



SEO Content Optimization Brief

Illustrative example of improving an existing article

PAGE TYPE	MARKET	PRIMARY QUERY	RESEARCH DATE
Existing article	Google US / English	how to choose project management software	1 September 2026

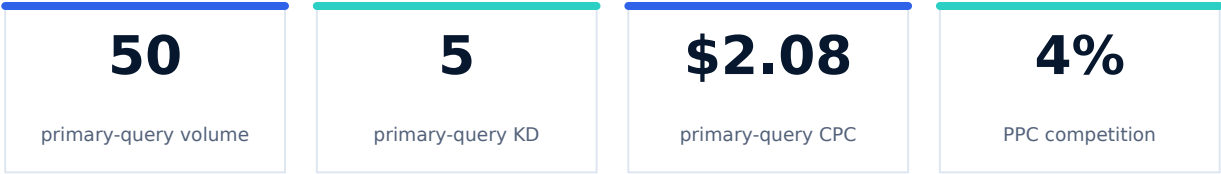
ILLUSTRATIVE SAMPLE - NOT A REAL CLIENT PROJECT

The brief uses real Google US search metrics and an illustrative baseline page. Google Search Console data was not invented; it is connected in client projects only when access is available.

EXECUTIVE SUMMARY

How to align the article with selection intent

The existing overview should become a practical guide covering team requirements, selection criteria, trial evaluation, vendor review, and implementation planning.



PARAMETER	DECISION
Page	https://example.com/blog/how-to-choose-project-management-software
Primary query	how to choose project management software
Search intent	Informational: solution selection, criteria, requirements, and option validation
Primary gap	A broad product overview does not explain how to make the decision
Recommended format	Step-by-step guide + criteria + checklist + FAQ + validation plan
Work product	Page-ready recommendations and a separate implementation task pack

HIGH	First - intent and structure	Rebuild the Title, H1, introduction, and core H2 sections around software selection rather than a broad market overview.
MEDIUM	Next - decision support	Add selection criteria, requirements, a trial scenario, vendor questions, total cost of ownership, and an implementation plan.
LOW	Then - supporting signals	Validate internal links, answer formatting, mobile rendering, and technical acceptance without changing the URL.

SEARCH DEMAND

Keyword cluster and intent boundaries

The main article should cover selection and evaluation criteria. Queries containing best, top 10, and most popular have comparison intent and should not replace the primary journey.

QUERY	VOLUME	KD	CPC	ROLE
how to choose project management software	50	5	\$2.08	Primary
how to choose a project management software	50	3	\$2.08	Close variant
what to look for in project management software	20	22	\$0.00	H2 / FAQ
how to choose the right project management software	10	1	\$0.00	Supporting
selecting project management software	10	1	\$0.00	Supporting
project management software selection criteria	10	1	\$0.00	Dedicated H2
project management software requirements checklist	10	1	\$0.00	Checklist

What the SERP indicates

RESULT TYPE	INTERPRETATION
How-to and selection guides	Primary type: guides explaining the selection process and criteria
Lists and comparisons	They appear in the SERP but represent a separate commercial-investigation intent
Forums and Q&A	They show demand for a direct answer and practical selection experience
Video and AI Overview	They reinforce the value of concise, structured answers and clear steps

Keep search intents separate

Queries such as project management software top 10, best project management tools, and most popular project management software are better served by a separate comparison page. This article should contain only a short comparison section with an internal link.

ILLUSTRATIVE BASELINE

Why a Broad Overview Fails the Selection Task

The following weak baseline represents a typical starting point for the recommendations.

TITLE	Project Management Software Guide
DESCRIPTION	Learn about project management software and popular tools for teams.
H1	Project Management Software

Current structure

LEVEL	HEADING	PROBLEM
H2	What Is Project Management Software?	Too broad as an opening section
H2	Benefits of Project Management Software	Does not help users evaluate options
H2	Popular Project Management Tools	Shifts the article toward listicle intent

Gap diagnosis

PRIORITY	AREA	GAP
High	Intent	No direct answer explaining how to choose a solution or which criteria to use
High	Structure	No team requirements, criteria, checklist, or decision process
Medium	Metadata	The Title, Description, and H1 describe the topic but do not promise a solution
Medium	Decision support	No scorecard, trial scenario, or acceptance criteria
Low	Navigation	No contextual links to methodologies, comparisons, or implementation guidance

RECOMMENDED VERSION

Metadata, H1, and a concise answer

The headings address the selection task directly. The URL remains unchanged to avoid an unnecessary URL migration and signal loss.

URL - KEEP UNCHANGED	https://example.com/blog/how-to-choose-project-management-software
TITLE - 58 CHARACTERS	How to Choose Project Management Software: Selection Guide
DESCRIPTION - 154 CHARACTERS	Learn how to choose project management software using clear selection criteria, a requirements checklist, vendor questions, and a practical trial process.
H1	How to Choose Project Management Software

Recommended direct answer after the introduction

To choose project management software, start with your team’s workflows, must-have requirements, security constraints, integrations, and budget. Shortlist tools against weighted criteria, test real projects in a limited trial, collect user feedback, and compare total cost of ownership. Select the option that meets critical requirements and has a realistic implementation, training, and support plan.

Why this approach works

The opening answers the main question immediately, then the article expands on criteria and the decision process. The format improves readability and machine interpretation, but it does not guarantee inclusion in AI Overview or other SERP features.

ARTICLE STRUCTURE

Recommended H2 and H3 headings

The structure follows a clear decision path from requirements and criteria to comparison, trial, selection, and implementation.

LEVEL	HEADING	WHAT TO COVER
H2	Start With Your Team’s Requirements	Team size, roles, use cases, constraints, and must-have capabilities
H2	Project Management Software Selection Criteria	Core selection-criteria cluster
H3	Workflow Fit and Ease of Adoption	Methodology fit, interface, onboarding, and team adoption
H3	Features, Reporting, Integrations and Security	Features, reporting, API, permissions, security, and scalability
H3	Pricing and Total Cost of Ownership	Pricing, implementation, training, support, and total cost of ownership
H2	Build a Project Management Software Requirements Checklist	Must-have, preferred, and disqualifying requirements
H2	Compare and Shortlist Software Options	A shortlist and weighted scorecard
H2	Test Real Workflows in a Trial	A pilot, real workflows, user feedback, and success criteria
H2	Questions to Ask Vendors	Data handling, SLA, support, export, contract terms, and roadmap
H2	Make the Final Decision and Plan Implementation	Owner, timeline, training, data import, and launch control
H2	Frequently Asked Questions	Concise answers to validated and editorial questions

Implementation note

In this context, implementation and data migration refer to deploying the selected software and transferring operational data. They do not mean a website migration, CMS change, or redesign.

CONTENT ADDITIONS

What to add so the article supports a decision

New sections should provide a decision tool rather than merely increase word count.

SECTION	CONTENT
Requirements matrix	Must-have, should-have, and nice-to-have criteria, plus a separate disqualifier column
Weighted scorecard	Criterion, weight, option score, notes, and total score
Pilot scenario	2-3 real workflows, participants, trial duration, and measurable criteria
Total cost	Licenses, implementation, training, integrations, support, and team growth
Implementation plan	Owner, data import, training, phases, support, and rollback plan
Vendor questions	Security, data export, SLA, API limitations, contract terms, and roadmap

FAQ for the visible page section

№	QUESTION
1	How do you choose project management software?
2	What should you look for in project management software?
3	What selection criteria should you use for project management software?
4	How do you create a project management software requirements checklist?
5	How do you choose the right project management software for your team?
6	How should you compare project management software options?
7	What questions should you ask vendors before choosing project management software?

Quality rule

The first five questions closely match validated query wording. The final two are editorial recommendations with no assigned metrics. Each answer should be self-contained, concise, and visible to users.

INTERNAL LINKS

Recommended link map and answer formats

Actual URLs are selected after auditing the existing site. The table below illustrates the linking logic for this example.

ANCHOR	TARGET PAGE	PLACEMENT
project management methodologies	/blog/project-management-methodologies	Workflow-fit section
project management requirements checklist	/templates/project-requirements-checklist	Checklist section
compare project management software	/blog/project-management-software-comparison	Short comparison section
software implementation plan	/guides/software-implementation-plan	Final implementation section

Formats for fast comprehension

FORMAT	REQUIREMENT
Concise answer	40-70 words immediately after the relevant H2
Step-by-step list	5-7 steps with a clear outcome for each stage
Criteria table	Criterion, validation question, weight, and evidence
Checklist	Items with clear status labels: required, preferred, or unsuitable
FAQ	One question - one self-contained answer without promotional filler

HIGH	Validate existing targets	Do not create new pages automatically. First identify existing content and assess its intent and cannibalization risk.
MEDIUM	Add contextual links	Links should explain the user's next step and point directly to a 200-status URL.
LOW	Validate after publication	Confirm that links are visible, anchors are natural, and the mobile layout preserves tables and checklists.

IMPLEMENTATION PLAN

Stages, dependencies, and acceptance criteria

Optimization is complete only after the recommendations are implemented and the page passes validation.

STAGE	PRIORITY	WORKSTREAM	OUTCOME
1	High	SEO decisions	Approve intent, keyword cluster, Title, Description, H1, structure, and internal targets
2	High	Content	Rewrite the introduction and add criteria, checklist, pilot, FAQ, and conclusion
3	Medium	CMS implementation	Implement metadata, headings, tables, links, and a visible FAQ without changing the URL
4	Low	QA and monitoring	Validate rendering, page source, links, and subsequent GSC performance

Acceptance criteria

AREA	CRITERION
Metadata	The approved Title and Description are present in the page source
Headings	The page contains one H1; H2 and H3 headings match the approved structure
Content	Criteria, checklist, trial process, vendor questions, and FAQ are fully published
Links	All target URLs return 200; anchor text and placement match the approved map
Technical safeguards	The URL and canonical remain unchanged; no noindex directive or accidental duplicate exists
Responsive layout	No clipping, overlap, or horizontal scrolling appears on mobile
After launch	When access is available, GSC monitoring covers impressions, positions, CTR, and queries

Outcome evaluation

Rankings, impressions, or click growth cannot be guaranteed in advance. Evaluation covers implementation quality, intent alignment, and data trends after recrawling and sufficient data accumulation.

IMPLEMENTATION-READY TASK PACK

Separate tasks for every specialist

The client receives more than a PDF: the delivery includes specific actions, URLs, priorities, owners, and acceptance criteria.

ROLE	PRIORITY	DELIVERABLE
SEO specialist	High	Keyword cluster, intent, metadata, structure, link map, canonical requirements, and final SEO acceptance
Content specialist	High	Introduction, direct answer, criteria, checklist, pilot, vendor questions, FAQ, and editing
Developer / CMS	Medium	Metadata, heading hierarchy, tables, links, mobile rendering, and optional structured data
Project Manager	Medium	Owners, deadlines, dependencies, statuses, approvals, and publication readiness
QA	Low	Page source, URL, canonical, links, desktop/mobile rendering, clipping checks, and post-release validation

Delivery format

In a real project, tasks are delivered as separate role-specific XLSX or CSV files. Each row includes the page, observed issue, required action, priority, owner, dependency, status, and verification criterion.

FILE	CONTENT
SEO_task_list.xlsx	Queries, metadata, structure, links, and SEO acceptance
Content_task_list.xlsx	Copy changes, new sections, FAQ, and editorial review
Development_task_list.xlsx	CMS, templates, structured data, responsive layout, and technical validation
Project_manager_checklist.xlsx	Owners, deadlines, dependencies, and final acceptance

This format lets the project manager assign work without repeatedly interpreting a long PDF and track implementation against measurable criteria.