



# SEO Content Brief Template

Click 'Duplicate' in the top right corner to add this template to your Notion library.

Use this template to plan and structure SEO-focused content that is aligned with both user intent and business goals.

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## 1. Keyword & Metadata

**Focus keyword:**

**URL:**

**Title (H1):**

**Meta description:** (150–160 characters)

**Content type:** *E.g., Blog post, Service page, Landing page, Product page, etc.*

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## 2. Strategy

**X-Factor:**

*What will set this content apart from the current top-ranking pages? E.g., better visuals, deeper analysis, original data, more recent info, unique POV, etc.*

**Target word count:**

*Approximate length for this piece.*

**Conversion goal:**

*What should the reader do after reading this page? E.g., contact us, book a call, join a waitlist, download a guide, read another article.*

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## 3. Audience & Intent

**Search intent:**

*What is the person actually looking for when they search this keyword?*

**Goal:**

*What is the reader trying to achieve or solve? Why does it matter to them? What will it allow them to do if they succeed?*

**Obstacles:**

What typically holds them back? E.g., lack of time, conflicting advice, confusion, fear of wasting money, etc.

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## 4. Competitive Analysis

Top-ranking competitors and what they're doing well (or not).

| Position | Title | URL | Domain rating<br>( <a href="#">tool</a> ) | Word Count<br>( <a href="#">tool</a> ) | Notes (e.g., weaknesses, missing info) |
|----------|-------|-----|---|--|--|
| 1        |       |     |   |  |  |
| 2        |       |     |   |  |  |
| 3        |       |     |   |  |  |
| 4        |       |     |   |  |  |
| 5        |       |     |   |  |  |

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## 5. Keyword Expansion

**Common questions:**

What questions do people ask around this topic? Pull from Google's "People Also Ask," Answer the Public, or other SEO tools.

**Related keywords / long-tails:**

List variations and semantically related keywords to include naturally in the content.

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## 6. Content Outline

Use this section to map out headings and key ideas. Add bullet points under each section to guide the writing.

**[Intro]**

**H2: [First Key Section Title]**

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**H3: [Subtopic or example]**

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**H3: [Another subtopic]**

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**H2: [Second Key Section Title]**

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**H2: [Third Key Section Title]**

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**H3: [Supporting point or how-to]**

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**H2: Wrap-up / Final Thoughts**

*Summarize key points and offer any next steps or links.*