



# SEO Content Brief for all Landing Pages on the Website (including blogs)

- Content on each page must be a minimum of 500 words. No page should be below 500 words. There is no maximum amount of words, the longer the better.
- Use bullet points when possible, ideally as an intro or TL;DR (Too Long, Didn't Read) at the beginning of the paragraph for Users who don't need details.
- Use keywords or semantic keywords in the headings.
- Separate content by headings and paragraphs.
- Ideally, a landing page should have a minimum of 2 headings and 2 paragraphs.
- Insert external links that go to websites that are leaders in your industry (maximum of 2).
- Insert internal links that go to different pages within your website.
- Exhaust writing about the keyword so that you are satisfying the User's query.
- When writing about a keyword, use as many related keywords as possible. In this way, your landing page can target the keyword and permutations thereof.
- Please do not copy from anywhere else. Your content should be unique.