	With	110 01101/				
	Examples					
1	&					
	Templates					
4		https://moz.	73	3285	14	blog post
[		com/blog/h	, ,	2202		6108 bost
	SEO	ow-to-write				
	Content	-seo-content				
		-brief				
	Writers Will					
	Love - Moz					
5		https://www	42	915	7	blog post
3	Write an	.demandju	42	913	/	blog post
	SEO	mp.com/blo				
	Content	g/how-to-w				
		rite-an-seo-				
		content-brie				
	Elements	f				
		https://www	17	1576	14	blog post
6	Write A	frase.io/blo		1376	14	blog post
	Content	g/how-to-cr				
		eate-seo-co ntent-briefs-				
	Bilei					
		using-frase-				
		a-step-by-st				
7	GEO.	ep-guide/	<b>C</b> 0	2010	22	1.14
/	SEO	https://www	68	3818	22	blog post
	Content	.semrush.co				
1	Brief	m/blog/seo-				
1	Guide:	content-brie				
	Everything	I <sup>I</sup> /				
	You Need					
0	to Know	1	27	2072	27	
8		https://www	31	2863	27	internal page
	Create A	rocktheran				
1		kings.com/c				
	SEO	ontent-brief				
	Content	γ				
	Brief					
	[Template]					
	// RTR					
9		https://www		2886	12	internal page
	to Writing	.conductor.c				

	Content	om/academ y/content-br ief/			
	Write SEO Content Briefs and Outlines	https://www .clearscope. io/blog/how -to-create-s eo-content- brief	3240	17	blog post

# **Food for Thought**

## Top articles to read

https://rockcontent.com/blog/seo-content-brief/

https://www.usetopic.com/blog/seo-content-briefs-guide/

https://www.outranking.io/seo-content-brief/

#### Top resources to read

 $https://docs.google.com/document/d/1xLSfeQ-qyk7zbMfZQom7yySsuYdW\_GubiMv2h0dh4\_0/edit?mode=html\&ref=contentharmony.com$ 

 $https://docs.google.com/document/d/1gtHTkt6UE5x-lbItasr\_WYiQp6wmKW2bOIPJrphgpu4/edit?usp=drive\_link$