New Content Brief

Weave + 97th Floor

Prepared By
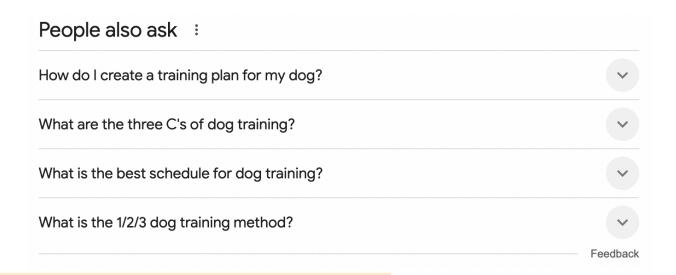97th Floor   November 2024

SERP Competition

SERP Features

People Also Ask

There is a featured "People Also Ask" box on the SERP for this keyword. If possible, we should make sure to address questions commonly asked by users.

People also ask ⋮

How do I create a training plan for my dog?	⌄
What are the three C's of dog training?	⌄
What is the best schedule for dog training?	⌄
What is the 1/2/3 dog training method?	⌄

Feedback

Metadata Analysis

Metadata is information that describes the content that is found on the page. The URL should include the desired keyword. The title tag is the title that appears in the search result on Google and will be the text in the browser tab when the page is opened. The meta description does not affect rankings, but only affects click-through-rate by giving users a description of what they will get if they click on our search result.

Link to Palomar

Top 10 SERP Competitors: Page Titles

Rank	Page Title
User Provided URL	Comparison URL
1	Dog Training Plan Template
3	Dog Training 101: How to Completely Train Your Dog
4	Complete Puppy Training Schedule by Age!
5	Training Plans and Development Overview
6	5 Minute-A-Day Dog Training
9	4-Week 5K Training Plan for Running with Your Dog
10	How to Write a Training Plan—Part Two

Top 10 SERP Competitors: H1 Tags

Rank	H1 Tag From Page
User Provided URL	Reviews. Phones. Texting. Reminders. Payments. Analytics. AI.
1	HOW TO CREATE A DOG TRAINING PLAN (FREE PRINTABLE TEMPLATE INCLUDED)
3	Dog Training 101: How to Completely Train Your Dog
4	Complete Puppy Training Schedule by Age!
5	Training Plans and Development Overview
6	5 Minute-A-Day Dog Training by Mary Brown Haak
9	4-Week 5K Training Plan for Running with Your Dog
10	How to Write a Training Plan—Part Two

Top 10 SERP Competitors: Descriptions

Rank	Page Description
	Client not found in first 100 results
1	To help you achieve your dog training goals, I've created a dog training plan template you can download and use FOR FREE!
2	First week, started all of the following: name, wait, look (eye contact), loose-leash walking, sit, basic impulse control around treats, crate ...
3	Start a dog obedience program. Learn how to set a basic foundation before you begin to train your dog. · Use positive reinforcement. Using ...
4	We recommend all our students use a daily puppy schedule that includes potty breaks, feeding and playtimes, puppy training sessions, and nap times!
5	A guide for developing training plans. There are seven categories of exercises, listed on the left: Environmental Stability, Socialization, Reward Object ...
6	Most dogs can learn sit, down, and have a good start on come and walking reasonably well on a leash in a week or ten days on the 5-minute a day plan.
7	
8	
9	Apr 25, 2023
10	As your dog progresses, add more dice—or dice with more sides. This way your dog never knows how long he'll be holding the position, and you won ...

Semantic Topics

The following is an outline of the topics our competitors are discussing in their content pieces.

Highest Priority Topics	Medium Priority Topics	Lowest Priority Topics
dog	dogs	akc
training	time	start
	plan	terrier
		treat
		good
		sit
		train
		commands
		dog training

Content Writing

Content Requirements

Using our target keyword naturally and reaching the specified word count are crucial for optimizing content to rank on Google. Secondary keywords, while not our main focus, can still bolster our efforts and should be included where feasible.

Primary Keyword (search intent)
Dog training plan 3+ uses

Secondary Keywords (alternative search intent)

dog training tips, dog training plan template, dog training schedule template 1-2 uses

Word Count (based on competitive analysis)

1300-1500

Purpose (business objective)

Educate the audience on how to create a dog training plan and what should be included in one

Core Message (memorable concept)

Weave is an expert in veterinary practice management

Funnel stage (where are users now→where do we want them to be)

Current Stage	Goal Stage
High ˅	**Middle** ˅

Call to Action

Get a demo

Optimized Metadata

	Recommended **URL:**	/dog-training-plan
</>	Recommended **Title Tag:**	Creating a Dog Training Plan: Guide & Practical Tips | Weave
≡	Recommended **Meta Description:**	Develop an effective dog training plan with practical steps and expert tips to help your dog learn essential commands, tricks, and positive behaviors.

Internal Links

The following is our recommendation on including internal links into the final written content.

Links to other pages on our site to include in final content:

URL	Find phrase on page	Anchor Text for link
https://www.getweave.com/vet-tools/	Veterinary practice management	Veterinary practice management

Cannibalization?
No

Recommended Outline

☰ Content Outline

H1: Creating a Dog Training Plan: Guide & Practical Tips

Introduction

- Emphasize why consistent training is key to a well-behaved, confident dog and an enjoyable pet-owner relationship.
- Describe the role a structured training plan can play in setting and achieving training goals systematically.
  - https://www.getweave.com/vet-tools
- Establish pet-care professionals (veterinarians, +staff) as the intended audience for the article

H2: Setting Clear Training Goals

- **Importance of Goals:** Explain that defining specific goals helps maintain training consistency and provides a roadmap.
- **Types of Goals for Different Needs:** Break down potential goals such as behavior correction (e.g., no jumping), socialization, and learning tricks. Describe each briefly with examples like "sit" and "stay" for obedience or "fetch" for fun.

H3: How to Prioritize Training Goals

- **Choosing Initial Focus Areas:** Suggest choosing 2-3 primary goals for new or less-trained dogs to prevent overwhelm. Explain how focusing first on basic obedience commands lays a foundation for more complex skills.

H2: Building a Step-by-Step Dog Training Plan

- **Daily and Weekly Training Structure:** Present an example structure, such as short daily training sessions (5-10 minutes per session) and weekly progress checks.
- **Training Sessions by Skill Level:** Discuss dividing the training into basic commands, intermediate commands, and advanced skills.

H3: Creating a Training Schedule Template

- **Training Template Format:** Introduce a downloadable or printable template for pet owners to track progress.
- **Sample Schedule for Common Commands:** Offer sample schedules for essential commands (sit, stay, come) and for addressing behaviors like leash pulling and socialization.
- **Flexible Adjustments Based on Progress:** Emphasize that the template should allow for adjustments to accommodate the dog's learning pace or changing needs.

H2: Core Dog Training Tips for Success

- **Positive Reinforcement Techniques:** Explain positive reinforcement, such as rewarding with treats and praise, to encourage desired behaviors.
    - Link to "[dog training tricks](#)" blog once live
- **Consistency and Patience in Training:** Outline why consistency is crucial, along with patience, especially for behaviors that require longer reinforcement times.

H3: Avoiding Common Training Pitfalls

- **Tips for Avoiding Frustration:** Share insights on how to prevent frustration by breaking complex commands into smaller steps and maintaining a short session length.
- **Consistency in Cues and Signals:** Highlight the importance of using consistent verbal cues and hand signals, avoiding interchangeable terms for different commands.

H2: Tools and Resources for Effective Training

- **Essential Training Tools:** List useful tools like clickers, leashes, and treat pouches, based on the articles' common equipment recommendations.
- **Training Classes and Online Resources:** Encourage readers to consider group classes, online tutorials, or one-on-one sessions for challenging behaviors, drawing on expert advice for support and community interaction.

H2: Tracking and Reviewing Progress

- **Weekly and Monthly Progress Review:** Advise on evaluating goals regularly and adjusting plans if necessary, such as increasing distractions in training for advanced behaviors.
- **Signs of Effective Training:** Describe indicators that a dog is responding well, like quick command response and behavior generalization across settings.

H3: Adapting the Plan for Long-Term Success

- **Adjusting Goals Over Time:** Explain how to add complexity or shift focus as the dog masters basic

skills.

Conclusion

- Briefly recap the importance of setting goals, maintaining consistency, and using positive reinforcement for a successful dog training plan.

CTA: "Ready to elevate your practice's engagement? [Get a demo](#) of Weave's solutions today!"