



Strategy-powered words that sparkle and convert

Search Intent & SEO Content Brief

From keyword to publish-ready outline

Free guide · Keyword & SEO content

<https://www.thecreativecopywriters.com>

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1 Why briefs beat raw keyword lists

A keyword without **intent**, **angle**, and **success criteria** produces generic copy. This template extends our **keyword research** and **SEO article** workflows.

2 1. Query & intent

- **Primary query / topic:** _____
- **Intent type:** Know / Compare / Buy / Local / —
- **SERP notes:** Dominant formats (guide, product, video, forum); featured snippet opportunity?

3 2. Audience & stage

Reader profile: _____
Jobs-to-be-done for this page: _____

4 3. Unique point of view

What can **your brand** credibly say that Wikipedia or a thin affiliate page cannot?

5 4. Outline (H2 / H3)

1. H2: _____
 - (a) H3: _____
 - (b) H3: _____
2. H2: _____

6 5. On-page SEO essentials

- ✓ Title tag ≈ 50–60 chars; reflects intent.
- ✓ Meta description ≈ compelling CTA line, not keyword stuffing.
- ✓ Internal links to/from related pillars and commercial pages.
- ✓ Schema if how-to, FAQ, or product justified.

7 6. Evidence & compliance

Data points, expert quotes, legal/compliance caveats: _____

8 7. CTA & measurement

Primary CTA: _____

Success metric (8–12 week): rankings, clicks, engaged sessions, trials, demos—pick **one** leading indicator.

9 8. Sign-off

Strategist: _____ **Date:** _____

Client/ SME: _____ **Date:** _____

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