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JENNY LAINE DESIGNS

*Building Your Website's Authority & Visibility Online by Using
Strategic Content Marketing*

CONTENT BRIEF (sample)

"GUIDE TO BEGINNER-FRIENDLY YOGA POSES"



Prepared for:

AWAKE with YOGAStars

Prepared by:

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Proposed title:

Starting Yoga? Explore these 10 Beginner-Friendly Yoga Poses

Proposed URL:

yourwebsite.com/beginner-friendly-yoga-poses/

Target keyword(s) and search volume:

About 2100 people search for keywords related to this topic per month (see spreadsheet for keyword and search volume details)

Keyword difficulty estimate:

Medium Difficulty — Most of the sites currently ranking come from high-authority domains, but there is a lower-authority site (DR 22) that is ranking in the top ten results, currently at position #7.

Which pages are ranking now, and what it means:

The top-ranking page is from a well-known health and wellness website. Their article offers a basic overview of yoga poses but lacks depth in instructions and benefits.

[Example URL] (Position #1, DR 61 website)

And here is the lower authority site—it provides good visuals but minimal guidance on the poses.

[Example URL] (position #7, DR 22)

In my opinion, this third link provides the best model to follow. It combines clear instructions with benefits of each pose, making it both informative and practical for beginners.

[Example URL]

Target word count:

The current average of the ranking pages is around 950 words. To gain a competitive edge, aim for 1300-1700 words. Include detailed descriptions and benefits for at least 20 yoga poses, with accompanying images.

Audience:

The primary audience is individuals new to yoga, looking for easy-to-follow guidance on starting their practice, including those interested in yoga for health, stress relief, or fitness.

Questions to answer and sub-topics to address in your content:

What are the key benefits of starting yoga for beginners?

How does one prepare for a yoga practice at home?

What are some of the most beginner-friendly yoga poses?

Suggested poses: Mountain Pose, Downward-Facing Dog, Warrior I, Cat-Cow Stretch, Child's Pose, Cobra Pose, Tree Pose, Seated Forward Bend, Bridge Pose, Corpse Pose, etc.

For each pose, use the pose name as the headline. Include an image with an alt tag featuring the pose name. On some images, add descriptive text such as "Mountain Pose for improving posture" or "Child's Pose for relaxation."

Write 3 to 4 sentences explaining the benefits of each pose and step-by-step instructions for beginners.

End the article with a call to action offering free introductory yoga classes or linking to the yoga class schedule on your website.

Keywords to inspire you:

Use these related phrases naturally within your content.

- Yoga for beginners
- Stress relief through yoga
- Basic yoga poses
- Starting yoga at home
- Yoga health benefits
- Easy yoga poses
- Yoga practice basics
- Relaxation techniques



Interested in doing a content brief like this one? Let Jenny Laine Designs do the research (all the nitty gritty behind the scenes to make sure you aren't wasting your time writing a blog post no one is looking for!) [Click here to fill out the form!](#)