

Content Brief for SEO Content Services Page

1. Overview

Content type	Services Page		
Primary Keyword <i>(use 4-8 times)</i>	seo content services		
Related keywords <i>(use each keyword 2-3 times)</i>	<input type="checkbox"/> seo services <input type="checkbox"/> seo content <input type="checkbox"/> seo content pricing		
Writing deadline <i>(assigned writer: Janice Riggs)</i>	04/09/2023	Word Count	1200 - 1500
Editing deadline <i>(editor: Sina Mchunu)</i>	07/09/2022	Publishing deadline	14/09/2023
Client or blog description	Learn more about the client here .		
Publishing URL	https://seocontentstrategists.com/seo-content-services/		
Target audience	Brand owners, Small business owners, and Startups who want to improve the website visibility on SERPs.		
Targeted user intent	The search intent for the keyword "seo content services" is centered around finding professional services or agencies that specialize in creating optimized content for SEO purposes. Users searching for this keyword are likely looking for assistance in improving their website's visibility and rankings on SERPs. They may be seeking content writing services that are		

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	knowledgeable in SEO best practices, keyword research, and on-page optimization techniques.
Pain points to address (<i>checklist for editors</i>)	<ul style="list-style-type: none"><input type="checkbox"/> Low website traffic and visibility on search engine results pages (SERPs)<input type="checkbox"/> Difficulty in reaching their target audience and potential customers online<input type="checkbox"/> Limited knowledge and resources for implementing effective SEO strategies Inability to compete with larger competitors in the online marketplace<input type="checkbox"/> Lack of understanding about the importance of SEO for their business success
Buyer's journey stage	BOFU

2. General requirements

- Cover the topic as broadly as possible
- Use official data or statistics and include links
- Add images after every 250 - 500 words
- Include an ALT text for each image to describe the image

Style Guidelines (Use this checklist when editing (for editors))

- Use US English
- Use 3rd person (we, us, our) and 2nd person (you, yours)
- Use active voice
- Use the serial comma
- Start the first sentence of each section with an action word
- Address target audience pain points (They're listed in target audience)

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- Use customer-centric language, focusing on what the client will gain rather than what we can do. For example, you can write:

- **"You will have access to a wide range of features to enhance your experience and meet your needs. With these features at your disposal, you can streamline your workflow, increase productivity, and achieve greater efficiency in your daily tasks."**

- **Instead of "We offer a wide range of features that can enhance your experience and meet your specific needs. With these features, we can streamline your workflow, increase productivity, and achieve greater efficiency in your daily tasks."**

- Naturally incorporate the provided primary keyword throughout the content.
- Include the provided related keywords at least 2 or 3 times throughout the content.
- Check your content for plagiarism before submitting
- Check your content for any AI detection before submitting. (Up to 15% acceptable AI detection, anything more than 15% is unacceptable. (We use OriginalAI for detection).
- Use a tool like Grammarly to ensure there are no grammar or spelling errors.

3. Related Competitors' Pages

Use the following links for research purposes (No Plagiarism)

1. <https://www.brafton.com/seo/>
2. <https://www.growandconvert.com/content-marketing-service-agency>
3. <https://credible-content.com/>

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4. Internal linking requirements

Link to the following pages

1. <https://seocontentstrategists.com/ad-copywriting-services/>
2. <https://seocontentstrategists.com/website-copywriting-services/>
3. <https://seocontentstrategists.com/e-commerce-copywriting-services/>
4. <https://seocontentstrategists.com/email-copywriting-services/>

5. Article structure

SEO Title Not more than 60 characters	Inspo: #1 SEO Content Services For High-Quality, Organic Traffic
SEO Meta Description Not more than 150 characters	Inspo: Need SEO content services for your small business? Click here to get traffic-generating writing services by real SEO content strategists.
H1 Different from SEO title	Inspo: Enhance Your Online Presence with Top SEO Content Services

Introduction

- Make it compelling and engaging for the reader

- Up to 100 words
- 2-3 sentences
- Primary keyword (seo content services) in the first 1-2 sentences

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Body Structure

<input checked="" type="radio"/> H2	<input type="radio"/> H3	#1 SEO Content Services for Improved Online Visibility
<input checked="" type="radio"/> H2	<input type="radio"/> H3	SEO Content Services Pricing Tailored to Your Business Needs
<input checked="" type="radio"/> H2	<input type="radio"/> H3	Types of SEO Content Services We Offer in [stat user-city]
<input checked="" type="radio"/> H2	<input type="radio"/> H3	What You Can Benefit From Our SEO Content Writing Services
<input checked="" type="radio"/> H2	<input type="radio"/> H3	How It Works: Our SEO Content Writing Service Delivery Process
<input checked="" type="radio"/> H2	<input type="radio"/> H3	What Client Says About Our SEO Content Services
<input checked="" type="radio"/> H2	<input type="radio"/> H3	SEO Content Services FAQs

Custom outline instructions

Please use the following outline as a guide for your overall piece:

1st Section:

H1: Enhance Your Online Presence with Top SEO Content Services (You can edit or Leave as is).

Description: Write 25-30 words. Start first sentence with an action word (see [home page](#) for example).

2nd Section:

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H2: SEO Content Services Pricing Tailored to Meet Your Needs *(You can edit or Leave as is).*

Description: 35-50 words. Start first sentence with an action word.

3rd Section:

H2: Boost visibility and Drive Organic Traffic With Different Types Of SEO Content Services
(You can edit or Leave as is).

Description: 35-50 words. Start first sentence with an action word.

H3: Types of SEO Content Services: *(See [home page for services description examples](#), Under H2: Challenges You Can Solve With Our SEO Content Marketing Services)*

- Blog Writing Services: Add 40-60 words description
- B2B Content Writing Services: Add 40-60 words description
- Long-form content writing services: Add 40-60 words description
- Marketing Collateral Creation: Add 40-60 words description

4th Section:

H2: What You Get From Our SEO Content Services

Description: 35-50 words. Start first sentence with an action word. Include the following benefits:

1. Comprehensive Keyword Research: *(use the following key points and write 50-65 words)*

- Uncover the most relevant and high-performing keywords for your industry with our in-depth keyword research analysis.
- Identify long-tail keywords with low competition to maximize your chances of ranking higher on search engine result pages (SERPs).

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2. Optimized On-Page Content: *(use the following key points and write 50-65 words, also make it customer-centric, refer to style guidelines above)*

- Our experienced writers will optimize your website's on-page content to ensure it is fully optimized for search engines. This includes strategically incorporating the targeted keywords into your website's titles, headings, meta descriptions, and body content. By doing so, we improve your chances of ranking higher in search engine results and attracting more organic traffic to your site.

3. Compelling Blog Posts: *(use the following key points and write 50-65 words, also make it customer-centric, refer to style guidelines above)*

- - Regularly updating your blog with high-quality and engaging content is crucial for attracting and retaining visitors. Our team of skilled writers will create informative and captivating blog posts that not only provide valuable information to your audience but also target relevant keywords to further enhance your SEO efforts.

4. Effective Link Building: *(use the following key points and write 50-65 words, also make it customer-centric, refer to style guidelines above)*

- - Building quality backlinks from reputable websites is an essential aspect of SEO. Our experts will employ ethical link-building strategies to help improve your website's visibility and authority in search engine rankings. We will research and reach out to relevant websites and influencers in your industry to secure high-quality backlinks that will drive organic traffic to your site. With our effective link building techniques, you can expect to see an increase in your website's credibility and online presence.

5. Rank Tracking and Content Re-Optimization: *(use the following key points and write 50-65 words, also make it customer-centric, refer to style guidelines above)*

- Our team will monitor your website's search engine rankings and provide regular reports on

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its performance. If we notice any drop in rankings, we will analyze your content and make necessary adjustments to ensure it is optimized for relevant keywords and meets the latest SEO Guidelines.

H2: Our SEO Content Service Delivery Process

Description: Write 30-50 words

Write and simplify the steps of the Process: Be creative here and [do some research on this page](#).

- The first step should be the client choosing a package and requesting a free sample and proposal by filling in the form, they'll have to include a link to their website for assessment and strategy development.
- Then an SEO content strategist will get in touch via email to set up a Zoom meeting to learn more about their pain points and present a customer SEO content strategy and provide them with a link to the requested sample.
- Then they approve the sample and confirm their package.
- Once all that is done, we take over. (This is where you start outlining the steps of the process you researched.)

6th Section:

H2: SEO Content Services FAQs

Content: Please do research and develop this content yourself. You can include up to 8 questions and detailed answers. Use your best judgment.

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6. Text structure

- The content should have subsections of about 100-250 words
- Each paragraph should have 3 sentences
- Use bullet points to make your content easy to scan through
- Use H2s, H3s, and H4s

How to contact me:

If you have any questions or need any assistance tackling particular sections, please do not hesitate to reach out to me. I'm happy to help.

Email: sinamilemchunu@gmail.com

Subject: SCS#1: SEO Content Services Page