**Assigned to:** TBD  
**Website**: Click or tap here to enter text.  
**Section**: Click or tap here to enter text.  
**URL:   
Start Date**: Click or tap here to enter text.  
**Due Date**: Click or tap here to enter text.

|  |  |
| --- | --- |
| **Primary SEO Terms**: | Click or tap here to enter text. |
| **Secondary SEO Terms:** | Click or tap here to enter text. |
| **Related SEO Terms:** | Click or tap here to enter text. |
| **Image(s) and Graphics for Page**: | Click or tap here to enter text. |
| **Video(s) for Page**: | Click or tap here to enter text. |
| **Total Target Word Count for Page:**  *(\*Current Word Count = x)* | Click or tap here to enter text. |
| **Overall Goals of Content:** | Click or tap here to enter text. |
| **Search Intent:** | Click or tap here to enter text. |

**✓ General SEO Copywriting Best Practices:**

* Use short sentences.
* Use bullet points numbered lists, and bold text to make it easy to skim information.
* Use logical order and organization of content with H1, H2s, H3s, etc.
* Break up content with graphics, charts, quotes, CTAs, infographics, videos, etc.
* Include Call-To-Actions (CTAs) on the page. What do we want the visitor to do Next?
* Leverage internal and external linking opportunities.
* [**https://blog.marketmuse.com/building-a-better-content-brief-using-tech/**](https://blog.marketmuse.com/building-a-better-content-brief-using-tech/)
* [**https://blog.marketmuse.com/content-strategy-crash-course/**](https://blog.marketmuse.com/content-strategy-crash-course/)
* [**https://briefs.marketmuse.com/5dcea032113fd495b1b14c66**](https://briefs.marketmuse.com/5dcea032113fd495b1b14c66) **-** *(good example to review.)*

**✓ Internal Linking Opportunities:** *(These links build internal link strength to targeted SEO pages – use 1-2 links per page.)*

**To find target content, Google:** “site:www.yourwebsite.com term”

**Internal Link #1:  
Page URL linking from:** Click or tap here to enter text. **Page Linking to:** Click or tap here to enter text. **Link Text:** Click or tap here to enter text.

**Internal Link #2:  
Page URL linking from:** Click or tap here to enter text. **Page Linking to:** Click or tap here to enter text. **Link Text:** Click or tap here to enter text. **-----------------------------------------------------------------------------------------------------------------------------------------**

**✓ SEO CONTENT WORKSHEET:**

**Title Tag:** *(Limit to 50-60 characters) Word Shortcut: (Control Key + Shift Key + G)*

**Meta Description** **Tag:** *(Limit to 145-160 characters) Word Shortcut: (Control Key + Shift Key + G)*

**H1 Heading Tag:** *(Limit to 30-70 characters)*

**-------------------------------------------------------------------Copy----------------------------------------------------------------**

**<<End of Document>>**