

STANDARD OPERATING PROCEDURE · WW-018

Write an SEO content brief for a new page

Turn a mapped keyword into a one-page brief that tells a writer the page's purpose, search intent, structure, proof points, internal links and call to action.

SEO

VERSION 1.0	EFFECTIVE 5 October 2026
NEXT REVIEW 5 April 2027	TIME 60 to 90 minutes per page
DIFFICULTY Intermediate	RELATED WW-005 · WW-006
AUDIENCE SEO specialists and content managers who commission pages from writers	
TOOLS Google Search · Google Search Console · A shared document or brief template	

Purpose

A writer without a brief writes what they think the page should say, not what searchers need. This procedure turns the keyword research from WW-005 into a short brief that fixes the page's purpose, the questions it must answer and the evidence it must show, so the first draft is close to publishable. It is finished when the brief is approved by the business owner and handed to the writer with every section complete.

Scope

In scope

- Reading search intent from the live results
- Defining the page's outline, questions, proof and calls to action
- Planning internal links and on-page SEO targets

Out of scope

- Keyword research and mapping (see WW-005)
- Writing, editing and publishing the page
- Auditing an existing page (see WW-006)

Roles and responsibilities

Role	Responsibility
SEO specialist	Researches the results and writes the brief.
Business owner	Supplies expertise, proof and pricing details, and approves the brief.
Writer	Raises gaps before starting and writes to the brief.

Prerequisites

- A primary keyword and two to five secondary keywords mapped to this page (WW-005).
- The target URL, agreed before writing so it never changes after launch.
- Access to the business owner for facts, examples, prices, accreditations and photos.
- A list of the site's existing pages to link from and to.

Procedure

Read the search intent

Let the current results tell you what format and depth Google rewards.

1. Search the primary keyword in a private window, set to the target location.

2. Record the format of the top results: service pages, guides, lists, comparison pages or local map results.
3. Record what the top three results cover that the business does not yet, and what they all miss.
4. Write one sentence describing what the searcher wants to achieve, such as "Find a local, accredited installer and get a price for a new boiler".

[!TIP] If the top results are mostly guides and the planned page is a sales page, raise it now. Fighting the intent rarely ranks.

Define the page

Fix the essentials before outlining.

1. Write the page's single purpose and the one action you want the visitor to take.
2. Draft a title tag under 60 characters that leads with the primary keyword, and a meta description under 155 characters that states the benefit and the action.
3. Draft the H1, which can differ from the title tag but must contain the main topic.
4. Name the audience: who they are, what they already know and what worries them.

Outline the content

Give the writer structure, not sentences.

1. List the H2 sections in order. Each should answer one question a searcher has, using the wording people search where natural.
2. Under each H2, add bullet points with the facts, examples and secondary keywords to cover.
3. Add an FAQ section with four to six real questions from customer emails, sales calls and the **People also ask** box.
4. Set a target length range based on what is needed to answer the questions, not on competitor word counts.

Add proof and experience

Show first-hand experience that a competitor cannot copy.

1. Ask the business owner for specific proof: years trading, accreditations, a real project example with numbers, a named reviewer quote and process photos.
2. List each item in the brief with where it should appear on the page.

[!IMPORTANT] Do not invent statistics, testimonials or credentials. Every claim in the brief must come from the business, with its source recorded.

Plan links and the call to action

Connect the page to the rest of the site.

1. List two to four existing pages that should link to the new page, with the suggested anchor text for each.
2. List the pages the new page should link out to, such as pricing, related services and contact.

3. Specify the call to action, its wording and where it appears: near the top, after the proof and at the end.
4. Send the brief to the business owner for approval, then to the writer.

Quality checks

- ☐ The search intent sentence matches the format of the top results.
- ☐ Title tag, meta description, H1 and URL are agreed.
- ☐ Every H2 answers a real searcher question.
- ☐ Proof items come from the business and have recorded sources.
- ☐ Internal links in and out are listed with anchor text.
- ☐ The business owner has approved the brief.

Troubleshooting

Symptom	Likely cause	Fix
Draft is generic	Brief lacked proof and examples	Get specifics from the business owner before the rewrite.
Page ranks for the wrong term	Intent sentence did not match results	Re-check intent and refocus the outline.
Two pages compete for one keyword	Keyword already mapped to another page	Check the keyword map and merge or re-target.
Writer keeps asking questions	Outline bullets too vague	Add the exact facts to cover under each H2.

Records

- Save the approved brief next to the keyword map, named with the target URL.
- Keep the proof sources (documents, photos and permissions) for the life of the page.

References

- [Creating helpful, reliable, people-first content \(Google Search Central\)](#)
- [SEO Starter Guide \(Google Search Central\)](#)
- [Influencing your title links \(Google Search Central\)](#)
- [Control your snippets in search results \(Google Search Central\)](#)