

SEO BRAND CONTENT TEMPLATE

For brand-led content that builds search authority and strong intent

How to use this template: Complete every section before you write a single word of content. The goal is to be clear on your brand angle, your audience's intent, and how your content signals authority, not just relevance. Every field below is editable, type directly into the boxes and tick the checkboxes as you go.

01 BRAND CONTEXT

Define who you are before you write. This grounds everything that follows.

Brand Name / Product

The specific brand or product this content represents

Brand Voice in 3 words

e.g. Direct. Human. Expert. The personality behind every sentence you write

Industry / Niche

Be specific, not 'tech' but 'healthcare SaaS'

Target Audience

Who is this for? Job title, pain point, funnel stage

Brand POV on this topic

What is your brand's opinion or angle? Generic content ranks nowhere. A clear POV builds authority.

Brand Differentiator

What makes you different from every other voice covering this topic? This needs to come through in the content.

Strong brand SEO isn't about stuffing keywords, it's about matching your brand voice to what your audience is actively searching for.

Intent types: Informational ('what is AEO') | Navigational ('[Brand] pricing') | Commercial ('best SEO tools for brands') | Transactional ('book a demo'). Brand content performs best at Informational and Commercial intent.

Primary Keyword

The main term this content targets. Include your brand name or category where natural. e.g. 'brand SEO strategy 2026'

Search Intent Type

Which intent does your primary keyword reflect? Informational / Commercial / Navigational / Transactional, and why

Supporting / Semantic Keywords

3-5 related phrases that reinforce topical depth. Think of what a curious reader would also search.

Branded Keywords to include naturally

Your brand name, product names, or recognisable phrases used in context, not forced. Branded search volume is a direct trust signal to search engines.

Search Volume / Competitiveness

Low / Medium / High, use Ahrefs, Semrush, or GSC

Funnel Stage

Top / Middle / Bottom of funnel

These elements tell search engines and AI systems what your content is about and why it deserves to be cited.

Page / Article Title (H1)

Include your primary keyword. Lead with the most important idea. Keep under 60 characters.

Meta Description

150-160 characters. Summarise the value clearly. Include the primary keyword naturally. Write for the human, not the algorithm, this is your click pitch.

URL Slug

Short, keyword-rich, hyphen-separated. e.g. /brand-seo-strategy-2026

H2 Subheadings (content outline)

Map out your H2s. Each should address a specific question or subtopic. These feed semantic relevance and AI citation signals.

Internal Links to add

Pages on your own site this content should link to

External Citations

High-authority sources that validate your claims

This is where brand-led SEO separates itself from generic content. Search engines and AI systems read these signals to determine whether your content is worth citing.

When a brand is cited in an AI Overview, organic clicks rise by 35% and paid clicks by 91% (GoodFirms, 2026). Authority signals are what get you into that citation layer, not just keyword density.

Expert Voice / Author

Who is authoring or contributing? Name, role, relevant credentials. Author authority is an E-E-A-T signal Google explicitly rewards.

Original Data, Research or Insight

What does this content include that no one else can replicate? Proprietary data, client results, original findings, or a unique take on existing research.

Third-Party Voices / Partnerships

Who else is lending credibility here? Guest quotes, co-authors, partner brands, or industry experts.

Social Proof / Case Example

A real example, customer story, or use case. Specificity builds trust.

Content Format

Article / Video + Article / Carousel / Podcast / Infographic + Article, formats combining depth with shareability perform best for brand authority

05 BRAND PERSONALITY CHECKLIST

Before publishing, check your content actually reflects your brand, not just the topic.

- ☐ Does every paragraph sound like us, not like every other brand in this space?
- ☐ Have we taken a clear stance, or are we sitting on the fence?
- ☐ Is our brand name, product, or category mentioned naturally at least 2-3 times?
- ☐ Have we avoided jargon that our audience would not use themselves?
- ☐ Does the intro hook reflect our voice, not a generic opening line?
- ☐ Are we citing sources that align with our brand values and credibility?
- ☐ Does the CTA sound like us: specific, direct, and relevant to this content?
- ☐ Would a reader know this was us, even without seeing the logo?

06 DISTRIBUTION & AMPLIFICATION

Content with no amplification plan is just a document. Map this out before you hit publish.

Primary Publication Channel

Where does this live first? Website blog / LinkedIn Article / Partner publication / Industry media

Secondary Channels

Where will you repurpose or promote? LinkedIn, email, carousel, video, podcast clip

Target Publish Date

Build your timeline backwards from here

LinkedIn / Social Hook

What is the hook for the social post? It should stand alone, not just 'new article out now'. Lead with the most interesting idea.

Email Subject Line (if applicable)

Write 2 options. Subject lines with brand names or strong POV consistently outperform generic ones.

CTA: What do you want the reader to do next?

Subscribe / Book a call / Download / Share / Read Part 2, be specific and make it frictionless.

07 PERFORMANCE TRACKING

Set your benchmarks before you publish so you know what success looks like in 30 days.

Metric	Target / Benchmark	Result (30 days)
Branded Search Volume (monthly)		
Organic Click-Through Rate		
Time on Page		
Backlinks / Citations earned		
Social Shares / Saves		
Leads / CTA Conversions		

Branded CTR averages 38.6% vs 25.4% for non-branded. Brands cited in AI Overviews see organic clicks rise 35%. The goal is not just to rank, it is to be recognised, referenced, and remembered.

Build your brand into every piece of content you create.