

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: <https://thruuu.com/blog/topic-cluster-example/>
2. FAQ Blog Post: <https://thruuu.com/blog/faq-blog-post/>
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
Type	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 answering 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

Position	Title	URL	Page Rank	Words	Images	Type
1	How to Write an	https://rockcontent.com	47	2766	17	blog post

	SEO content brief (and what should be in it)?	/blog/seo-content-brief/				
2	What is an SEO Content Brief (And How to Write One) - Topic Blog	https://www.usetopic.com/blog/seo-content-briefs-guide/	41	2874	20	blog post
3	[Ultimate] SEO Content Brief Guide With Examples & Templates	https://www.outranking.io/seo-content-brief/	43	3698	30	internal page
4	How to Write an SEO Content Brief Your Writers Will Love - Moz	https://moz.com/blog/how-to-write-seo-content-brief	73	3285	14	blog post
5	How To Write an SEO Content Brief: 10 Essential Elements	https://www.demandjump.com/blog/how-to-write-an-seo-content-brief	42	915	7	blog post
6	How To Write A Better SEO Content Brief	https://www.frase.io/blog/how-to-create-seo-content-briefs-using-frase-a-step-by-step-guide/	47	1576	14	blog post
7	SEO Content Brief Guide: Everything You Need to Know	https://www.semrush.com/blog/seo-content-brief/	68	3818	22	blog post
8	How to Create A Flawless SEO Content Brief [Template] // RTR	https://www.rocktherankings.com/content-brief/	37	2863	27	internal page
9	Your Guide to Writing	https://www.conductor.c	48	2886	12	internal page

	an SEO Content Brief Conductor	om/academy/content-brief/				
10	How To Write SEO Content Briefs and Outlines (Video + Template) Clearscope	https://www.clearscope.io/blog/how-to-create-seo-content-brief	49	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