

GETTING FOUND AFTER [NOT PROVIDED]

Navigating The New Landscape of SEO, Content Creation, and
Reporting in HubSpot

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#INBOUNDPARTNERDAY

AGENDA

1. The State of Search... And How To Win With Content
2. Disconnected Tools... And How To Tie It All Together
3. Incomplete Reporting... And How Know What Works
4. Q&A

The background is a solid orange color with several decorative elements: a small solid orange circle on the left, a large orange arc at the bottom left, and a series of concentric orange arcs in the top right corner.

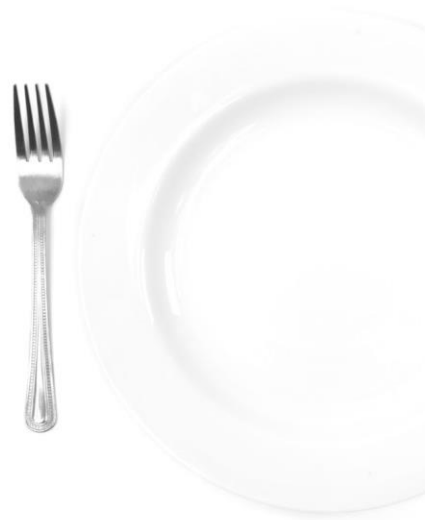
1 The State of Search & Content

How we search has changed

A photograph of a silver MacBook Air laptop on a wooden desk. The laptop screen shows the Google homepage with the search bar and logo. In the background, there is a small bottle of liquid and a brass-colored mechanical device. In the foreground, there is a black notebook with a blue pen resting on it. The text "How we search has changed" is overlaid in white on the center of the image.

A photograph of three young adults in an outdoor setting. A man with curly hair and a goatee, wearing a white and blue baseball-style t-shirt, is in the center, looking towards a woman on his right. The woman has dark, wavy hair and is wearing a bright yellow long-sleeved top; she is smiling. To the left, the back of a woman with long blonde hair wearing a black top is visible. They are standing in front of a stone wall and some greenery. The text "We now search the way we talk" is overlaid in white, bold, sans-serif font across the middle of the image.

We now search the way we talk



“Good restaurants near me”

5 years ago - you would have laughed at that query


- Localization
- Time of Day
- Format of Query
- Device Type
- Contextual Cues

best restaurants near me

Volume: 301,000/mo | CPC: \$1.77 | Competition: 0.05


[All](#) [Maps](#) [Shopping](#) [News](#) [Books](#) [More](#) [Settings](#) [Tools](#)

About 240,000,000 results (1.46 seconds)




4.0+ rating Cuisine Price Hours Sort by


Blaze Pizza
4.5 ★★★★★ (179) · \$ · Pizza
Customizable pies in contemporary digs
379 ft · One Canal Park
Quick bite · Hip · Casual



Olive Cafe
4.2 ★★★★★ (28) · \$ · Pizza
Counter-serve Mediterranean eatery
0.1 mi · 43 Gore St
Quick bite · Quiet · Cozy



Sweet Touch Cafe
4.3 ★★★★★ (70) · Cafe
0.1 mi · 241 Cambridge St
Closed now



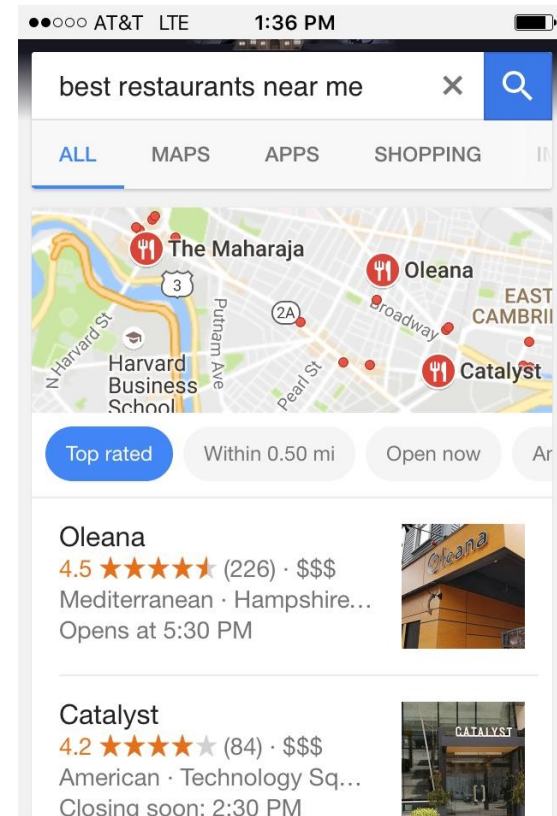
[More places](#)

The 10 Best Cambridge Restaurants 2017 - TripAdvisor

https://www.tripadvisor.com/Restaurants-g60890-Cambridge_Massachusetts.html

Reserve a table for the best dining in Cambridge, Massachusetts on TripAdvisor: See 30892 reviews of 640 Cambridge restaurants and search by cuisine, price, ...

- **Localization**
- **Time of Day**
- **Format of Query**
- **Device Type**
- **Contextual Cues**

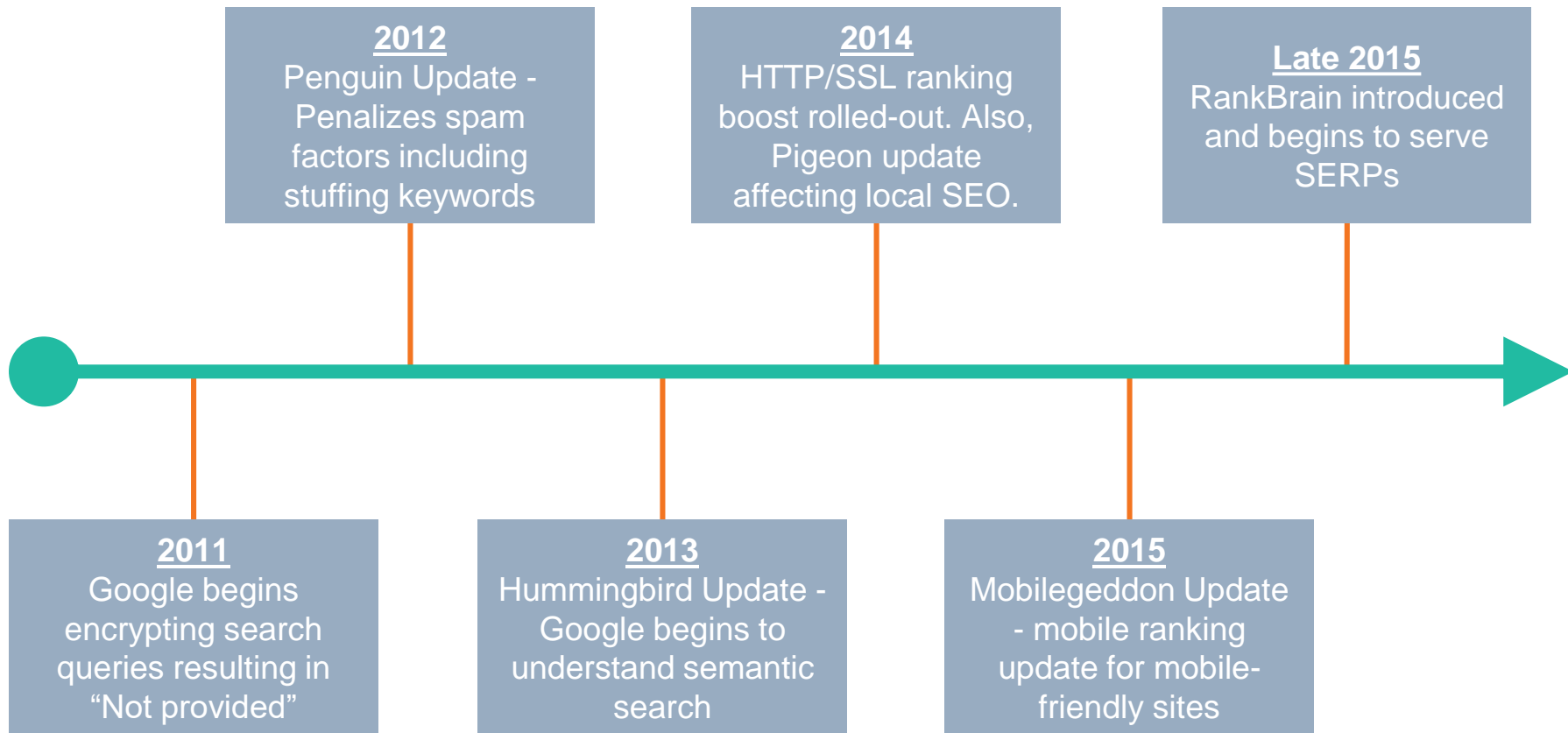


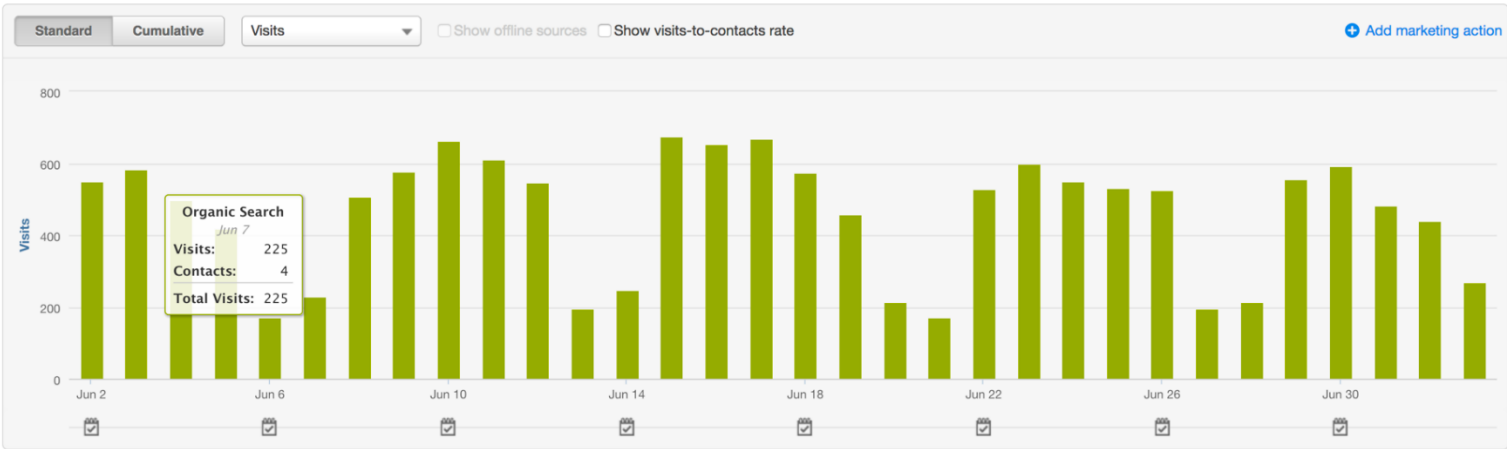
- 2008** Restaurants, 5 star yelp, cambridge, Kendall Sq
- 2012** Good Lunch Restaurants in Kendall Square, MA
- 2017** Good Restaurants near me
- 2019** Order 2 of my favorite dish for pickup











Keyword	Visits	%	Contacts	%	Customers	%	Track
hubspot	5,185	1.56%	81	20.99%	17	0.33%	<input checked="" type="checkbox"/>
hub spot	599	2.00%	12	16.67%	2	0.33%	<input type="checkbox"/>
hubspot website grader	571	1.23%	7	0.00%	0	0.00%	<input type="checkbox"/>
hubspot.com	383	1.04%	4	0.00%	0	0.00%	<input checked="" type="checkbox"/>
website grader hubspot	231	0.87%	2	0.00%	0	0.00%	<input checked="" type="checkbox"/>
webinar	197	2.03%	4	25.00%	1	0.51%	<input checked="" type="checkbox"/>
inbound marketing university	136	2.21%	3	0.00%	0	0.00%	<input type="checkbox"/>
website grader	132	1.52%	2	0.00%	0	0.00%	<input type="checkbox"/>
inbound marketing	124	3.23%	4	0.00%	0	0.00%	<input type="checkbox"/>

Sources, circa 2011



The Day the Data Died

On September 23, 2013, Google announced they would be using secure sockets layer (SSL) encrypted search for all users. It was the beginning of the (not-provided) keywords. Where marketers used to be able to see which keywords led traffic to their sites, we started to see "(not provided)" instead.

Keyword data was no longer available, and that had a major impact on SEO performance and strategy.

Some marketers turned to other metrics to drive their SEO strategies and justify their budgets, but most of those alternatives are insufficient. The only metrics that CMOs and business owners want to see are those that help them achieve their business goals. The total number of organic visits available in most analytics tools isn't one of them.

7 Ways to Get Not Provided Keyword Data

Kristi Hines | Po

Method 4: Use Webmaster Tools

Google's Webmaster Tools dashboard is nowhere near as comprehensive as Google Analytics, but in this situation, the metrics it gathers does add some value. Specifically, you can see a very basic overview of keywords that lead visitors to your site in the Traffic menu, under Search Queries.



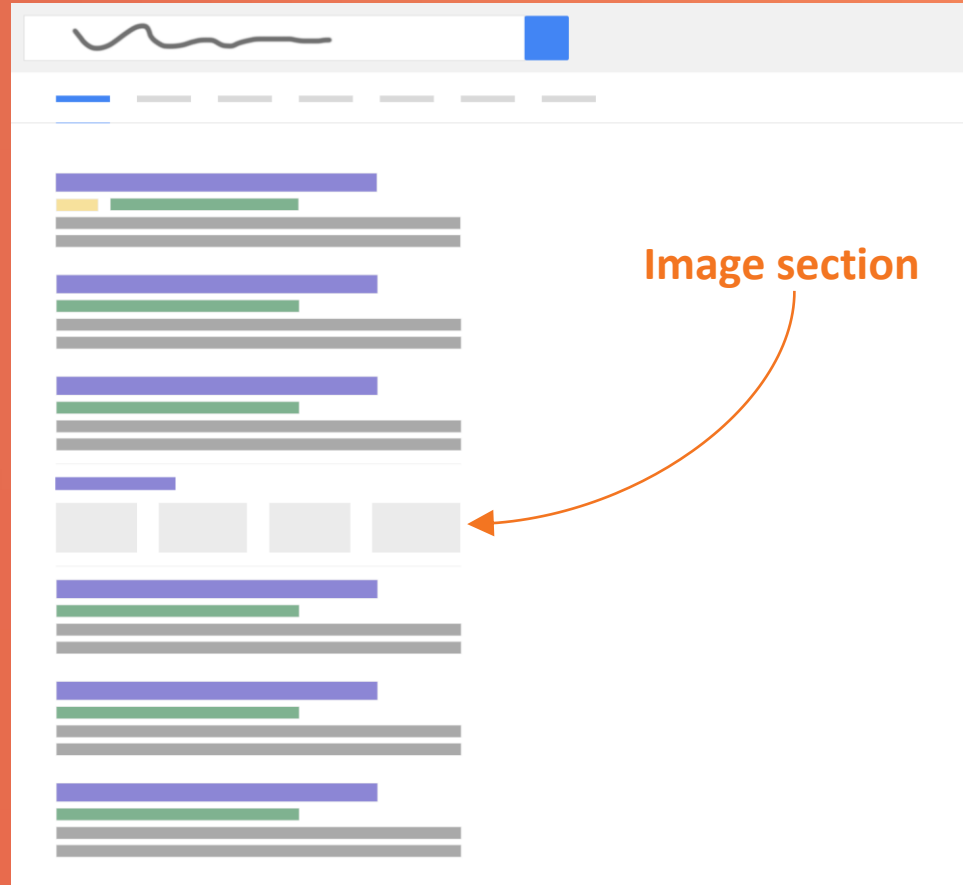
Underneath this graph you'll find a pretty comprehensive list of your website's keyword performance:

Download this table		Download chart data		Basic		With change	
Query		Impressions	Clicks	CTR ↕	Avg. position		
☆ [blurred]		200	170	85%	1.0		
☆ [blurred]		20	10	50%	1.0		

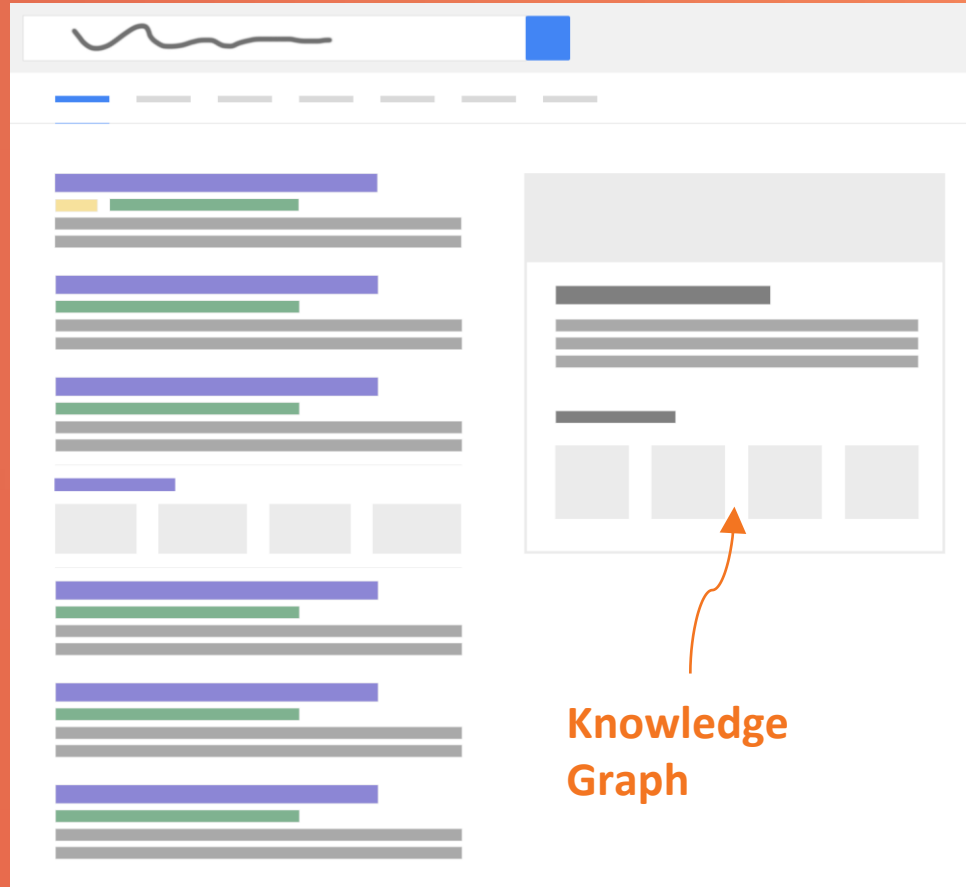
The keyword Analytics org asking – how

Google people JUNDPARTNERDAY per be

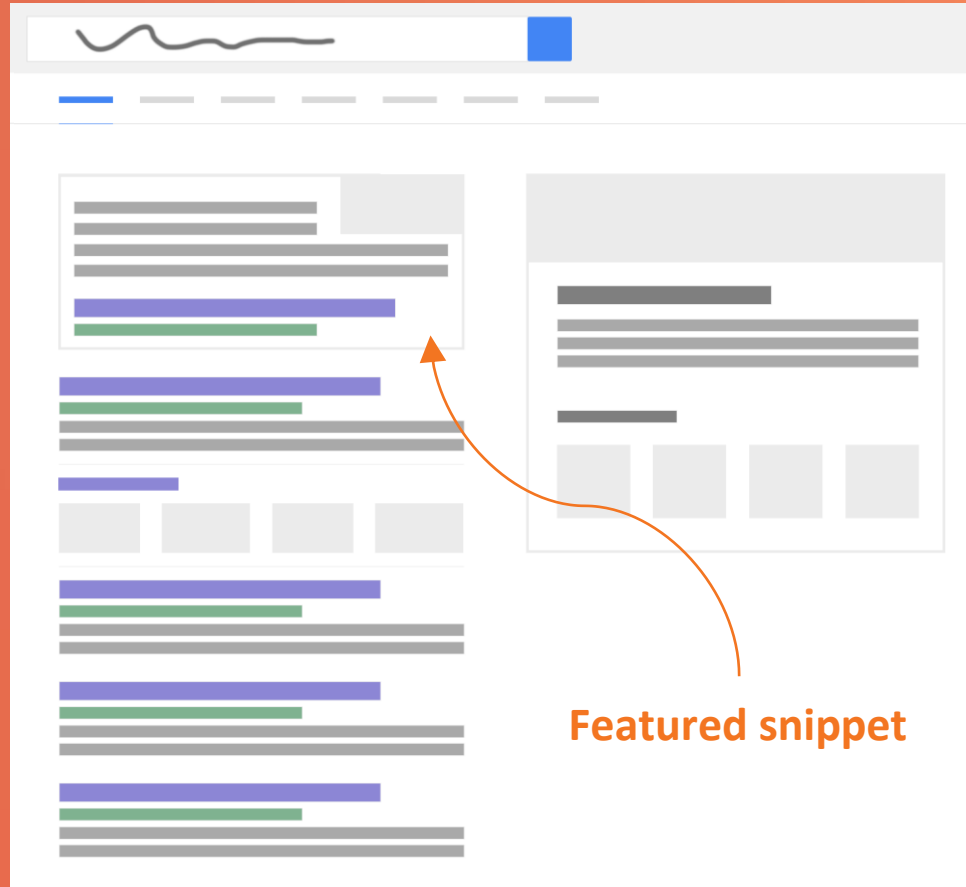
SERP in 2017



SERP in 2017



SERP in 2017





**20% of Mobile App Searches are
done by voice**

-Sundar Pichai, @ Google I/O 2016

[Pages](#) / [Product Team Home Page](#) / [Analytics Team](#) 

Planning for the Rank-pocalypse - What would happen if we lost rank

Created by Andrew Pitre, last modified on Dec 10, 2012

Marketing Profs estimates over 2M posts are written every day

making it harder and harder to truly stand out, even if you write
the BEST blog post you've ever written.

Market
posts

THIS
DOESN'T
MEAN
CHANGE
EVERY
THING

over 2M
day

making it harder a

even if you write

the BE

written.

Keyword in title, URL,
and meta description

The Definition of an Inbound Marketing Campaign [In Under 100 Words]

blog.hubspot.com/marketing/inbound-marketing-campaign-under-100-... ▾ HubSpot, Inc. ▾

Jan 11, 2014 - Learn all about what an inbound marketing campaign is and the steps and resources you need to successfully run one.

Assumes:

- Desktop Browser
- Same internet connection
- All same time of day
- One type of searcher

Meta Description & Page that answers the exact keyword search someone typed in.

RECAP - 3 BIG SHIFTS IN SEARCH

- Natural Language Search terms favored over exact-match keyword terms
- Inability to accurately see what specific keyword brought traffic/contacts/revenue to your site
- SERP changing rapidly to the point where 93% of the time the results are not “10 blue links” making rank misleading

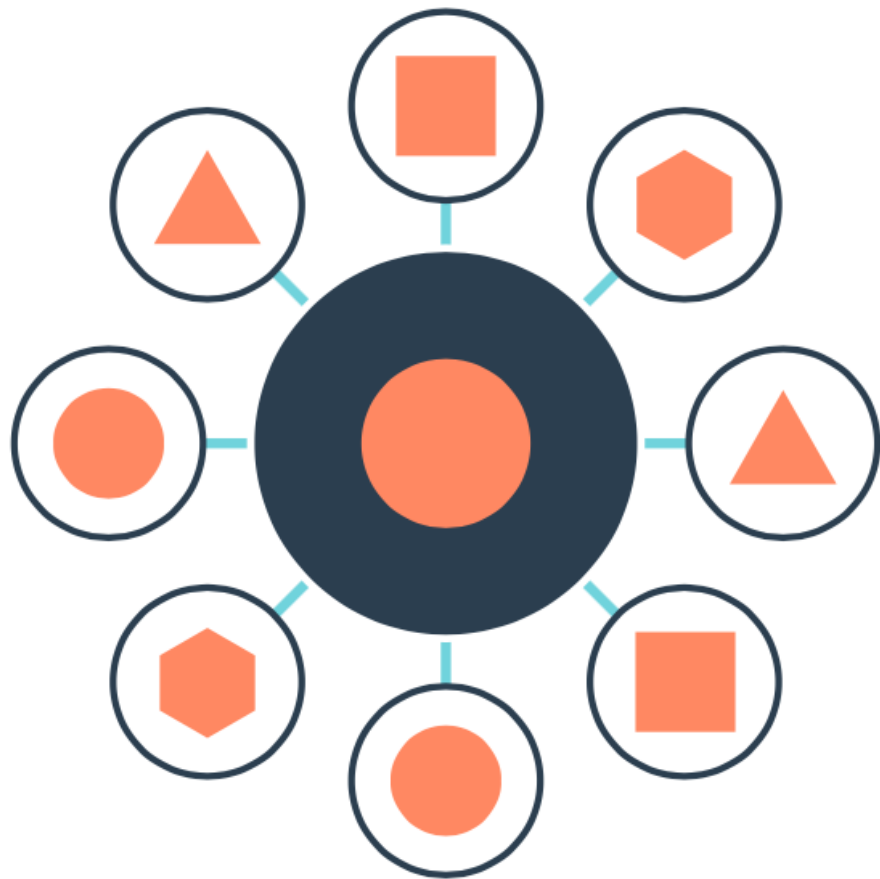
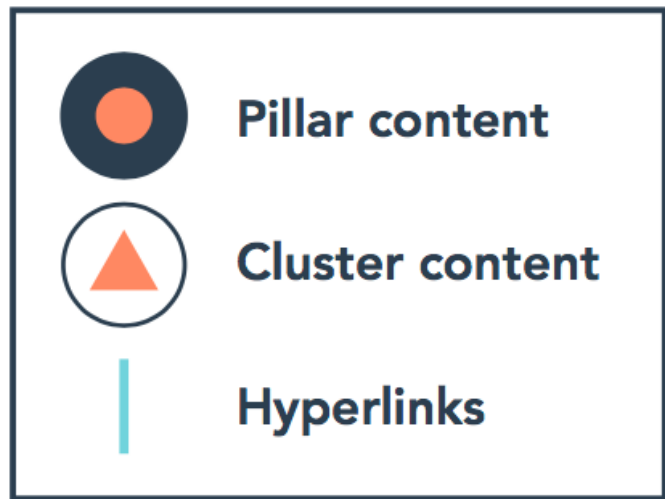
Content Strategy



**It starts by organizing
content into **topic clusters****

**And not solely relying on exact-match
keywords**

Topic Clusters



WHAT IS A TOPIC CLUSTER?

A series of topically related content intended to build authority, and influence, in the eyes of search engines and visitors.

A topic cluster is comprised of:

1. Pillar content
2. Cluster/Subtopic content
3. Internal Links

Pillar Content

A broad piece of ungated website content that's comprised of, and connected to, a topic cluster that covers a topic in-depth.

Pillar Content

INBOUND MARKETING

What is Inbound Marketing?



Table of Contents


Section 1

Section 2

Section 3

Subtopic Content

A specific piece of content based on a long-tail keyword, or niche question, often in the form of a blog post that links back to the pillar content.

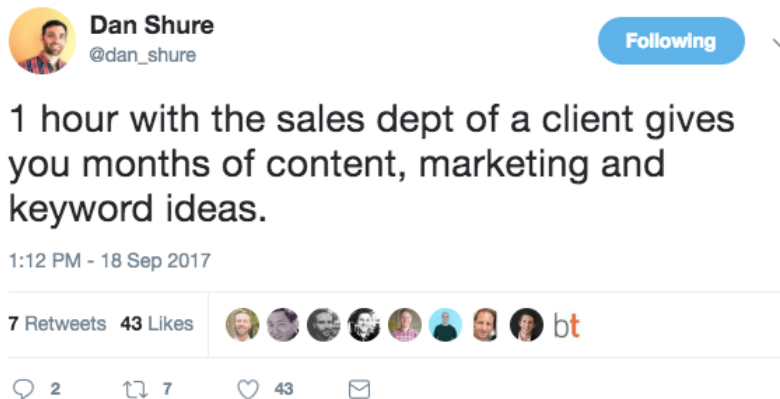


**So, how do you implement
this strategy with clients?**

STEP 1: MAP OUT CORE PROBLEMS

Map out 5-10 core problems your core persona has through research, such as:

1. Surveys
2. Customer interviews
3. Forums (Quora, etc.



STEP 2: GROUP PROBLEMS INTO TOPICS

Group each problem into broad topic areas. For example, if you hear:

“My website is so out of date. It really needs to be updated”

“I need to attract more qualified leads for sales”

“I’m spending a lot on ads right now, and the conversion rate hasn’t been very good”

“We’ve tried a lot of ways to generate leads, but...”



Lead
Generation

STEP 3: MAP OUT TOPICS AND CONTENT IDEAS

Using keyword research, identify subtopic content that relates to the topics you've identified.

Important note: subtopic content should be related, but not exactly match the topic.

For example, if your topic is “workout routines” then one subtopic may be “strength training at home.”

STEP 4: VALIDATE EACH IDEA

Using HubSpot Content Strategy, based on Domain Authority, Monthly Search Volume, and Relevancy.

Define this cluster

Add a core topic to define this cluster.

Core topics should be highly relevant to your business and customers.

SUGGESTED CORE TOPICS

big data analytics

competitive analysis

market analysis

big data for finance

data analytics services

total addressable market

Getting Started with Content Strategy

Get Core Top Suggestions

< All content clusters

Define this cluster

Add a core topic to define this cluster.

Core topics should be highly relevant to your business and customers.

SUGGESTED CORE TOPICS

big data analytics

competitive analysis

market analysis

big data for finance

data analytics services

total addressable market

Core topic

Validate Topics

[All content clusters](#)

market analysis

Topic cluster performance

market analysis

Core topic validation

DOMAIN AUTHORITY ⓘ

8.07

MONTHLY SEARCH VOLUME ⓘ

6600

RELEVANCY ⓘ

4%

Manage pillar content

Biglytics Pillar Page: Market Analysis

Published

Landing page

Edit landing page

View performance

This month compared to last month:

SESSIONS

▲ 4500.00%

INBOUND LINKS

No change

Subtopic

Subtopic

Subtopic

Subtopic

market an

+

#INBOUNDPARTNERDAY

1 optimization

- 3 subtopics aren't linked to your pillar page
 - common myths about performance analysis
 - stock market analysis
 - market analysis template

market analysis template

Subtopic

market analysis

market analysis example

stock market analysis

Subtopic

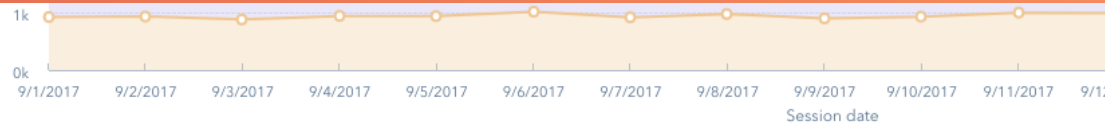
Subtopic

Subtopic

Help

Optimize Topic Clusters

Tie Content to the Bottomline



	TOPIC CLUSTER	SESSIONS ▾	NEW SESSION % ▴	BOUNCE RATE ▴	VIEWS
<input checked="" type="checkbox"/>	Market Analysis	39,223	9.91%	72.14%	
<input checked="" type="checkbox"/>	[*] Big Data	39,126	10.25%	75.64%	
<input type="checkbox"/>	Data Migration	15,742	9.9%	80.96%	
<input checked="" type="checkbox"/>	inbound marketing	15,696	9.75%	71.44%	
<input type="checkbox"/>	[*] Market Analysis	15,646	9.89%	72.07%	
<input type="checkbox"/>	access data analytics reports	8,061	9.7%	72.5%	
<input type="checkbox"/>	managing contracts and suppliers	7,839	9.76%	90.2%	
<input type="checkbox"/>	digital marketing	2	50%	100%	

PILLAR CONTENT OVERVIEW

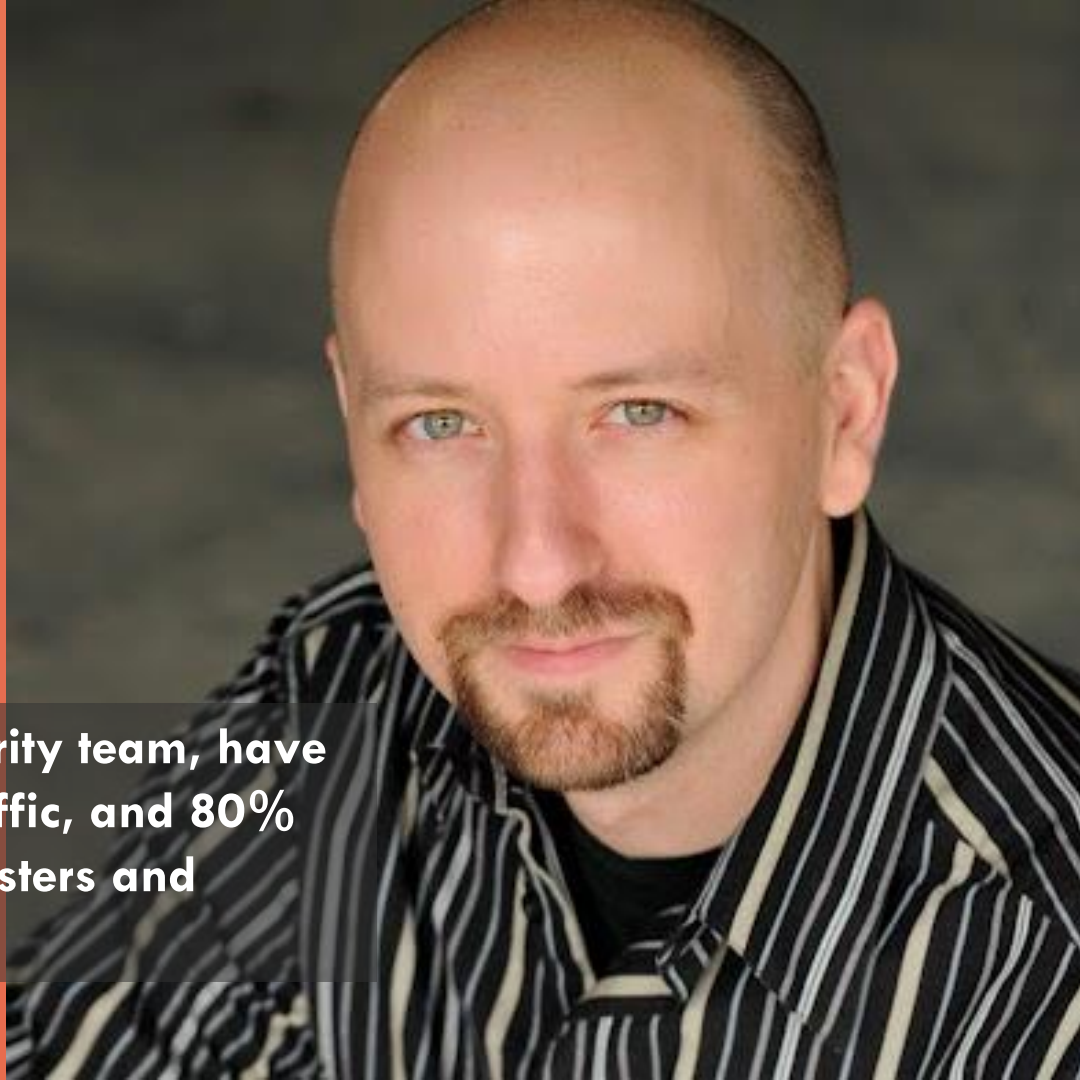
1. Generally a Landing Page, or Website Page.
2. Ideally on the top-level of a domain
i.e. www.hubspot.com/facebook-marketing
3. Ungated. Meaning no content on the page is hidden behind a form.
4. Comprehensive. Most great pillar pages are a few thousand words.
5. Contains numerous conversion points and/or a form.

PILLAR CONTENT TIPS

1. Provide content that matches the search intent.
2. Include your overall topic in the title, and meta description.
3. Add synonyms/related content into the page.
4. Include various types of media (images, video, etc.)
5. Include it prominently in navigation on your site.

Townsend Security

Ken Mafli, and the Townsend Security team, have seen a 55% increase in organic traffic, and 80% growth in leads using this topic clusters and Content Strategy.



Increase retainers

Using Content Strategy to offer SEO services, and clustering clients content – or pairing it with a full traditional inbound retainer.

2 Disconnected Tools & How To Tie It All Together

20

of paid SaaS products the average SMB uses across their organization.

BLOG | CMS | SOCIAL | EMAIL | ANALYTICS

2011

Marketing Technology Landscape

August 2011

2012

Marketing Technology Landscape

September 2012

2014

chiefmartec.com Marketing Technology Landscape

January 2014

2015

chiefmartec.com Marketing Technology Landscape

January 2015

2016

chiefmartec.com Marketing Technology Landscape

March 2016

2017

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017

~150

~350

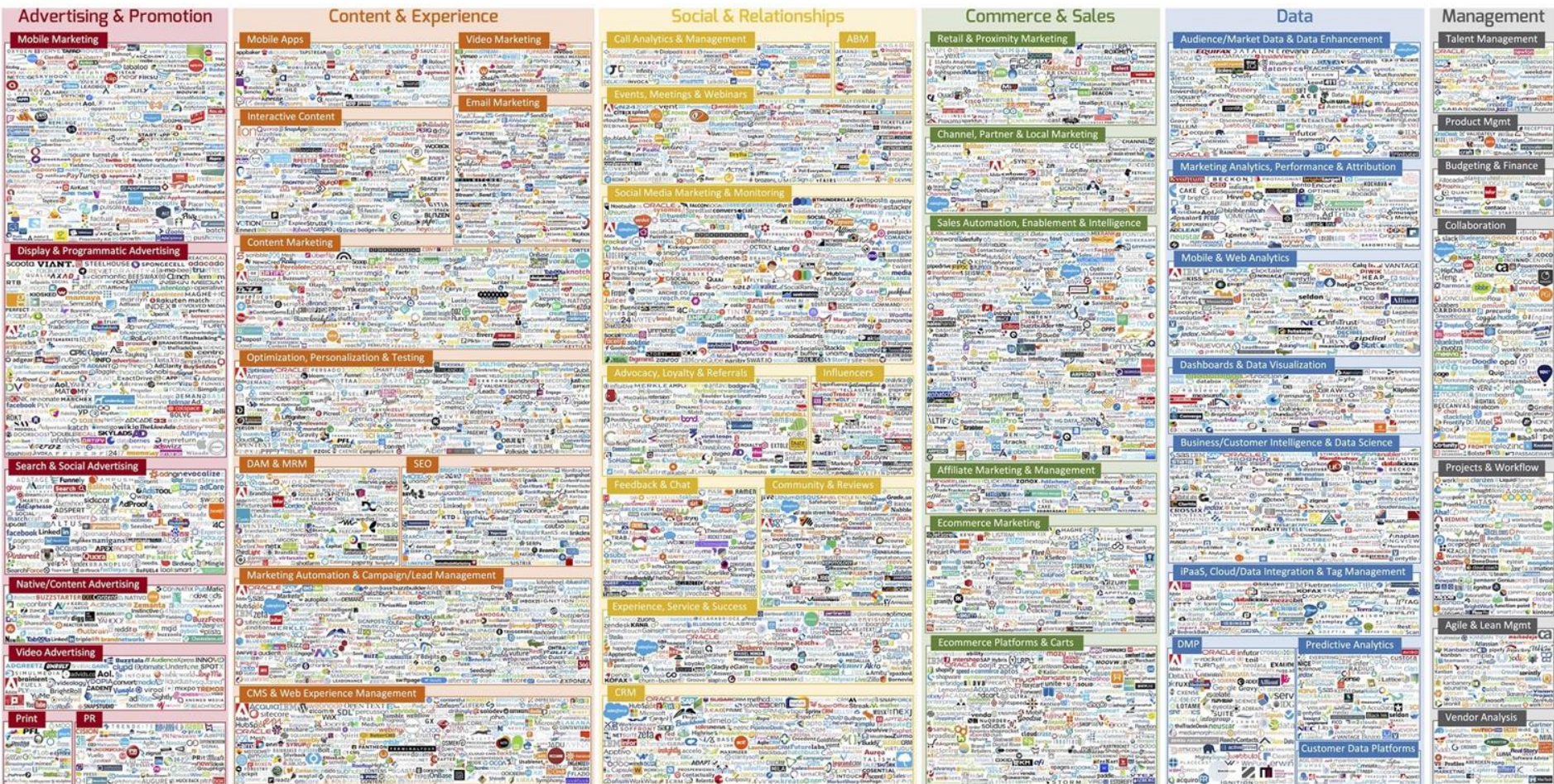
~1,000

~2,000

~3,500

~5,000

Growth of the marketing
technology landscape
over 7 years



We've gone from being THE all-in-one solution to being THE platform for a much bigger ecosystem

And we're proud to partner with different solutions

How does this affect your work?



We wanted to build tools that we can
provide unique value for



When thinking about the tools you use everyday
we recognized a disconnect

A hand is holding a book titled 'The Zoo' by David Almond. The book is being held over a stack of other books. The background is dark and out of focus, showing the spines of several books. The text 'There's a gap in between' is written in white, and 'research and writing' is written in orange below it.

There's a gap in between
research and writing



PC & MOBILE

LIFESTYLE

HARDWARE

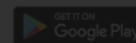
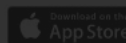
DEALS

GIVEAWAYS

TOP LISTS

ABOUT

CHATS



You research in multiple tabs

MAC, PRODUCTIVITY

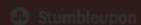
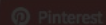
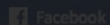
13 Free Mac Productivity Apps You Haven't Heard Of

By [Mihir Patkar](#) / September 21, 2017 / 7 minutes



Mihir Patkar

883 articles



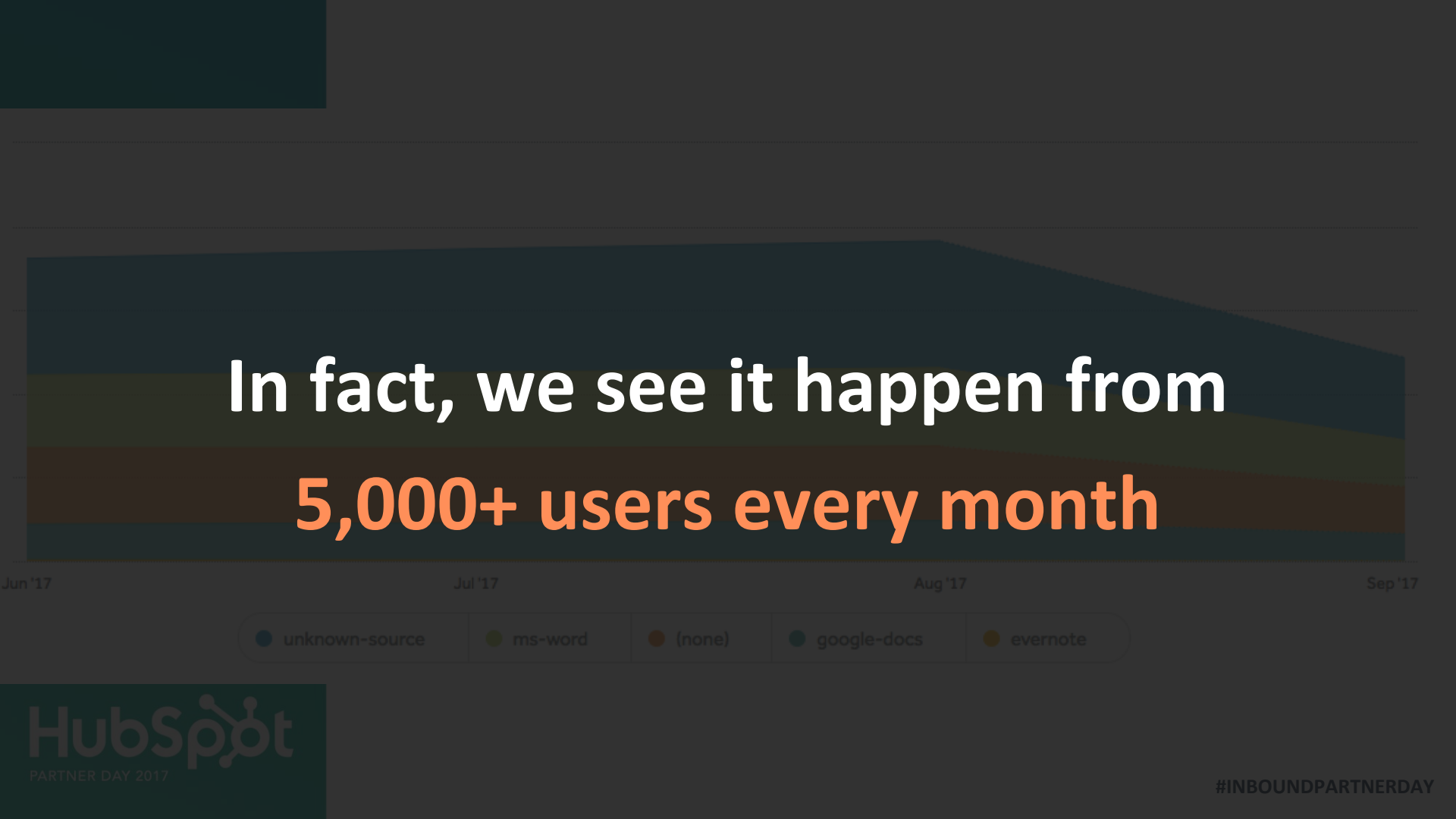
Mihir Patkar is a freelance writer on technology and life hacks, who firmly believes chocolate is the answer to any

A screenshot of a Google Docs interface. The document title is "Lorem Ipsum - All the Facts". The menu bar includes File, Edit, View, Insert, Format, Tools, Table, Add-ons, and Help. The status bar at the top right says "All changes saved in Drive". The toolbar shows various editing tools like undo, redo, bold, italic, underline, and text color. The document content includes three sections: "What is Lorem Ipsum?", "Why do we use it?", and "Where does it come from?". A large, semi-transparent text overlay is centered on the page, reading "Then write in a different tool".

Then write in a different tool

A top-down view of a wooden desk with a laptop, a cup of coffee, and crumpled paper. The laptop is open, showing a dark screen and a keyboard. To its right is a white cup of black coffee on a saucer. Several pieces of crumpled paper are scattered around the laptop and coffee. The text 'Then Copy and paste' is overlaid on the image, with 'Then' in white and 'Copy and paste' in orange.

Then **Copy** and paste



In fact, we see it happen from
5,000+ users every month

Jun '17

Jul '17

Aug '17

Sep '17

unknown-source

ms-word

(none)

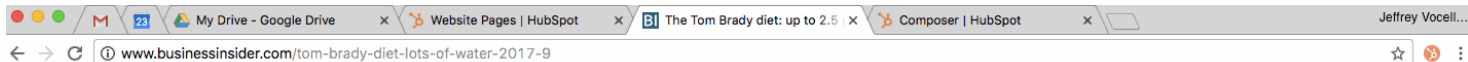
google-docs

evernote

HUBSPOT COLLECT

- Connect the way you work to HubSpot. Collect is a Chrome extension that allows you to –
 - Streamline Your Research – Clip full pages, images, and quotes from around the web.
 - Insert Content Into Blog Posts in One-Click – Take all your research and add it into a blog post with one simple click.

HUBSPOT COLLECT



Sam Belden

© Sep. 21, 2017, 6:03 PM 🔥 7,917



Drinking enough water is an important part of any fitness plan, but in Tom Brady's new book "The TB12 Method," He describes a hydration regimen that may seem unfathomable to some.

The book, released on Tuesday, contains 320 pages outlining Brady's guiding principles on diet and exercise, as well as an account of his personal journey to achieving physical fitness. On page 221, he describes how you can hydrate like a five-time Super Bowl Champion.



Maddie Meyer/Getty

"TB12 is simple: Drink at least one-half of your body weight in ounces of water every day," he

Morgan Stanley

Teach your family a new language.

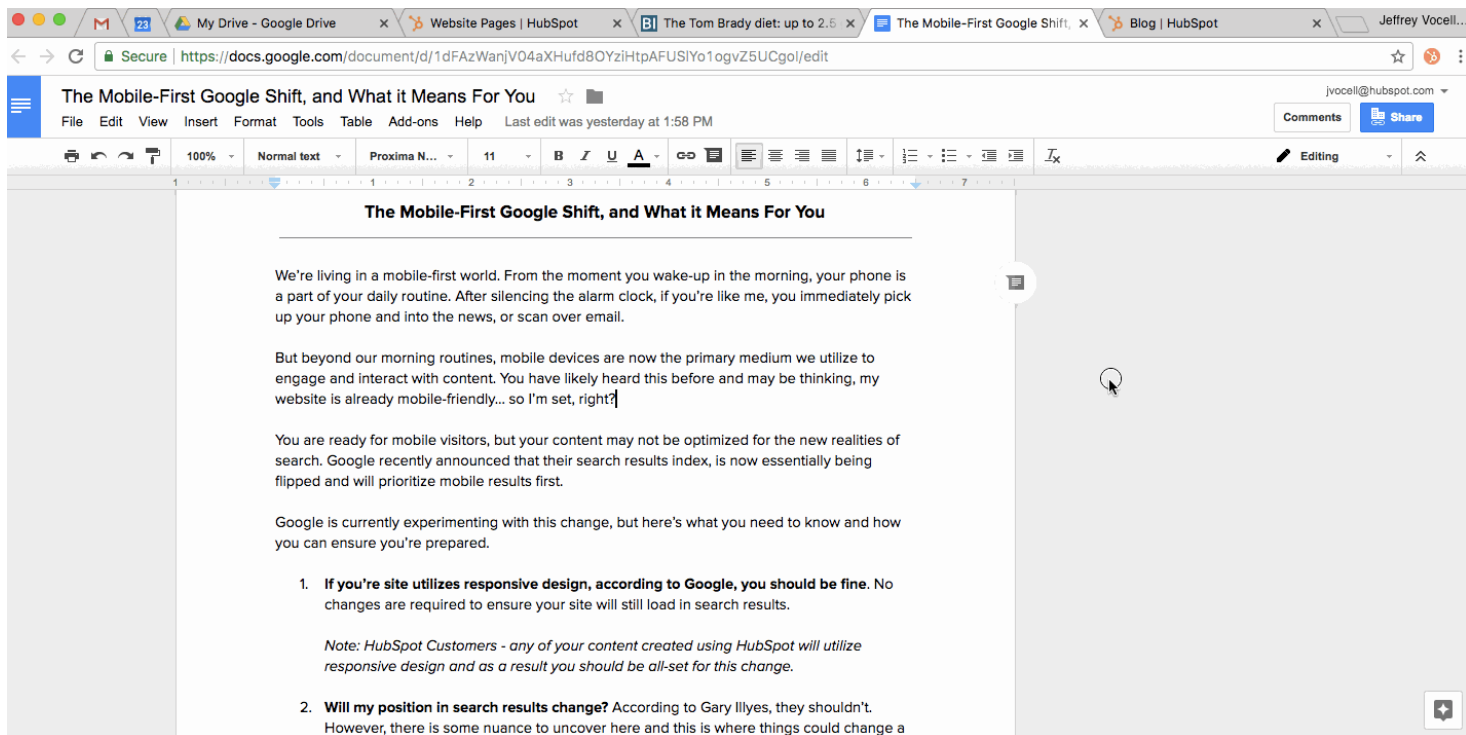
Our Financial Advisors can help you talk to your family about wealth and goals in a whole new way.

Find a Financial Advisor

GOOGLE DOCS INTEGRATION

- Draft content in Google Docs and push it to HubSpot as a blog post. This integration:
 - Carries over all major formatting – Push drafts into HubSpot with images and text.

GOOGLE DOCS INTEGRATION



The screenshot shows a web browser with multiple tabs open, including 'My Drive - Google Drive', 'Website Pages | HubSpot', 'The Tom Brady diet: up to 2.6', 'The Mobile-First Google Shift', and 'Blog | HubSpot'. The active tab is 'The Mobile-First Google Shift', which displays a Google Docs document. The document title is 'The Mobile-First Google Shift, and What it Means For You'. The document content is as follows:

The Mobile-First Google Shift, and What it Means For You

We're living in a mobile-first world. From the moment you wake-up in the morning, your phone is a part of your daily routine. After silencing the alarm clock, if you're like me, you immediately pick up your phone and into the news, or scan over email.

But beyond our morning routines, mobile devices are now the primary medium we utilize to engage and interact with content. You have likely heard this before and may be thinking, my website is already mobile-friendly... so I'm set, right?

You are ready for mobile visitors, but your content may not be optimized for the new realities of search. Google recently announced that their search results index, is now essentially being flipped and will prioritize mobile results first.

Google is currently experimenting with this change, but here's what you need to know and how you can ensure you're prepared.

1. **If you're site utilizes responsive design, according to Google, you should be fine.** No changes are required to ensure your site will still load in search results.
Note: HubSpot Customers - any of your content created using HubSpot will utilize responsive design and as a result you should be all-set for this change.
2. **Will my position in search results change?** According to Gary Illyes, they shouldn't. However, there is some nuance to uncover here and this is where things could change a

COLLECT & GOOGLE DOCS

Help extend HubSpot to where you work.

But, we also want to help make the place you spend most of your time more efficient.

The HubSpot CMS is the

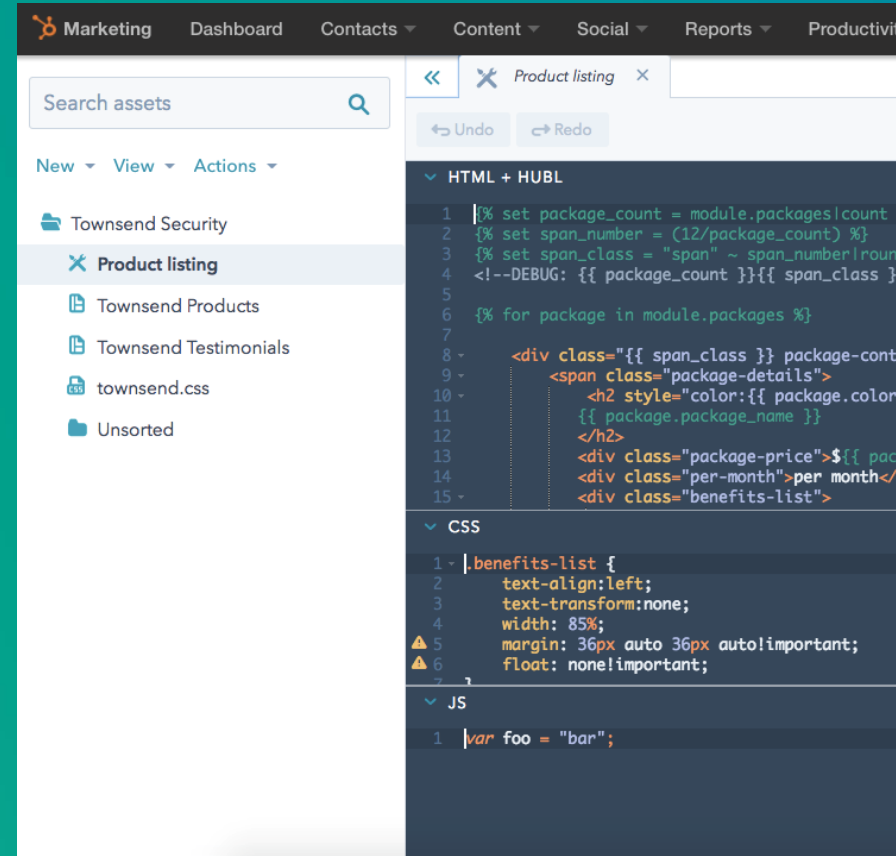
THE PROFESSIONAL MARKETER'S CMS

Flexible, scalable, a
pleasure to build on

Fast, stable, secure, and
built for marketers

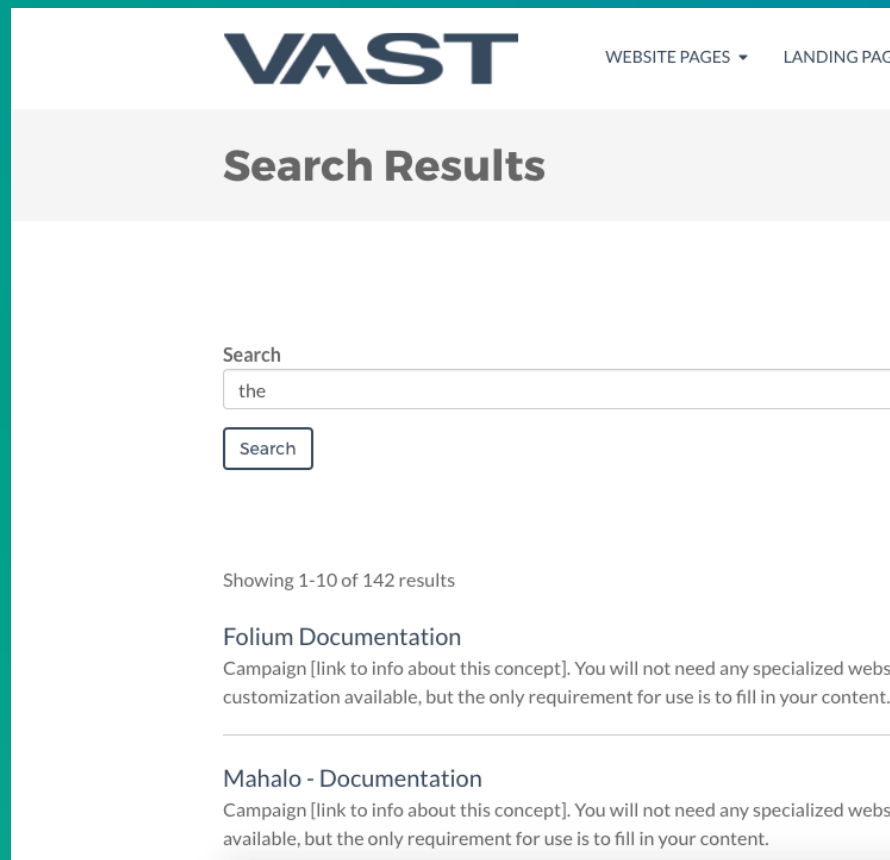
Increasingly
easy to use

- # Flexible. Scalable. A pleasure to build on.
- New Developer Tools
 - Custom modules system
 - Support for multiple languages
 - HubDB – Database driven pages



Fast, stable, secure. Built for marketers.

- Content Strategy
- Native site search capabilities
- Optimized for stability + speed
- Security enhancements (DDOS & virus protection, and more)



The screenshot shows the VAST website's search interface. At the top, the VAST logo is on the left, and navigation links for 'WEBSITE PAGES' and 'LANDING PAGES' are on the right. Below the navigation bar is a grey header with the text 'Search Results'. The main content area features a search bar with the text 'the' entered. Below the search bar is a 'Search' button. Underneath the button, it says 'Showing 1-10 of 142 results'. The first search result is titled 'Folium Documentation' and has a description: 'Campaign [link to info about this concept]. You will not need any specialized webs customization available, but the only requirement for use is to fill in your content.' The second search result is titled 'Mahalo - Documentation' and has a similar description: 'Campaign [link to info about this concept]. You will not need any specialized webs available, but the only requirement for use is to fill in your content.'

VAST WEBSITE PAGES ▾ LANDING PAGES ▾

Search Results

Search

the

Search

Showing 1-10 of 142 results

Folium Documentation
Campaign [link to info about this concept]. You will not need any specialized webs customization available, but the only requirement for use is to fill in your content.

Mahalo - Documentation
Campaign [link to info about this concept]. You will not need any specialized webs available, but the only requirement for use is to fill in your content.

We take security seriously



`https://www.`



We take security seriously



**In Q1 2018, we'll be rolling SSL out to
all customers for free.**

3 Incomplete Reporting & How To Know What Works

At the end of the day

The measuring stick for content marketing, business blogging, social, ads, everything to your client will be “am I making more than what I put in”



A dark, moody photograph of three young women sitting in a field of tall grass, laughing and looking at each other. The image is dimly lit, with the women's faces and clothing appearing as dark shapes against a slightly lighter background.


Let's talk about **Julie**.

She runs a partner agency, like you.

She helped one of her clients rank #1

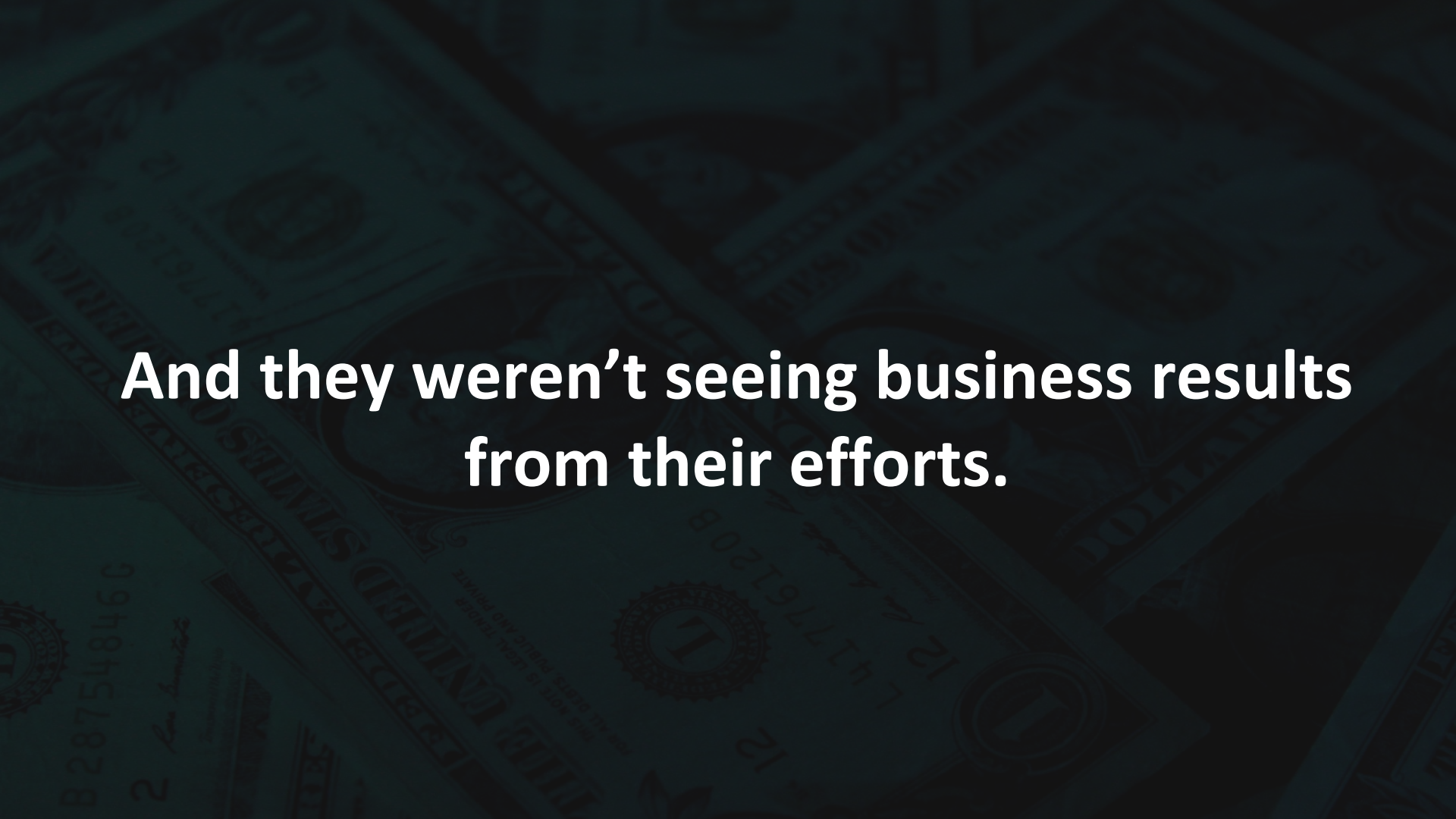


“How to build Snap Stories”


Linked 
The problem was...



They are a LinkedIn Consultancy.

The background of the image is a dark, textured overlay of several US dollar bills. The bills are slightly out of focus and layered, creating a sense of depth. The colors are muted, with various shades of blue, green, and brown visible through the dark overlay. The text is centered and stands out prominently against this background.

**And they weren't seeing business results
from their efforts.**

A hand is holding a Samsung Galaxy Tab tablet over a desk. The desk is covered with various business documents, including a map of the United States, a pie chart, and a line graph. A pink highlighter and a black pen are also visible on the desk. The background is a wooden desk surface.

**We're happy to introduce new reporting
that ties your content, and campaigns to
the bottom-line.**

CTA REPORTING

512

VIEWS
This week

1.56%




8

CLICKS
This week

12.5%

1

SUBMISSIONS
This week

NAME		VIEWS ▾	CLICK RATE ▾	CLICKS ▾	SUBMISSION RA... ▾	SUBMISSIONS ▾	MODIFIED ▴
> Rule: Leads who downloaded ebook: The Encryption Guide and KM Simplified		0	0%	0	0%	0	Jul 14, 2016
> Default CTA		512	1.56%	8	12.5%	1	Jul 14, 2016
> Rule: Leads who downloaded ebook: The Encryption Guide		0	0%	0	0%	0	Jul 15, 2016

#INBOUNDPARTNERDAY

PAGES REPORTING

Traffic Analytics BETA Date range: This month Frequency: Daily

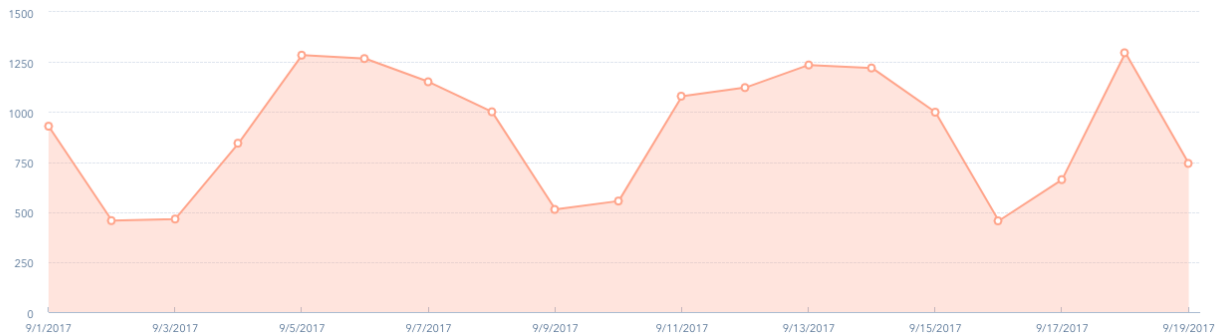
Sources UTM Campaigns Topic Clusters Pages

All page types

Page views

Style: Area

Views



#INBOUNDPARTNERDAY

CAMPAIGN REPORTING

Campaign Analytics **BETA**

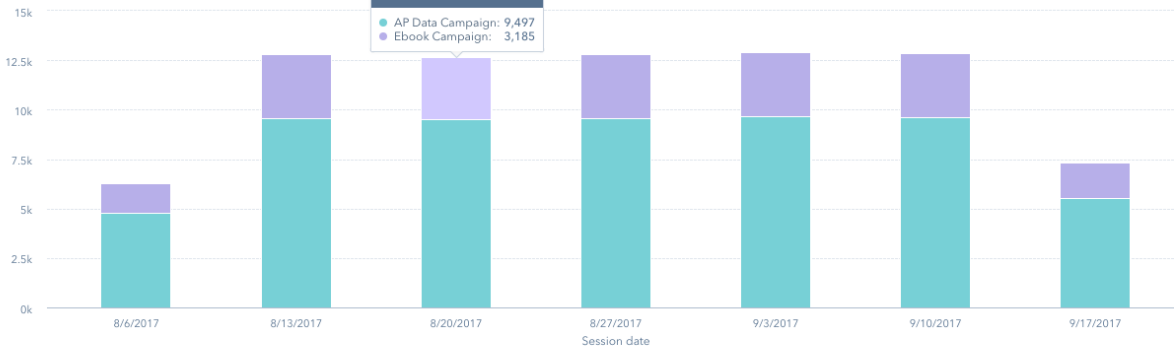
Date range: All data ▾

Frequency: Weekly ▾

Sessions ▾

Style: Column ▾

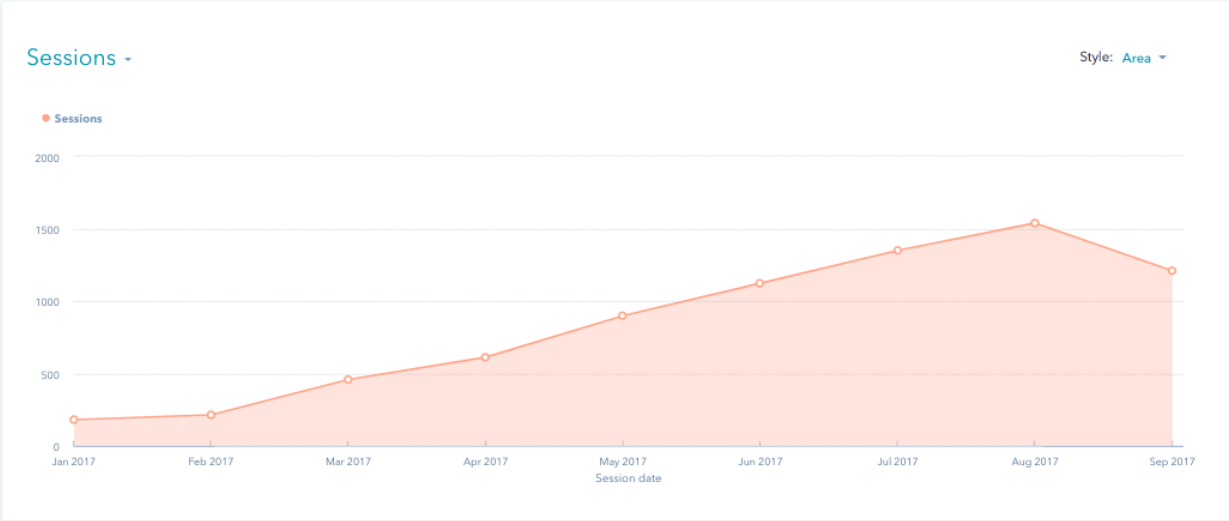
● AP Data Campaign ● Ebook Campaign



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TOPIC REPORTING

Sources UTM Campaigns **Topic Clusters** Pages



Edit columns

TOPIC CLUSTER	SESSIONS ▾	NEW SESSION % ▾	BOUNCE RATE ▾	PAGE VIEWS/SESSI... ▾	AVG. SESSION LENGTH ▾	NEW CONTACTS ▾	CUSTOMER... ▾
<input type="checkbox"/> encryption key management	6,829	68.9%	80.38%	1.44	2 minutes	308	-
<input type="checkbox"/> SQL Server Encryption	757	66.45%	78.86%	1.48	2 minutes	17	-

The background is a solid pink color. In the top-left corner, there are three overlapping circles of varying sizes, all in a lighter shade of pink. In the bottom-right corner, there are two large, concentric, semi-transparent pink arcs that curve upwards and to the left.

Is content marketing working better than
ever for you?

THIS ISN'T THEORETICAL

“I just **don't see the value** anymore”

“My clients are refusing to get started on blogging: they're **too afraid** from reading negative articles online”

“No one's really buying the **content stuff** at this stage in the game”

To Recap:

- 1) Blogging a lot was the bomb. It was the best way to get found online and win trust.
- 2) Using multiple tools is a necessity; not a complicated decision
- 3) Measuring the value you and we bring is easier than ever with Topic and Campaign reporting.

The background is a solid orange color. There are several abstract circular shapes in a lighter shade of orange. One is a small circle on the left. Another is a large circle at the bottom left. In the top right corner, there are three concentric circles of increasing size.

THE FUTURE OF CONTENT IS LESS CONTENT

Resources

TOPIC CLUSTER RESEARCH

HubSpot

RESEARCH



FREE RESEARCH

BUILD A PRESENTATION

TOOLS



FIND YOUR STAT

[← BACK TO OVERVIEW](#)

FEATURED

Free Research

Topic Clusters: The Next Evolution of SEO

May 10, 2017 at 9:00 AM

Death By 1,000 Apps: Why Tech Is Actually Making Us Less Efficient

February 26, 2017 at 8:00 AM

Charts

May 10, 2017 // 9:00 AM

Topic Clusters: The Next Evolution of SEO

Written by [Mimi An](#)

Written with contributions from [Leslie Ye](#), [Matthew Barby](#), [Anum Hussain](#), and [Cambria Davies](#)

TL;DR: Influential search engines like Google have changed their algorithm to favor topic-based content. As a result, SEOs are exploring a new way of linking related content under a "topic clusters" model. This report serves as a tactical primer for marketers responsible for SEO strategies.

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CASE STUDIES

IDS Agency
Overhauls Content
Strategy with
HubSpot and Attracts
67% More Organic
Traffic, 100% More
Leads



Townsend Security
Increases Organic
Traffic 55%, and
Leads 80% Using
HubSpot Content
Strategy



CONTENT MARKETING CERTIFICATION

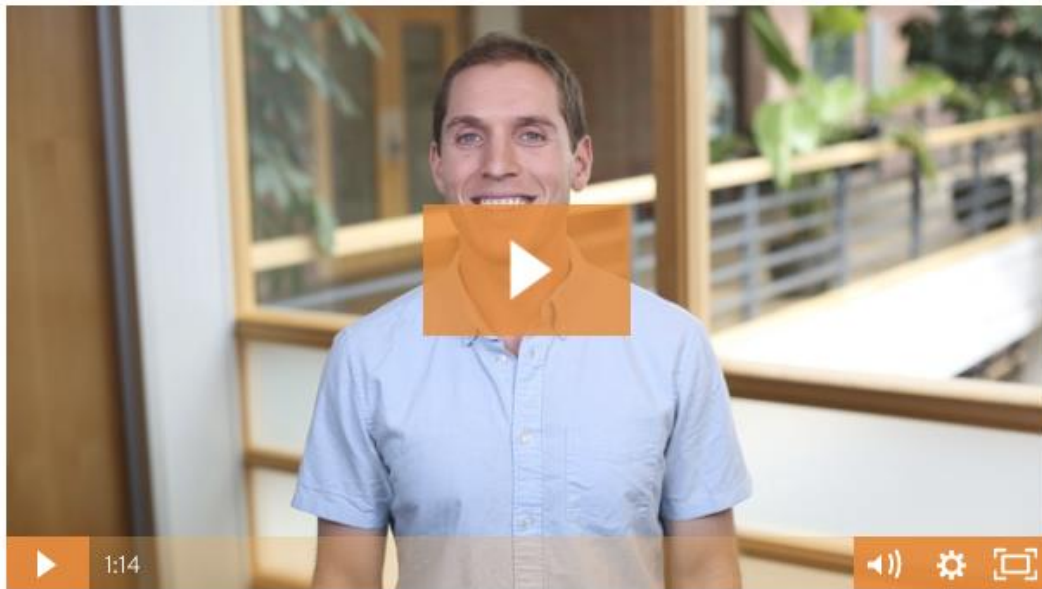


Content Marketing Certification

Award: **Certification**

Marketing

[Sign up to get started](#)



Course Description

This course will teach you how to build scalable, repeatable processes for creating and promoting content that converts into leads and new customers. If you're creating content or managing content creators - this course will give you expert tactics for efficiently building

PILLAR PAGE INSPIRATION

FILTER BY: DESIGNER ▾

TYPE ▾

SUBMIT YOUR WEBSITE

FIND A DESIGNER

NEW



SEE MORE

ZYGH T PILLAR PAGE

-- SHOW ALL --

LANDING PAGE

BLOG

EMAIL

WEBSITE

PILLAR PAGE

SEE MORE

IDS AGENCY PILLAR PAGE

NEW



TECHWEB PILLAR PAGE

NEW



NEW



NEW



ADDITIONAL CONTENT

- [Your Guide to Creating Effective Content with Content Strategy](#)
- [Search has Changed. Content Needs to Evolve.](#)
- [The Future of Content Marketing](#)
- [What does SEO look like in 2017?](#)

Campaign Reporting FAQ

1. Why is there no data on existing campaigns? A Campaigns is a short(er), timeboxed marketing initiatives and Topic Clusters as evergreen, ongoing efforts. The best way to use HS Campaigns is for focused marketing initiatives, and if you're doing it right, you're probably running a bunch of those every year. Why *haven't* you created a new campaign for September yet?

2. What's the difference between UTM campaigns and Campaign Reporting?

The only portals who will have had seen UTM Campaigns are in the New Sources beta, or were in the earliest iteration of campaigns beta. The way we will position the UTM Campaigns report is as an "Advanced Sources" report, which allows you a fresh perspective on traffic data, group by traffic that is tagged with at utm_campaign parameter. Users may be organizing campaigns outside of HubSpot, in which case this report could be very useful. If users are solely relying on HS Campaigns to organize campaign asset & measure much more than just traffic, the UTM Campaign report is much less interesting. In short, 'UTM Campaign' report = measure traffic, Campaign Analytics = measure full funnel campaign progress.

3. Where can I get into the beta?

We will be opening up opt-in access tomorrow from the Campaigns tool, but to get access now go to hubspot.com/products/analytics