

# Content Outlines & Briefs

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First things first ...

# Homework

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## Awesome Ideas

- Using quotes from former FCDC students/members
- Telling a story about your experiences in the first person
- Looking through FCDC forums to see what members are asking/struggling with
- Money

## Common Mistakes

- Going too far
- Not taking risks

How do you start a  
project or piece?



# Content Outline vs. Content Brief?

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## Content Outline

- Useful for any type of content
- Establishes your key area of focus
- Lays out the key points you'll cover (subheadings)
- Lays out the supporting information and sources you'll use in each section

## Content Brief

- Typically for SEO content
- Ensures writers/editorial teams are aligned
- Defines goal of the content
- Often includes:
  - Primary and secondary keywords
  - Heading and subheadings (H2s and H3s)
  - Work count
  - Competitors
- May also include:
  - Internal/external linking

# Content Briefs Align Expectations

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7 Content Marketing Metrics to Consider for Continued Success

6 Content Marketing Skills That'll Only Get More Important

What Businesses Get Wrong About Content Marketing in 2023 [Expert Tips]

The State of Content Marketing in 2023 [Stats & Trends to Watch]

7 Content Marketing Metrics to Consider for Continued Success

# Content Briefs Flesh Out the Important “Whys”

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- Who is this piece of content for? (target audience)
- What are they hoping to learn?
- What other content out there is aiming at the same keyword and audience?
- What does the publication aim to achieve with this content?
- The path the content will take to achieve these things
  - Keywords
  - Headings and subheadings
  - Word count
  - Linking



**Introduction**

**Audience**

**Intent**

**Authority**

**Usefulness**

**Connection**

**Awesome  
Content**



Erika Varangouli 🌟 Head of SEO Branding @Semrush

SEO is important because it involves work on all areas of a website that impact its rankings on Google. It largely consists of 3 areas: Technical, on-page and off-page SEO.

Google launches various ranking systems and algorithmic updates to ensure quality, helpful content is served to its users for any given query. Understanding the intent of a query helps you create targeted content.

- Check top results for the query. Find their similarities and identify gaps.
- Check other features on the results page (e.g. local pack, people also ask panel etc.). Incorporate this in your plan (e.g. answer relevant questions)
- Use a tool like Semrush to uncover top ranking content for any keyword, SERP features as well as to create optimized content



# A Content Brief Template

# Step 1: Keyword Research

- Search intent
- Volume
- Difficulty

KEYWORD RESEARCH

**Keyword Overview**

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

# Search Intent

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- Informational: Wants to learn
- Commercial: Want to learn about about a product/service
- Transactional: Wants to complete an action
- Navigational: Wants to get somewhere

# Volume

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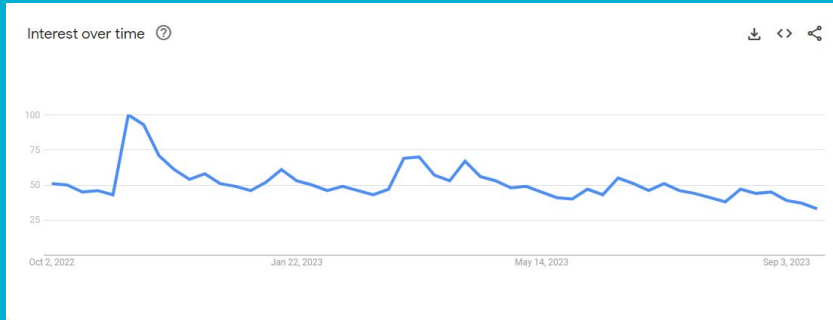


# Search Volume Caveats

# Search Volume Isn't a Perfect Measurement

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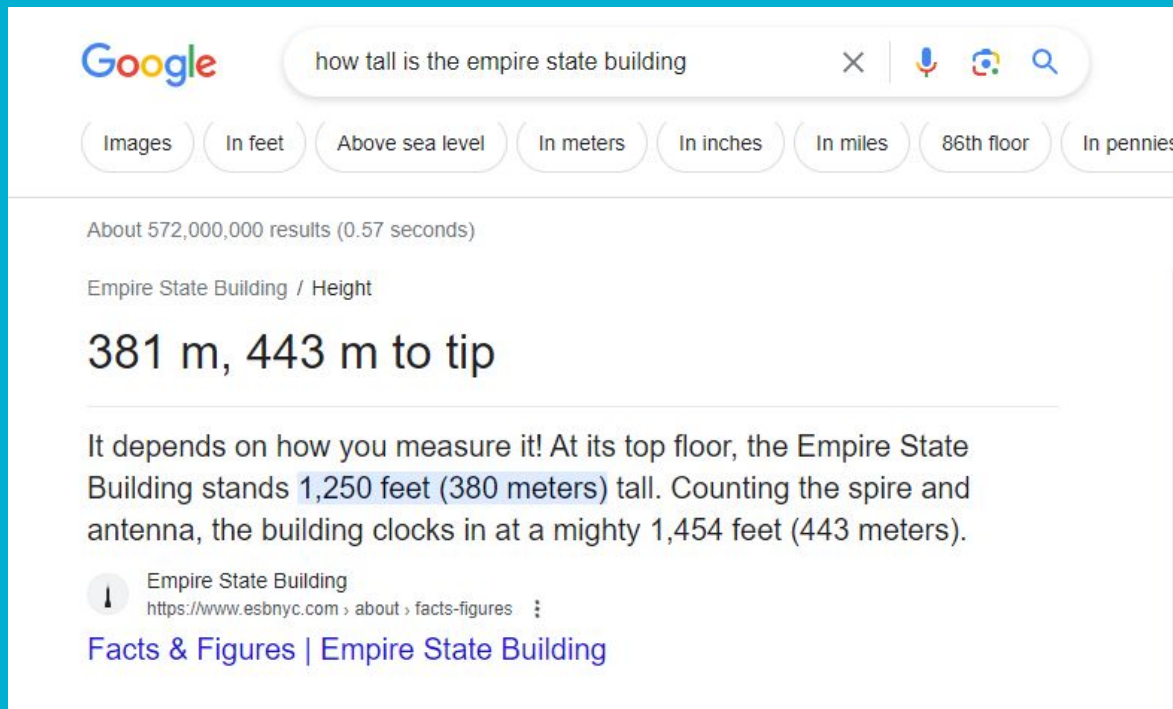
- If the keyword is seasonal or trending, it may get huge traffic one month, and very little the next



- It doesn't take into account all the related keywords that piece of content could rank for

# Higher Search Volume $\neq$ More Traffic

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The image shows a Google search interface. The search bar contains the text "how tall is the empire state building". Below the search bar, there are several filter buttons: "Images", "In feet", "Above sea level", "In meters", "In inches", "In miles", "86th floor", and "In pennies". The search results show "About 572,000,000 results (0.57 seconds)". The main result is titled "Empire State Building / Height" and displays "381 m, 443 m to tip". Below this, a paragraph explains that the height depends on measurement: "It depends on how you measure it! At its top floor, the Empire State Building stands 1,250 feet (380 meters) tall. Counting the spire and antenna, the building clocks in at a mighty 1,454 feet (443 meters)." At the bottom, there is a link to "Empire State Building" with the URL "https://www.esbnyc.com > about > facts-figures" and a sub-link "Facts & Figures | Empire State Building".

Google

how tall is the empire state building

Images In feet Above sea level In meters In inches In miles 86th floor In pennies

About 572,000,000 results (0.57 seconds)

Empire State Building / Height

**381 m, 443 m to tip**

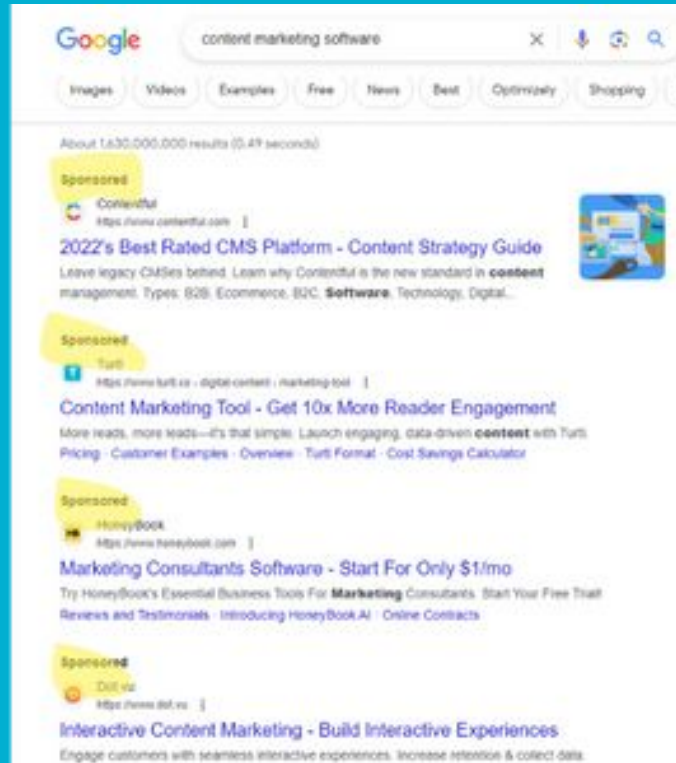
It depends on how you measure it! At its top floor, the Empire State Building stands 1,250 feet (380 meters) tall. Counting the spire and antenna, the building clocks in at a mighty 1,454 feet (443 meters).

Empire State Building  
https://www.esbnyc.com > about > facts-figures

Facts & Figures | Empire State Building

# Some Searches Feature a Lot of Ads

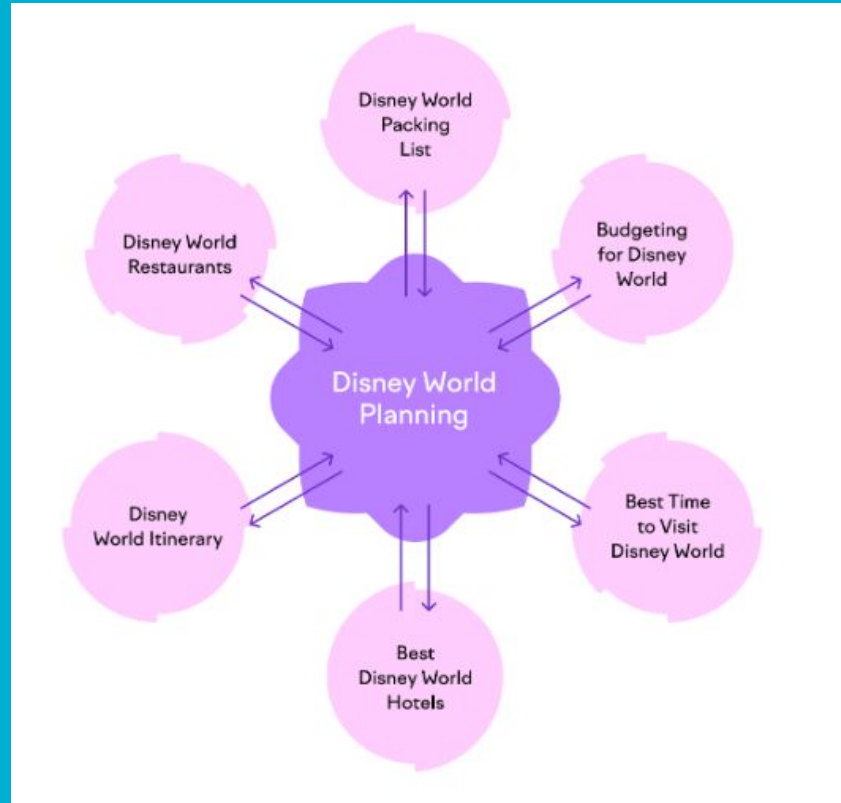
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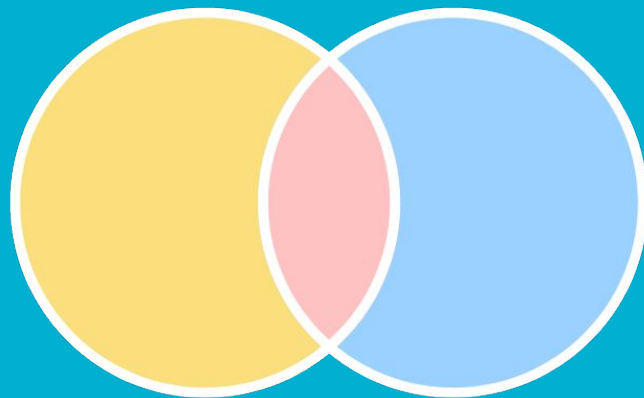
# There's a Place for Low or No-Volume Keywords

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# What's “Good” Volume?

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Keyword Volume



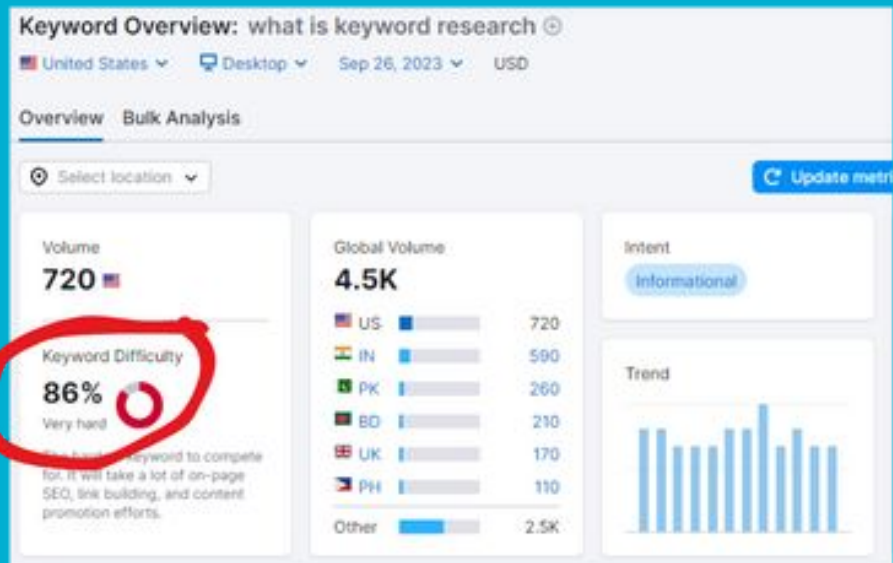
Your  
Content



Keyword Difficulty

# Difficulty

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# Hard Keyword!



Search Engine Journal

<https://www.searchenginejournal.com> › SEO

## Keyword Research: An In-Depth Beginner's Guide

Nov 11, 2022 — Keyword research is a **process of finding words, queries, and phrases that users are searching for**, which means a keyword that has search volume.



Moz

<https://moz.com> › Introduction

## Keyword Research [Beginner's Guide to SEO]

Keyword research **provides you with specific search data that can help you answer questions like**: What are people searching for? How many people are searching ...



Semrush

<https://www.semrush.com> › blog › keyword-research-...

## How to Do Keyword Research for SEO (A Detailed 3-Step ...

Dec 2, 2022 — Keyword research is the **process of finding and analyzing keywords your ideal website visitors** enter into search engines.



conductor.com

<https://www.conductor.com> › ... › Marketing Strategy

## What is Keyword Research? A Complete Guide - Conductor

Jun 22, 2023 — Keyword research **provides valuable insight into the questions, problems, and solutions your target** audience is searching for. This analysis ...

What is SEO keyword research? · Keyword research and the...

Questions?

# Homework

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- Do some keyword research on queries related to “topic clusters.” Find a good angle for an article on this and create an SEO brief using the template I’ll provide.
- SEMRush is best learned by trying and exploring, so please come back with questions you have about this exercise.