SEO Birdy

SEO Content Brief Template

A fill-in brief that gives a writer everything needed to produce a page that ranks in Google and gets cited by AI search.

FREE GUIDE · NOVEMBER 2026 · SEOBIRDY.COM



How to use this template

Fill in one copy per page, before anyone writes a word. Sections 1 to 4 are research (about an hour). Sections 5 to 8 are the instructions the writer follows. Section 9 is the editor's final check. Leave nothing blank: if a field doesn't apply, write "n/a" and why.

> **Tip:** build section 4 from a free Fan-Out Map at seobirdy.com/fan-out. It pulls real Google searches for your keyword and groups the sub-questions by aspect, so you can copy them straight into the table.

1. Page basics

Field	Your answer
Working title	
Page type (blog post, service page, location page, product page)	
URL slug (short, lowercase, hyphens)	
Primary keyword (one)	
Secondary keywords (3 to 8)	
Market and location (country, city, service area)	
New page or refresh of an existing URL?	
Writer	
Editor / approver	
Draft due	
Publish date	

2. Reader and search intent

Who is searching? Describe the reader in one sentence (for example: "a homeowner in Tampa whose roof leaked after a storm and who wants a price before calling anyone").

What do they want to do? Tick one.

- ☐ Learn something (informational: "what is", "how to")
- ☐ Compare options (commercial: "best", "vs", "cost")
- ☐ Do or buy something now (transactional: "book", "near me", "quote")
- ☐ Find a specific business or page (navigational)

What should they do after reading? (call, book, request a quote, download, read the next guide)

The one-sentence answer. Write the answer to the main question in 40 to 60 words. This becomes the first two sentences of the page.

3. What ranks today

Search the primary keyword in a private window. Open the top three results and any AI Overview sources.

#	URL	What it covers well	What it misses or gets wrong
1			
2			
3			

Our angle. What will this page offer that none of them do? (first-hand experience, local prices, photos, a tool, a template, clearer steps)

4. Fan-out: the questions the page must answer

List the aspects of the topic (cost, timing, comparisons, who it's for, requirements, problems, places, how-to) and the real sub-questions under each. Mark where each will be answered.

Aspect	Sub-questions to answer (use real searches word for word)	Answered in section

Searcher words the page must use (terms that appear in many real searches):

5. Outline

Write the headings the way people search. Every H2 starts with a sentence that answers it directly.

Target length: enough to cover every aspect above, and no more. _____ words (estimate only).

Level	Heading	First sentence (the answer)	Covers aspect
H1			
Intro	(2 to 4 short paragraphs, answer first)		
H2			
H3			
H2			
H3			
H2			
H2			

Level	Heading	First sentence (the answer)	Covers aspect
H2			
H2			
FAQ	(5 to 8 questions, see section 6)		

6. On-page SEO

Element	Requirement	Draft
Title tag	Primary keyword near the start, a clear benefit, roughly 30 to 60 characters, unique	
Meta description	The answer plus a reason to click, roughly 120 to 160 characters	
H1	Contains the keyword, can be longer and more natural than the title	
URL slug	Short, matches the topic	
Primary keyword	Appears naturally in the first 100 words	
Schema	Article, Service, LocalBusiness, FAQPage, HowTo or Product: pick what fits	

FAQ questions (real questions from section 4 that don't need a full section; answer each in 40 to 90 words):

1.

2.

3.

4.

5.

Internal links to add (at least 3; descriptive anchor text, never "click here"):

Anchor text	Links to	Where in the page

Anchor text	Links to	Where in the page

Pages that should link to this one (update them after publishing):

External sources to cite (official documentation, government, research; never a competitor):

Claim	Source URL	Verified (date)

Images and visuals

Image	Real or diagram?	Alt text (what it shows)	Caption

7. Proof, voice and rules

First-hand experience to include (jobs done, photos, results, what usually goes wrong):

Facts that need checking before publishing (prices, laws, dates, statistics):

Voice:

- [ ] Short sentences, active voice, second person ("you")
- [ ] No invented statistics, quotes, reviews or case studies
- [ ] Example businesses are fictional and clearly generic
- [ ] Every number links to the source it came from

Call to action (what, where on the page, exact wording):

8. Hand-off notes for the writer

Anything else the writer must know: things to avoid, legal limits, claims the business can't make, products to mention or not.

9. Editor's pre-publish checklist

- [ ] The first two sentences answer the main question
- [ ] Every aspect in section 4 has a section or an FAQ answer
- [ ] Each H2 opens with a direct, 40 to 60 word answer
- [ ] Title and meta description are within the target ranges and unique on the site
- [ ] One H1; H2s and H3s in order, phrased like searches
- [ ] Primary keyword in the first 100 words, used naturally
- [ ] At least 3 internal links with descriptive anchor text
- [ ] Every external link opened and checked, and it says what we cite
- [ ] Every image has alt text and a caption
- [ ] Structured data added and tested in Google's Rich Results Test
- [ ] Page is indexable: no noindex, canonical points to itself
- [ ] Checked on a phone
- [ ] Coverage re-checked against the fan-out after drafting (aim for 90% or more)
- [ ] Older pages updated to link to this one
- [ ] Date set to re-check performance in Search Console (4 to 8 weeks)

After publishing: paste the URL into the Fan-Out Map to see which sub-questions the finished page answers, and into the free Website SEO Audit at seobirdy.com/website-audit to confirm the title, description, headings, alt text and schema.



Free tools from SEO Birdy

Website SEO Audit, AI Visibility Audit and Fan-Out Map at seobirdy.com/tools. The full guide behind this checklist: www.seobirdy.com/blog/seo-content-brief-template