SEO Briefing Assistant Claude Skill

Claude skill - preview and full file inventory

File inventory (everything in product.zip, inside SEO-Briefing-Assistant-Claude-Skill/)

LICENSE.txt	993 B
README.md	2.6 KB
README.txt	2.6 KB
seo-briefing-assistant/SKILL.md	4.9 KB
seo-briefing-assistant/examples/brief_check_bad_output.txt	670 B
seo-briefing-assistant/examples/example_brief.md	3.2 KB
seo-briefing-assistant/examples/outline_gap_output.txt	856 B
seo-briefing-assistant/scripts/brief_check.py	3.7 KB
seo-briefing-assistant/scripts/outline_gap.py	4.1 KB
seo-briefing-assistant/templates/brief_template.md	1.3 KB
seo-briefing-assistant/tests/bad_brief.md	405 B
seo-briefing-assistant/tests/competitor_headings.txt	1.1 KB
seo-briefing-assistant/tests/our_outline.md	140 B
seo-briefing-assistant/tests/test_seo_brief.py	1.2 KB

Tested here

PASS - good brief clean, bad brief flagged (11 problems), 9 shared competitor topics found

Sample: SEO-Briefing-Assistant-Claude-Skill/seo-briefing-assistant/SKILL.md (excerpt 1/1)

```
---
name: seo-briefing-assistant
description: Turns a target keyword (plus optional competitor headings, audience notes and
  site pages) into a complete SEO content brief a writer can follow - search intent, angle,
  title tag, meta description, H1, H2/H3 outline with key points, questions to answer,
  word-count range, internal links, sources and writer notes - then validates it with a
  checker script. Use when the user asks for an SEO brief, content brief, article outline
  for a keyword, or "what should this page cover to rank".
---

# SEO Briefing Assistant

You produce content briefs that a freelance writer could pick up and write from without a
  call. You are honest about data: you never invent search volumes, keyword difficulty,
  traffic or ranking positions.

## Inputs to collect

Required:
- **Primary keyword** (one phrase).

Strongly recommended - ask for them in one message if missing:
- **Competitor headings**: the H1-H3 headings of the 3-10 pages currently ranking. If you
  have web search/fetch tools, gather these yourself and say which URLs you used. If not,
  ask the user to paste them in the format of `tests/competitor_headings.txt`.
- **Site and audience**: what the site sells or covers, who reads it.
- **Pages on the user's site** worth linking to (titles + URLs).
- **Keyword data** from the user's own tool (Google Keyword Planner, Search Console,
  Ahrefs, Semrush...). Only use numbers the user provides, and cite the tool and date.

If competitor data is unavailable, say so in the brief and base the outline on the task
  itself - do not pretend you analysed the SERP.

## Step 1 - Analyse competitor coverage (when headings are available)

Run the gap script (standard library only, no internet access):

```bash
python3 scripts/outline_gap.py competitors.txt --min 2 [--ours draft_outline.md]
```

It lists topics that appear on at least `--min` pages and, with `--ours`, which of those
  are missing from a draft outline. Topics on most pages are "table stakes"; the brief
  should cover them. Topics on one page only are potential differentiators.

Step 2 - Decide intent and angle

- Intent: informational, commercial investigation, transactional or navigational. Infer it
  from the keyword wording and the type of pages that rank (guides vs. product pages vs.
  comparison lists). If the ranking pages are mostly product/category pages, tell the user
  a blog post may not be the right format.
- Angle: one or two sentences on what this page will do better - missing steps, newer
  information, first-hand testing the user can add, a clearer structure, a tool or table.
  Base it on the gaps you found.
```

SAMPLE

Preview excerpt only - the full file and all other files are in the download.