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BLOG ARTICLE - SEO BRIEF**

| **ARTICLE DETAILS:** | | | | |
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| **Date brief created:** | **12/10/2021** | | | |
| **Due date of the Blog:** |  | | | |
| **TITLE TAG (blue clickable link on Google):** | How to Optimise a Service Page | | | |
| **URL:** | [***https://studiohawk.com.au/blog/***](https://studiohawk.com.au/blog/) | | | |
| **TOPIC/CATEGORY:** | Service Page SEO | | | |
| **Word Count** | **1000** | | | |
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| **KEY MESSAGE** | | | | |
| ***Purpose*  | *Ultimate impact?*** | | | | |
| The overall purpose or intent of this blog is to educate and demonstrate the importance of building out a page for service based businesses. This will guide the reader through the fundamental aspects of SEO in regards to service pages, and why it’s important to build it out correctly. | | | | |
| **SEO OBJECTIVE:** | | | | |
| ***High Rankings* | *SEO focus?*** | | | | |
| The objective is to target the primary keyword ‘Service Page Building using SEO’ to reach more organic users and position Studiohawk as an authority on SEO. | | | | |
| **KEYWORDS** | | | | |
| ***Primary and long tail keywords?*** | | | | |
| **Keywords** | | **Search Volume** | **Keywords** | **Search Volume** |
| how to create a service page | | 10 | seo fundamentals | 10 |
| how to write service page content | | 10 | title tag | 170 |
| content | | 14,800 | internal links | 70 |
| search intent | | 10 | h1 heading | 20 |
| keyword research | | 880 | images | 135,000 |
| page load speed | | 210 | meta description | 720 |
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| ***Article Target | Who are we trying to reach?*** | | | | |
| People owning or working in a business who want to either expand/add service pages to their site or optimise existing service pages. Users searching for this will only know SEO fundamentals, so word the content for beginners. | | | | |
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| **SEO HEADING STRUCTURE** | | | | |
| ***Heading structure, flow of the article + requested internal links*** | | | | |
| H1: How to Optimise a Service Page (50 words introducing the overall goal of this blog, highlighting the need for a service page, its benefits and general failings.)  H2: SEO Fundamentals (50 words, the following H2 will be a brief overview of what SEO is and its importance in regards to building out a service page.)  H3: Search Intent (100 words explaining the use and need for search intent for SEO, this ties into keyword research. Also provide the 4 different types of search intents and give a brief example.)  H3: Keyword Research (100-150 explaining the importance of effective keyword research. Ensure you address the need for users' search intent and the tools that can be used such as SEMRush and Google Search Console.)  H3: Content (100-150 explaining the need for well structured and researched content and why it’s the bread and butter of SEO. Connect this to service pages and why educational content is needed to explain the service being provided by the business.)  H3: Title Tag (100 words explaining the use, needs and importance for title tags, show an example of the dos and don'ts and why they are an importance for overall ranking.)  H3: Meta Description (50 words explaining a brief overview of what a meta description is, how to write it and the importance of it from a user's point of view. This could include wording and how to effectively write a call to action. Also include the required length of a meta description.)  H3: H1 Heading (100 words explaining the use of headings and H1 structure and how Google indexes the page. Show an example of heading structure and why there can only be 1 H1 heading.)  H3: Internal Links (100 words explaining the use of internal linking and why it’s important for all pages. Especially when linking service pages that guide the users to the business provided service.)  H3: Page Load Speeds (100 words explaining the importance on site page speeds and how it affects the ranking in Google. Also link speed testing tools such as PageSpeed Insights and GTMetrix. Also give a brief overview of page speed scores and why they are important.)  H3: Images (100 words explaining the importance of images and why it’s needed for both users and crawlability for google. Also explain the use of alt tag attributes and why it’s needed on pages.)  H2: How to Create a Service Page (150-200 words explaining the overview of how to create a service page. Give an example of a fully built out service page, highlighting all of the SEO fundamentals as explained above.)  H2: Want to Learn more? (50 word write up with a call to action. Use a form or add contact details allowing the reader to Contact studiohawk.) | | | | |
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| **TOP RANKING ARTICLES** | | | | |
| ***Top ranking articles in search and articles for inspiration*** | | | | |
| 1. <https://www.wiredseo.com/structuring-a-service-page-building-blocks-for-seo-success/> 2. <https://blog.hubspot.com/marketing/seo-strategy> 3. <https://insights.huemor.rocks/blog/service-page-design-examples> | | | | |
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| **Notes for the Copywriter** | | | | |
| ***Any notes for this blog you wish to give to the copywriter*** | | | | |
| Ensure you weave in internal links where you can, especially in regards to the services and how you can help the reader/user.  At the end of the blog create a contact link so the reader can get into direct contact with the StudioHawk. | | | | |