BLOG CONTENT CREATIVE BRIEF

INSTRUCTIONS

Blog Content
Creative Brief Instructions

Headline (H1)

1. Start with a working headline. This will not be the final one. You'll decide that after you research keywords and choose your primary one
2. Don't get cutesy. Sure it sounds great to use a pun or a play on words like "Built to Win" for a blog about training using technology. Or "A Budding Industry" about the marijuana business. Or "Libra? Isn't that a Constellation?" About a new cryptocurrency exchange. But it will not help Google understand your blog's intent
3. Front-load the title with your keyword if possible

Meta Description

1. Write this after the outline of the article is done, so you know what the most important aspects of your article are
2. Use at least one keyword and front load if possible
3. Stick to under 160 characters. Google will truncate anything longer.
4. Actual searchers see this and use it in their decision to click on your link or not

URL

1. This should be the headline, although is can be shortened
2. Leave out unnecessary words like "a" or "the"
3. Make sure your primary keyword is in the URL
4. All lower case
5. Use hyphens between words instead of underscores or other characters
6. Make URLs simple to read so the search engine can read it too

Overview

1. This is a stream of consciousness paragraph on what the blog is going to offer the reader
2. No need to go to great lengths
3. This is VITAL if you are hiring a writer so they understand your intent

Searcher Intent

1. This is a stream of consciousness paragraph on what the blog is going to offer the reader
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Target Keywords

1. Start with the general idea of what you want to write about
2. Put it into Google search bar and take a look at what comes up. Is this in the same area you had in mind? Or would a variation make better sense?
3. If you have a Semrush or Ahrefs account, use it to determine the keyword difficulty and traffic to see if you have a reasonable chance to rank for it

Secondary Keywords

1. Put your primary keyword into **https://www.keyword.io/** free keyword tool to see what variations you should add to your article to make sure Google understands your blog article intent
2. Choose 6 to 10 secondary keywords – no more
3. Keep your keywords focused on one topic. This is a rifle shot, not a shotgun blast. Don't dilute the power of this blog post
4. If you find that you are getting too spread out, take the outlier keywords and plan a separate blog around them

Word count

1. You need 300 words for Google to consider your blog a "page" and index it as such
2. Posts between 1000 to 2000 words tend to rank better in Google than shorter ones
3. Posts over 2500 words rank best, but these longer "skyscraper" posts take a lot of time and effort, so it's fine to have one of these every now and then and target the 1000 to 2000 words blog posts range most of the time
4. You want your content to be tight. No fluff. No extra. No meaningless words

Competition

1. Type in your primary keyword to the Google search bar
2. Scroll to the first few organic results, and take a look at them
3. These are the ones Google has determined best fit the keyword, so take note of what they did so you can do it better

My related articles

1. Do you have any articles that you could link in this one?
2. This is called a backlink and helps your rankings for both articles
3. For instance, if you are talking about yoga at your studio, then write one about meditation, if you mention yoga in the second article, link to the first
4. You can also plan a "spoke and wheel" set of articles, with one long one as the hub, then a series of spoke articles that relate to it

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Outline

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Other notes

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Writing tips for your blog post

1. You are the expert on your subject. This is your place to show it
2. Organize your thoughts into sections and subsections
3. Reference your sources beyond your own expertise
4. Use consistent grammar, formatting, and punctuation across all your blog posts
5. Show your personality in your blogs. You are an ambassador for your brand. Let yourself shine
6. Use first person to connect better with your audience
7. Use short sentences and short paragraphs. Remember that over half your visitors will come on mobile. It takes 7 phone screens to make one computer screen, so a paragraph that is 3 lines on your desktop will take up more than a phone screen
8. No sales language
9. No jargon or technical abbreviations. Before you use an acronym, spell it out the first time then put the acronym in parentheses. From then on, you can simply use the abbreviation
10. No passive tense
11. Add bullet lists and numbered lists
12. Don't bold or underline your heading or subheads. Use your website formatting to set these apart
13. Use Heading 2 (H2) for subheads, and break it down more when appropriate to H3 and H4
14. Have fun! This can be a joy for you and your reader

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