

## Content Brief — Template

Below you'll find a basic template helping you outline your SEO requirements. Fill in this template for each and every page you wish to create (or rewrite) on your website. Once complete, you can send it to: [info@elizabethjoss.com](mailto:info@elizabethjoss.com) for a quotation.

### PAGE 1 – [Title of page + keyword]

Based on extensive keyword research, the following is recommended:

**Optimize Current Page or Create New Page:** [URL]

**Subject:** [Provide subject here]

**Goal:** [provide key goal of page here i.e. best product listing page on the web]

**Required content length for this page:**

800 - 1000
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**What keywords/terms are commonly searched for within Google?**

Search term	Volume
Keyword 1	55000
Keyword 2	16000
Keyword 3	12000
Keyword 4	5000

**Headings We Require**

Heading No.	Headings title
H1	Keyword / Key phrase
H2	Keyword / Key phrase

H2	Keyword / Key phrase
H2	Keyword / Key phrase

### Internal Linking We Advise

Anchor Text	URL
Keyword 1	
Keyword 2	
Keyword 3	

### Topics We Want to Cover on this Page:

- For example:
  - How much does product X cost?
  - How can I get a hold of product X?
  - How does shipping work within Europe?
  - How does shipping work abroad?
  - Etc. etc.