

Briefing

Product page: “Lorem ipsum”

Date: 17.03.2022

Target-URL: <https://loremipsum.com/products/lorem-ipsum>

Organizational details

- Text creation delivery date: **17.04.2022**
- Estimated publication date: **21.04.2022**
- Feedback rounds: After text creation, one feedback round from the SEO, the Sales and the Marketing team are included with a consequent rework round from the editors' side if needed.

Outline

The following points provide a rough framework for the main aspects to be covered. For all the related questions regarding the topic please refer to the WH-Type Questions section.

- What types of lorem ipsum are there?
- Technical specifications of lorem ipsum
- Financing possibilities for lorem ipsum

Editor details

Please include all relevant & available information:

- Editor profile page URL on the website (eg. <https://loremipsum.com/authors/despina>)
- Social media profile URLs
- Topics they know about

Additional resources (provided by other teams - eg. sales, marketing...)

Please refer to the information below:

- Persona details/information
- Technical specification sheets for the product/assembly instructions
- Any information coming from marketing/branding departments concerning brand no-gos and brand language
- User interviews

Competition benchmarking

Currently, the following 10 URLs rank in Google’s top 10 organic search results when someone is looking for the “lorem ipsum” product. They can serve as a content and structural orientation for the text to be created, in order to see what elements and aspects need to be covered in order to rank well.

SERPs - lorem ipsum

URL	Absolu...	Estimated Clicks
1 questions.universal-search-box.com/		16.410
2 www.loremipsum.de/	+1	8.197
3 de.m.wikipedia.org/wiki/Lorem_ipsum	-1	5.480
4 loremipsum.io/de/ultimate-list-of-lorem-ipsum-generators/	+3	4.065
5 designers-inn.de/blindtexte/	+7	3.856
6 support.microsoft.com/de-de/topic/hinweise-zum-text-lorem-ipsum-dolor-sit-amet-in-der-hilfe-von-microsoft-word-bf3b0a9e-8f6b-c2ab-edd9-41c1f9aa2ea0		2.614
7 www.onlineprinters.de/magazin/lorem-ipsum-generatoren-alternativen/amp/	+10	2.070
8 www.giga.de/artikel/was-bedeutet-lorem-ipsum-dolor-sit-amet-auf-deutsch/	-3	1.659
9 de.lorem-ipsum.info/	+1	1.422
10 monster-tool.de/lorem-ipsum-generator	+3	1.208

- URL Competitor 1
- URL Competitor 2
- URL Competitor 3...

Competitor	MC Length	Quality	Formats
URL Competitor 1	1.536	2	Helpful filter function and sorting possibility, USP Banner is very prominent, product application videos
URL Competitor 2	1.300	5	good internal linking structure, clear headline structure, filter function, use of lists and tables, jumpmarks, FAQs section
URL Competitor 3	1.000	1	no structure, typos in the copy, no sorting/filtering function

***MC:** main content is defined as the number of words on the page that are in the main body of the page and not, for example, in the navigation, footer, sidebars, etc.

Keywords

Please refer to the table below to see the keywords that should be taken into consideration when creating the content. The **main keyword** is chosen to show users and search engines alike what the **main topic** of the content is, while **supporting** keywords are there to help **increase the relevance** of the text.

Make sure to pay attention to the **intent of the user** based on the main keyword. Users typically come to a page in order to:

- Find information on a topic (**intent:know**)
- Navigate towards a particular page (**intent:navigate**)
- Complete an action such as downloading, signing up, buying something (**intent:do**)

User-Intent: Know + Do		
	Keyword	What to consider
Main keyword	lorem ipsum	<ul style="list-style-type: none">● Include in H1 (main heading)● Include in main content (3-4 times <u>as long as it does not sound spammy</u>)● Include in the meta title● Include in image alt text <u>if relevant</u>
Supporting keywords	lorem ipsum installation lorem ipsum types lorem ipsum pricing	<ul style="list-style-type: none">● Include in other headings (H2, H3s...)● Include in main content (2-3 times <u>as long as it does not sound spammy</u>)● Include in the meta description● Include in the image description or as alternative option in the alt text <u>if relevant</u>

Proofterms

(Source: termlabs.io | 17.03.2022)

Proofterms are terms that are often used when covering the main keyword topic. We extract these by analyzing the best ranking pages for the particular keyword, and by checking how many of these pages mention these terms, and how often. Use proofterms in order to ensure that all relevant aspects of the topic are fully covered, and not necessarily word by word.

1.Relevance-related proofterms

proofterm 1, proofterm 2...

2. Quality-related proofterms

proofterm 1, proofterm 2...

WH-Type Questions

The questions below are the ones usually asked in connection to the main topic. Make sure to answer as many as possible in order to fully cover the topic. If it makes sense from a content perspective, these questions can also serve as inspiration for the content's structure.

WH-Type questions	<ul style="list-style-type: none">● What is lorem ipsum?● What types of lorem ipsum are available in the market?● How can i install a lorem ipsum at home?● What financing options are there for a lorem ipsum?
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Content Requirements and Features

To make the text even more relevant and increase the chances of good rankings, the following requirements and features (e.g. videos, images, graphics, animations, lists, infographics, tables, checklists, studies, brochures) should be considered when creating the text.

Content-Requirements	Details
Text length (MC)	ca. 1.200 characters
Table of contents	include if possible
Paragraphs	<ul style="list-style-type: none"> - paragraph length: approximately 4 sentences - multiple paragraphs per topic
Headlines	<ul style="list-style-type: none"> - around 6 headlines - sensible structure from H1 to H3 (make sure only one H1 is used) - use WH Questions if relevant, to build the subtopics
Bold	<ul style="list-style-type: none"> - highlight important keywords and terms with bold - mark up with
Infoboxes	<ul style="list-style-type: none"> - use infoboxes to summarize information (eg. lorem ipsum definition) - use infoboxes to tease other relevant subpages
Images	<ul style="list-style-type: none"> - include images of product in different use cases - use infographics to explain how it works
Videos	if videos are available, include them in the page
Tables	- include tables with relevant type per use case
Linking	<p>internal links to:</p> <ul style="list-style-type: none"> - latest news on lorem ipsum - other related products <p><i>*mind that the anchors need to be descriptive</i></p> <p>external links to:</p> <ul style="list-style-type: none"> - resource A - resource B
Downloads	<p>add downloads as follows:</p> <ul style="list-style-type: none"> - assembly instructions - fact sheets
CTAs	<ul style="list-style-type: none"> - Specific and targeted CTAs: eg Download free catalog - If CTA is “provide email” then communicate clearly what the address will be

used for, what the benefits of signing up are, and what the unsubscribe process is.

Meta Title and Description

Length	Title: 58- max. 65 characters (max. 580 Pixel) Description: 100 - max. 160 characters (max. 990 Pixel)
Important elements	- Example format: Main KW: Supporting KW incl. extension Brand - Wording: Keyword-optimized, attractive, unique - Avoid: Keyword Stuffing, very short/lengthy titles/descriptions - Include CTA in the Description - Clearly communicate USPs

Language level and tone

Do users prefer simple language (everyday language)? Or are the texts intended for a specific target group with specialist knowledge (technical terminology needs to be used)? Check the section below to see what is needed for your content:

- simple business english (UK English)
- avoid abbreviations
- choose short sentences to make content easily understandable
- direct tone of voice in CTAs such as link boxes (eg. Learn more)

Infos on goals

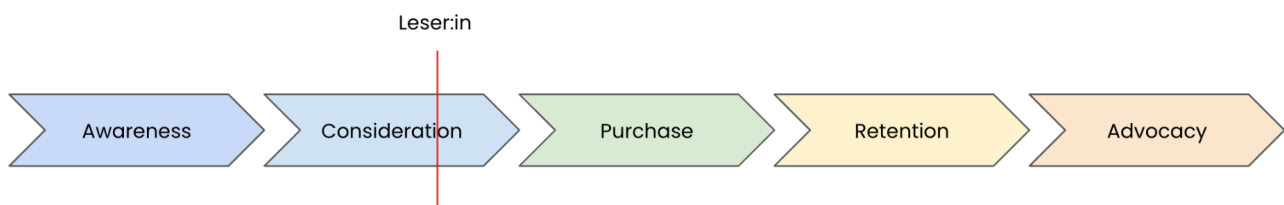
What goals does the text have? Where is the content in the user journey?

Goal	Relevant?
Brand awareness	Y
Leads	Y
Rankings in Top 5	Y
Backlink generation	Y

What reaction should be expected?

CR on category subpage. Then the user should either sign up for the newsletter or ask for a price quote via our online form.

Where does the content fit in the customer journey?



For content managers

As content managers, please refer to the following section for the aspects needed to be added on top of the content itself through the CMS.

Text needs

- mark bold with
- make sure there are no duplicate H1s

Images

- make sure alts are present
- make sure no image is bigger than 100Kb - if not, please compress
- upload images either in JPG or other optimized format (eg. WebP)

Links

- make sure that no links are going to non-existent pages
- make sure that all links are dofollow

Indexability

- make sure content piece refers to itself as canonical
- make sure meta robots are set to index, follow

Schema

- Include FAQ schema
- Include author schema
- include webpage and website schema
- include organisation schema