Hacking SEO for content marketing:
Topic clusters over keywords

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full spectrum design and marketing
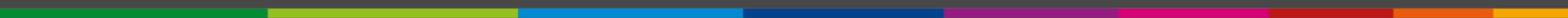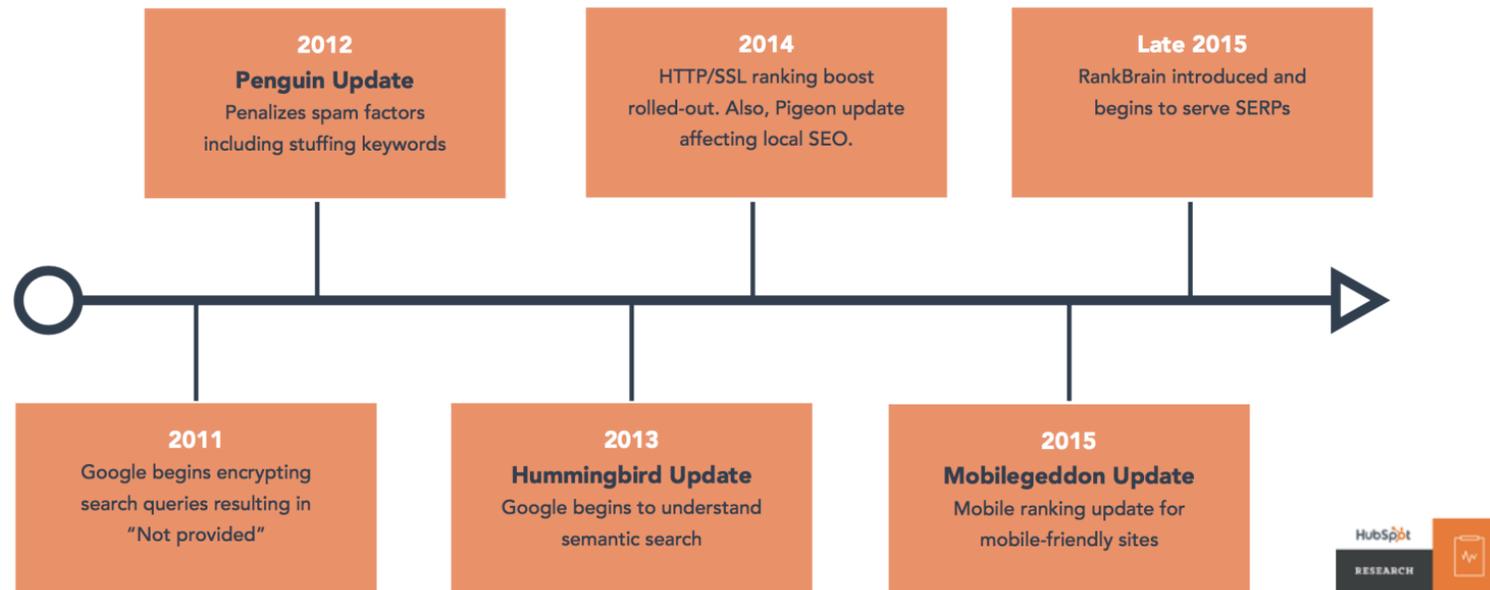
Agenda

- How is SEO changing
- How your content strategy will change
- What are Topic Clusters
- How to use the HubSpot Strategy tool

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How is search evolving?

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Changes in Google algorithm

Major SEO Updates

2012
Penguin Update
Penalizes spam factors including stuffing keywords

2014
HTTP/SSL ranking boost rolled-out. Also, Pigeon update affecting local SEO.

Late 2015
RankBrain introduced and begins to serve SERPs

2011
Google begins encrypting search queries resulting in "Not provided"

2013
Hummingbird Update
Google begins to understand semantic search

2015
Mobilegeddon Update
Mobile ranking update for mobile-friendly sites

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RESEARCH

Comprehensive List: https://moz.com/google-algorithm-change
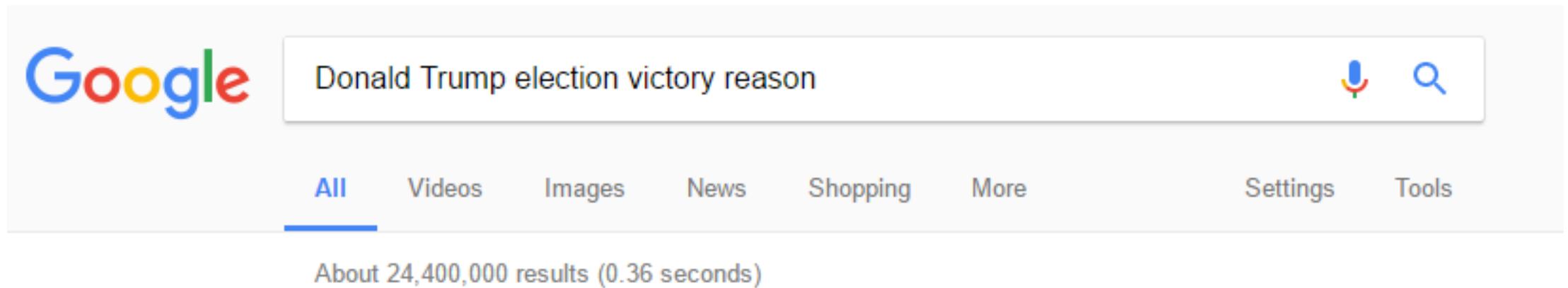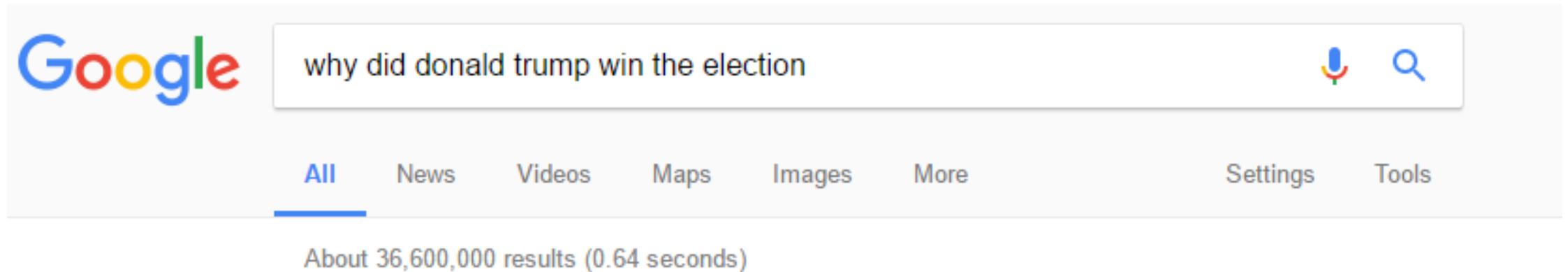
- Search engines are changing their algorithms to reflect changing user behaviour

- Search engines are smart enough to understand connections between queries

- Google doesn't consider exact keyword matching as part of its ranking algorithm

- Accelerated by the rise of mobile and voice search, queries are becoming more and more conversational

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In the past people used fragmented keyword queries

Google   Donald Trump election victory reason   🎤 🔍

All   Videos   Images   News   Shopping   More   Settings   Tools

About 24,400,000 results (0.36 seconds)

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Now people are comfortable asking search engines complex questions

Google

why did donald trump win the election

All   News   Videos   Maps   Images   More   Settings   Tools

About 36,600,000 results (0.64 seconds)

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Google even knows what you're going to ask next….

People also ask

What is outbound market? ⌃

Definition: **Outbound marketing** (n) is the traditional form of **marketing** where a company initiates the conversation and sends its message out to an audience. ... **Outbound marketing** is the opposite of inbound **marketing**, where the customers find you, mostly through various paid and natural search engine **marketing** efforts.

What is Outbound Marketing? | WordStream
www.wordstream.com/outbound-marketing

Search for: What is outbound market?

What is inbound methodology? ⌃

Attract: Attracting customers is the first step in the **inbound** marketing **methodology**. At this initial marketing stage, the customer is provided with the right content, at the right place, and at the right time through search engine optimization and social media marketing.

What is inbound marketing? 4 components to the inbound methodology.
www.prismglobalmarketing.com/.../what-is-inbound-marketing-4-components-inbound-...

Search for: What is inbound methodology?

What is the difference between outbound and inbound marketing? ⌄

What is the HubSpot? ⌄

What is outbound lead generation? ⌄

What is an inbound marketing strategy? ⌄

What is inbound digital marketing? ⌄

What is the meaning of inbound sales? ⌄

Feedback

HubSpot | What is Inbound Marketing?
https://www.hubspot.com/inbound-marketing ▾
With **inbound marketing**, potential customers find you through channels like blogs, search engines, and social media. Unlike outbound marketing, inbound ...

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Content Marketer Pains

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- "We create great content but we still don't seem to rank high on Google for our keywords."

- "I struggle to measure the ROI of the content I create."

- "So, I've done my keyword research. Now what?"

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The way you develop your content strategy needs to change

- Focus on a SEO driven approach to content marketing
- Think about topics you want to own not just keywords
- Create the right architecture for your web content
- Understand how your content is performing
- Tie effort in topic areas back to revenue

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Your website might look like this
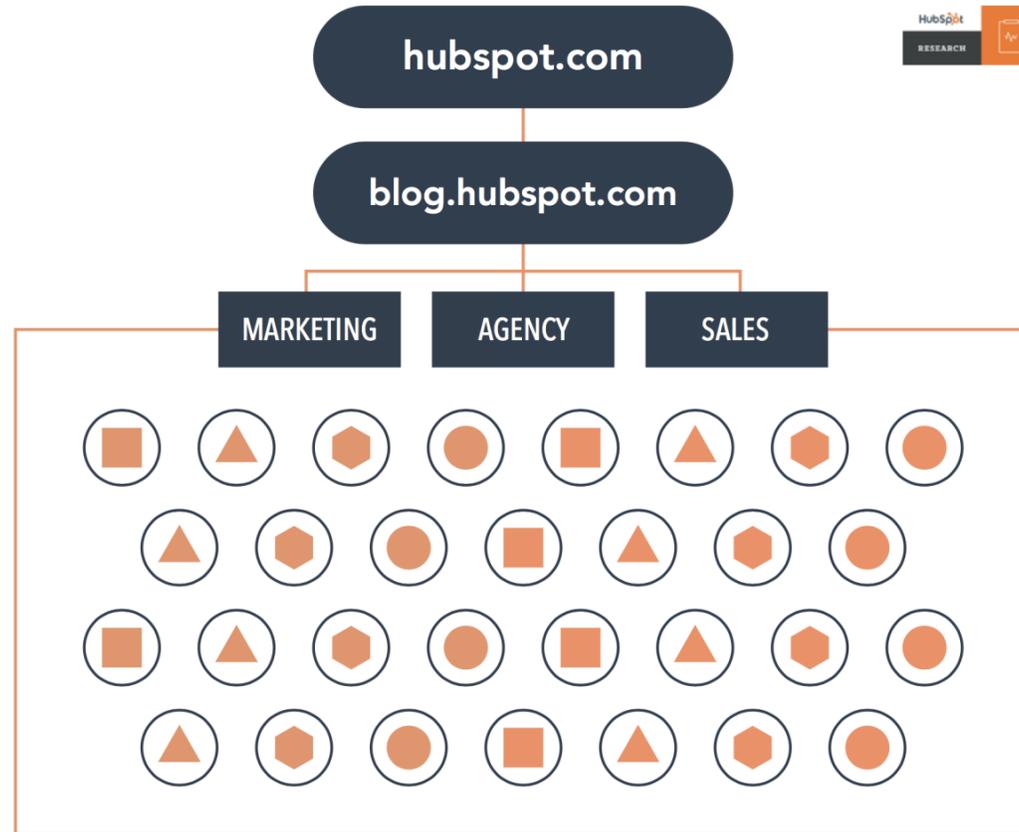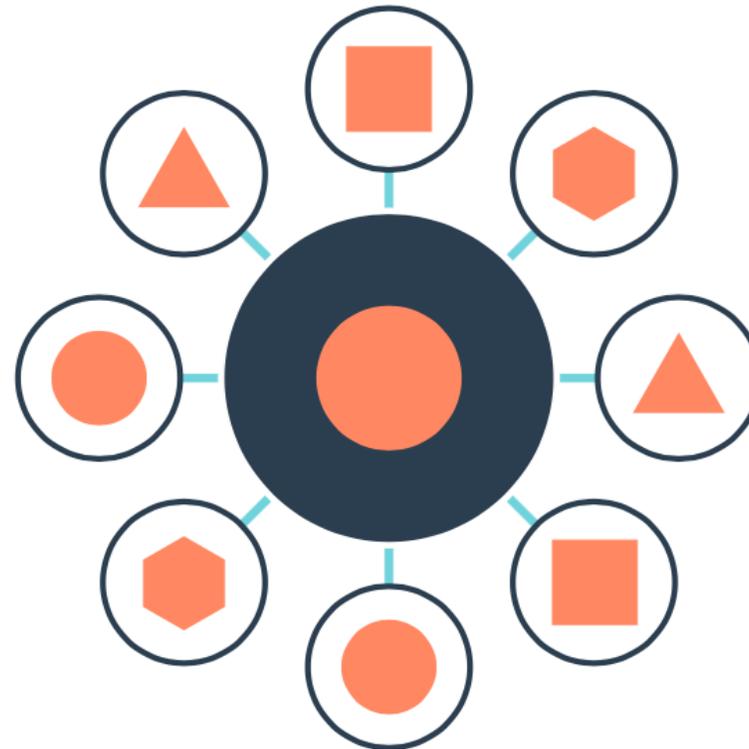
It should look a bit more like this
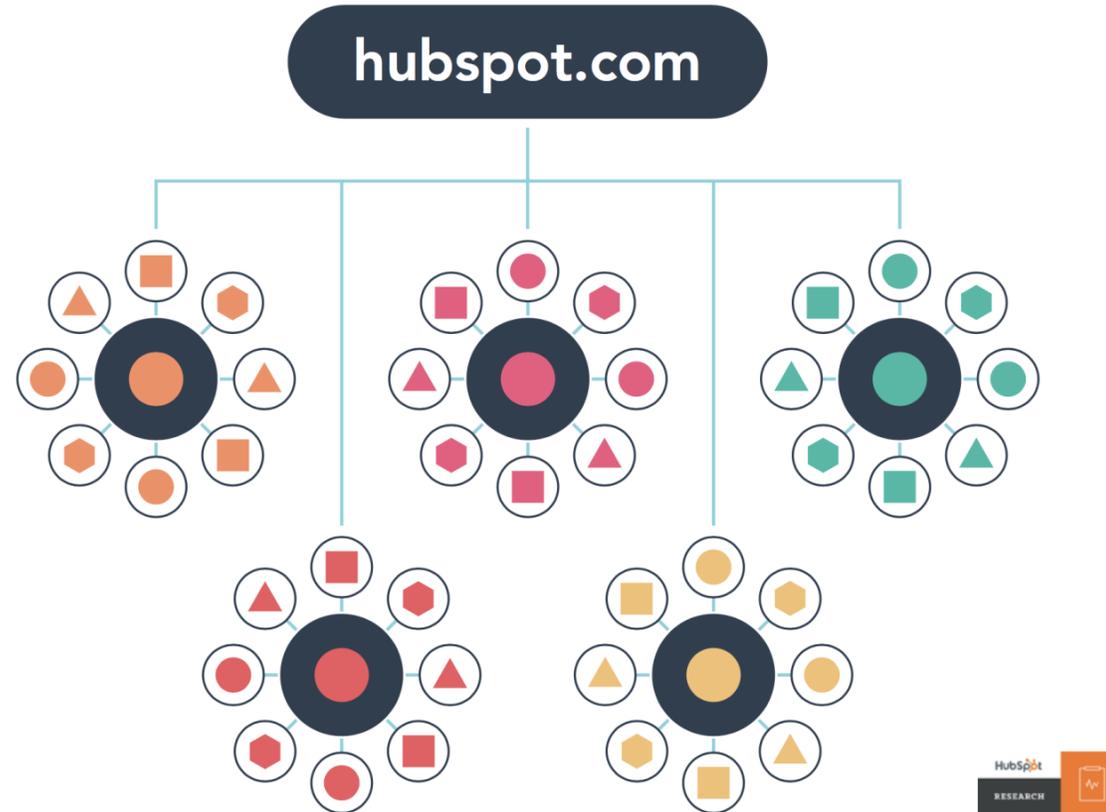
Results

- Grew domain authority from 49 to 60

- Increased weekly organic sessions by 13% w/w

- Increased clicks from SERP for one keyword by over 500%

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What is the topic cluster model?

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A topic cluster

Topic Clusters

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What is pillar content?

- Covers the core topic broadly

- Converts visitors into leads

- Optimised for conversion - use tools such as Lucky Orange, Hot Jar, Visual Website Optimizer

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Pillar content best practice

- SEO-optimised web page

- Evergreen content

- Tools work particularly well as pillar content

- Create content for people not for search engines!

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What is cluster content?

- Covers a sub-topic in detail

- Links to pillar content

- Optimised for traffic

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Cluster content best practice

- Detailed, high-quality blog post

- Think long-tail keywords!

- Great blog post on a specific topic you know your buyer personas are interested in

- To identify cluster content ideas look for patterns of success in historical blog content

- Link related blog posts together to improve topic authority
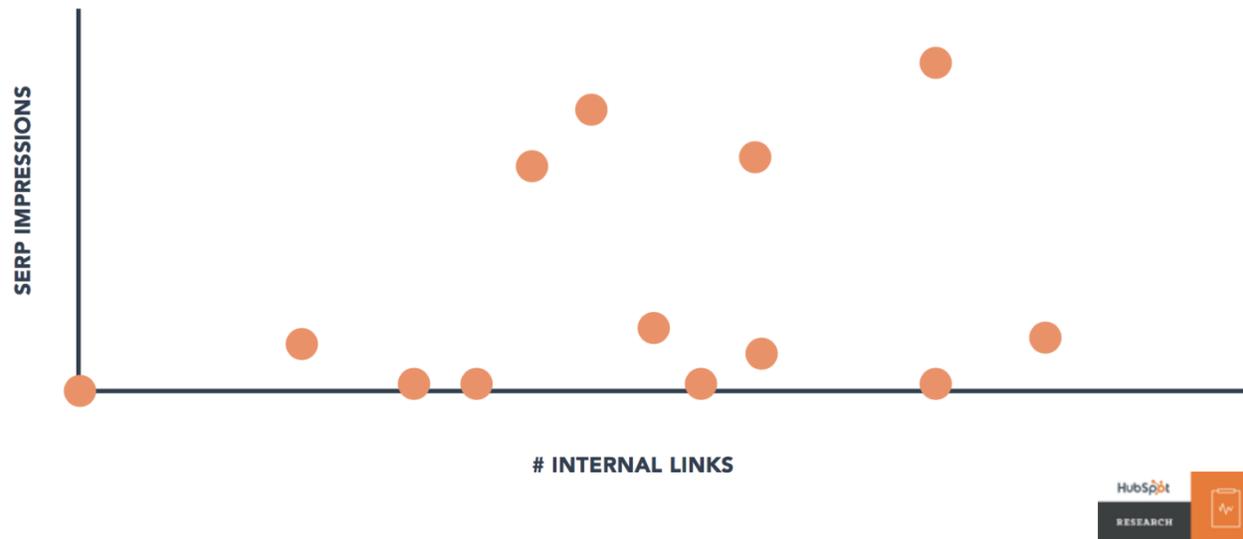
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Internal linking!

- Link cluster content to the relevant pillar content

- Interlink related cluster content pages

- HubSpot optimisation tools help you do this

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Research

More internal links = higher placement in SERP.

We saw great results from weaving our own content together more tightly.

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Sphere of influence

The Key is to start thinking in terms of **TOPICS** you want to own, not just **KEYWORDS**

This allows you to own a "Sphere of influence" on the internet.

HubSpot
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How to get started with topic clusters

- Map out 5-10 core problems that your buyer persona has

- Group each of the problems into broad topic areas

- Use keyword research to identify subtopics

- Map out content ideas that align with each of those core topics and subtopics

- Validate each idea with industry and competitive research

- Create content, measure the impact and refine

- Make sure sub-topics link to the core topic and to each other

Tools for the job!

Hacking SEO for Content Marketing | SolentHUG | 14.06.17

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HubSpot Strategy Tool (beta)

Request HubSpot Strategy beta

- You can try the new tool on your portal ahead of everyone else by requesting beta access on the link below

  https://www.hubspot.com/products/content-strategy

  - MarketMuse, Answer the Public, Quora

  - Google Drive – spreadsheet to track

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	PILLAR PAGE: TBD TOPIC												
2	URL	Cluster Topic	Subcluster (if applicable)	Keyword	Pillar link? Y/N	Re-linked? Y/N	Other Action?	Other Action Taken? Y/N	LINKS OUT TO:				Sub-pillar page? Y/N
3									1	2	3	4	

Questions?

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