



Search Performance Brief

“Target Keyword Here”

[Objectives & Context](#)

[SEO + AI](#)
[Analysis Guidance](#)

[Outline](#)

Domain	
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Objectives & Context

Asset Type	Goal	Context
<input type="checkbox"/> New Blog <input type="checkbox"/> Reoptimized Blog <input type="checkbox"/> New Landing Page <input type="checkbox"/> Reoptimized Landing Page		
Target URL		
Search Intent		
<input type="checkbox"/> Commercial <input type="checkbox"/> Informational		
Geographic Audience		
Scoped Word Count		
CTA(s)	Internal Links to Include	

SEO + AI Analysis & Guidance

Asset Summary & Guidance	Target Word Count: XXX
	Search Volume: XXX
	KW Difficulty: XXX
	Current MarketMuse Content Score: XXX
	Target MarketMuse Content Score: XXX

SERP Analysis	
SERP Analysis:	

AI Overview Guidance	
Current AIO Analysis	
AIO Guidance:	
Schema Recommendations	

LLM Guidance	
Prompt	
Platform	
LLM Observations	
LLM Guidance	

Schema Recommendations	
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Topic Depth Guidance	
Topics to Cover:	
Questions to Answer:	

E-E-A-T Guidance	
E-E-A-T Guidance:	

Structure/Format Guidance	
Structure/Format Guidance:	

Linking Guidance	
Internal Links to Include:	
External Links to Include	

Meta Data Guidance	
Title Tag:	
Working Headline:	
Working Meta Description:	

Additional Guidance

Additional Guidance
and Notes:

Outline

H1: [Insert title here]

- **Introductory messaging points:**
 - [Insert key messaging points to include in this section]
- **Internal link and anchor text:**
 - “[insert anchor text here]” (insert URL here)
- **Related resources:**
 - [Add links to data sources, inspiration sources, client-provided material for reference, etc. and include a note about how the resource will be used]

H2: [Insert subheading here]

- **Messaging points:**
 - [Insert key messaging points to include in this section]
- **Internal link and anchor text:**
 - “[insert anchor text here]” (insert URL here)
- **Related resources:**
 - [Add links to data sources, inspiration sources, client-provided material for reference, etc. and include a note about how the resource will be used]

H2: [Insert subheading here]

- **Messaging points:**
 - [Insert key messaging points to include in this section]
- **Internal link and anchor text:**
 - “[insert anchor text here]” (insert URL here)
- **Related resources:**
 - [Add links to data sources, inspiration sources, client-provided material for reference, etc. and include a note about how the resource will be used]

H2: [Insert concluding subheading here]

- **CTA messaging points:**
 - [Insert key messaging points to include in this section]

- **CTA link and anchor text:**
 - “[insert anchor text here]” (insert URL here)