

SEO Content Brief Template

KW: easiest content creation for b2c

Basic Information	
Audience	- Who is the content for: marketers, brand owners, content marketers, content creators - Stage of the funnel: MOFU/BOFU
Goal	Primary goal of the content conversion
Jobs to be done	Audience member pain point to be alleviated by this blog post: “When I need to create high-quality content for consumers, I want to know how to do it easily, so I can save time while attracting my target audience.”
Our angle / Information gain	How will this article be better than what's already out there? Introduce WA as a solution (create context, don't just throw it in the text) https://www.writeraccess.com/ Read post #1 ; Read post #2

Content scope	What we expect at Rock with this post. Understanding the basics of content marketing for B2C businesses, and how it differs from B2B content marketing. Identifying the target audience/persona for B2C content creation, and understanding their preferences and behavior. Link to our B2B B2C persona content. Developing a content strategy for B2C businesses, including setting goals, defining key performance indicators (KPIs), and selecting content types. Leveraging user-generated content (UGC) to create engaging and authentic content for B2C businesses. Utilizing storytelling techniques to create emotional connections with B2C audiences, and crafting a compelling brand narrative. Introduce WriterAccess within this context. Incorporating social media into B2C content creation, including tips on selecting the right platforms and engaging with followers. Creating interactive content for B2C businesses, such as quizzes, polls, and surveys, to engage with audiences and collect valuable insights. Introduce Ion within this context. Using AI as a helper
Format	• New Blog post
Author's information	Name that will be posted on the blog. This process can be done after the article is finished.

SEO	
Page title (max. 60 chars) (SEO Title and H1 Title)	To be written after the text is finished Read post #1 ; Read post #2
Meta description (max. 155 chars)	To be written after the text is finished Read post #1 ; Read post #2
Keywords	• Primary KW: easiest content creation for b2c • Other KWs: content creation for b2c
URL	• easiest-content-creation-for-b2c
Word count	• 1500
Search intent and KW type	What question does the user expect to be answered when Googling the KW for specific countries? Refer to the content scope and “Google resources”. What’s the KW type? • Commercial Read post #1 ; Read post #2

Google resources	What are other common questions people may have about this topic (check “People Also Ask”)? People also ask How do you create a B2C content strategy? What is content for B2C? What are the different types of B2C content? What are the 4 key features of B2C marketing? What is the SERP like for this kind of search? Full of images? Full of videos? Is there a featured snippet? Knowledge graph? Knowledge panel? Local pack? N/A. Many blog posts Read post #1 ; Read post #2 ; Read post #3
Top-ranking competing content	10 URLs on the SERP for the primary keyword to be analyzed by the writer (see what the top ranking pages are doing to get inspired) https://www.webfx.com/content-marketing/b2c/ https://prosandcontent.knotch.com/posts/b2c-content-marketing https://neilpatel.com/blog/the-definitive-guide-to-b2c-content-marketing/ https://inter-growth.co/content-marketing/b2c/ https://www.demandjump.com/blog/11-be

	st-content-creation-tools-for-blogs-video-and-images https://emarsys.com/learn/blog/b2c-marketing/ https://www.siegemedia.com/strategy/best-content-creation-services https://www.business2community.com/content-marketing-tips/20-essential-content-creation-tools-for-2021-02388668 https://www.bizadmark.com/easiest-online-content-marketing/ https://www.searchenginejournal.com/make-your-content-better/197321/ Read post #1
Category	• Cluster on blog • Link for pillar content cluster https://rockcontent.com/blog/content-marketing/
Internal links	Relevant content/links of our own to link to https://www.writeraccess.com/blog/2020-07-b2c-content-strategy/ https://rockcontent.com/blog/b2b-b2c-personas/ https://rockcontent.com/blog/website-content-creation/ https://rockcontent.com/products/ion/ https://www.writeraccess.com/ https://rockcontent.com/artificial-intelligence/ Must link to this when mentioning AI https://rockcontent.com/blog/ai-writers/

External links	Include 2 to 4 links to related and authoritative articles from external sources (writers will try to use at least some of them and can suggest more) https://www.webfx.com/content-marketing/glossary/what-is-evergreen-content/ https://contentmarketinginstitute.com/articles/2013-b2c-consumer-content-marketing/ (you can use others) Read post #1 ; Read post #2
CTA	What action do we want the reader to take? Include the URL and anchor text for the CTA Try WriterAccess for free for 14 days [create an appealing anchor text] https://www.writeraccess.com/free-trial/

Writing guidelines	
Style guide	Remember: - Use short paragraphs (2-3 lines, preferably) - The first link must be internal; - Data, examples, and studies are welcome; - Use bold text to emphasize key points; - Understand what type of content you will produce. Read the style guide below for detailed info: https://docs.google.com/document/d/1d6oTmr00nfxveQ5ezyOXsSLdJUtkOKIUkPdDzZwCT1Q/edit#heading=h.gcrl0y3ge80m

Voice / Tone	• Educational • Authoritative
Visual elements needed	Suggestions of visual elements to support the copy (images, videos, graphs, tables)
Additional notes	N/A

Outline
Content outline structure that we recommend. Key elements to include in every outline are heading tags and header copy. The structure and content organization can vary depending on the project's needs.
a. H1 Heading w/target keyword b. Introduction c. H2 #1 Title d. H2 #2 Title e. H2 #3 Title f. H2 #4 Title i. H3 #1 Title ii. H3 #2 Title iii. H3 #3 Title g. Conclusion Follow this schema Read post #1 ; Read post #2 ; Read post #3

Internal References:

- <https://rockcontent.com/blog/seo-writing/>
- [How to Create Briefs for International Markets](#)
- <https://www.conductor.com/academy/content-brief/>