

AI SEO Content Creation Template

1. Content Brief

Title / Working Title:

Target Keyword(s):

AI Search Queries (natural phrasing):

2. Audience & Intent

Target Audience Persona:

Stage of Funnel (Awareness / Consideration / Decision):

User Intent (informational, comparison, transactional):

3. Structure for AI SEO

- FAQ section (3-5 Q&As)
- Step-by-step guide / How-to
- Clear definition(s)
- Comparison table or checklist
- Schema markup planned (FAQ, HowTo, Product)? Yes / No

4. Quality Checklist

- Concise intro (answers main query in first 2–3 sentences)
- Readability (Flesch score > 60)
- Internal links (to product + blog resources)
- Citations to authoritative sources
- Brand voice aligned? Yes / No

5. AI SEO Metrics (to track after publishing)

Google AI Overview Citation? Yes / No

Ranking Position (traditional SEO): _____

AI Answer Engine Presence (Perplexity/ChatGPT): _____

Engagement (CTR, dwell time, shares): _____

Pipeline impact (leads/MQLs): _____

6. Tools Used

- Keyword/AI Query Research: (Semrush, AlsoAsked, AnswerThePublic...)
- Content Optimization: (Clearscope, MarketMuse, SurferSEO...)
- AI Visibility Tracking: (Semrush AI Add-on, Perplexity Pro...)
- Dashboarding: (Supermetrics, Looker Studio...)

7. Notes / Next Steps
