

Content Brief: Worked Example

A completed brief for a real keyword. Use as a reference when filling in the template.

alstonantony.com/resources/seo-content-brief-template/

Brief: "keyword research template"

Target keyword

keyword research template

Search intent

Commercial (user wants a template to use, not a tutorial)

Angle

Most keyword research templates are a list with a volume column. This one has three tabs, and the two that are not the list do the work.

Target audience

SEO practitioners and content marketers who do their own keyword research and are tired of unsorted spreadsheets.

Outline (H2s)

1. The three tabs and what each does
2. Why the priority matrix matters more than the keyword list
3. How to score keywords (the formula)
4. The cluster map tab
5. Common mistakes with keyword research spreadsheets

Word count range

1,400-1,800 words (top 5 average: 1,600)

Internal links

1. [./resources/content-audit-template/](/resources/content-audit-template/)
2. [./resources/seo-content-brief-template/](/resources/seo-content-brief-template/)
3. [./content-seo/](/content-seo/)

Competing pages to beat

1. backlinko.com/keyword-research
2. ahrefs.com/blog/keyword-research/
3. semrush.com/blog/keyword-research/

Reader action

Download the XLSX template and start filling in tab 1.

What NOT to cover

Do not cover how to use Ahrefs or any specific tool. Do not cover keyword difficulty formulas. Do not add an FAQ section (SERP has none).

Worked example from alstonantony.com. For the editable template, download the XLSX.