



SAMPLE CONTENT BRIEF

"HYPOALLERGENIC FLOWERS"

Prepared for: [Imaginary florist with a new, relatively low-authority website]

Prepared by: Michelle Bourbonniere, www.editedbymichelle.com

Proposed title	Allergic to Flowers? Try these [insert #] Hypoallergenic, Low-Pollen Varieties
-----------------------	--

Proposed URL	/hypoallergenic-low-pollen-flowers/
---------------------	---

Target keyword(s) and search volume	About 1600 people search for keyword related to this topic per month (see spreadsheet for keyword and search volume details)
--	--

Keyword difficulty estimate	Medium Difficulty — Most of the sites which are ranking now come from high-authority domains, but there is one other low-authority site (DR 20) which is ranking in the top ten results, currently in position #8.
------------------------------------	---

Which pages are ranking now, and what it means	The top-ranking page comes from a website which sells wholesale wedding flowers online. The article itself, however, is fairly “thin” —it’s a fairly short (not comprehensive) list of low-pollen flowers, with pictures.
---	---

<https://www.fiftyflowers.com/blog/top-10-allergy-friendly-flowers/>
(Position #1, DR 59 website)

And here is the lower authority site—there’s really nothing special about this article (you could easily produce something better)

<https://rachelchoflowers.com/flower-stories/best-flowers-for-people-with-allergies/> (position #8, DR 20)

In my opinion, this final link is the best model to follow. Their explanations of each type of flower are thorough and address specifically what makes the flower non-allergenic (sticky pollen? Low pollen count? Etc.) Reading

blurbs like this, written by someone who knows flowers, would really make a prospective buyer feel confident they're getting solid, expert advice (and not just a sales pitch). I suspect their references to the Latin names of the flowers are also helping their SEO.

<https://www.thespruce.com/best-flowers-for-allergy-sufferers-4144983>

Target word count

Current average of the ranking pages is 824 words.

To get a competitive edge, aim to write 1200-1600 words. Include at least 25 flower varieties, with pictures for each one.

Audience

The audience here aligns closely with your target market of people who either are about to buy a flower arrangement as a gift for someone with allergies, or people who are planning events with flowers (and don't know in advance whether or not allergy sufferers will be in attendance).

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

What is it in flowers which causes some people to be allergic?

What are the symptoms of having a pollen/flower allergy?

Which specific flower varieties are the least allergenic?

Some possibilities: Begonias, Bougainvillea, Camellias, Carnations, Coleus, Columbines, Daffodils, Geraniums, Hibiscus, Hosta, Hyacinths, Hydrangeas, Impatiens, Irises, Lilies (including Asiatic lilies), Orchids, Pansies, Peonies, Petunias, Phlox, Roses, Snapdragons, Tulips, Verbena, Violas, Zinnias.

For each type of flower make the headline the name of the flower. Add an image alt tag on the corresponding image which includes the name of the flower. On about 5 of the images, consider adding some descriptive text such as "Bouquet of roses, a low pollen flower" or "Yellow daffodils, a hypoallergenic flower." Consult the spreadsheet of keyword to find out the many ways hypoallergenic flowers can be described.

Then write 2 to 3 sentences explaining specifically *why* that flower is a good choice for allergy sufferers—perhaps it has no pollen at all, or the pollen isn't the kind that tends to aggravate people's allergies, or the pollen is "sticky" and doesn't spread around the room.

End the article with a call to action that you do free flower consults and would be glad to help them design a custom allergy-free floral arrangement to give as a gift or for an upcoming event. Alternatively, link to the category section of your website with all the allergy-free arrangements.

Keywords to inspire you: If you can do so naturally, try to work some of these related phrases into your content.

Don't think of these so much as "keywords to use" but "concepts you could cover"

- Allergy sufferer
- Pollen, pollen grain, sticky pollen, low pollen count
- Hay fever, Itchy eyes
- Flower allergy
- Pollen allergy
- Allergic reaction
- Allergy friendly flowers
- Real flowers, fake flowers