

Pillar Content Creation: The Future of SEO

Chris Prudente

TODAY'S GOAL

Learn how to craft a content marketing strategy that both humans and search engines will love

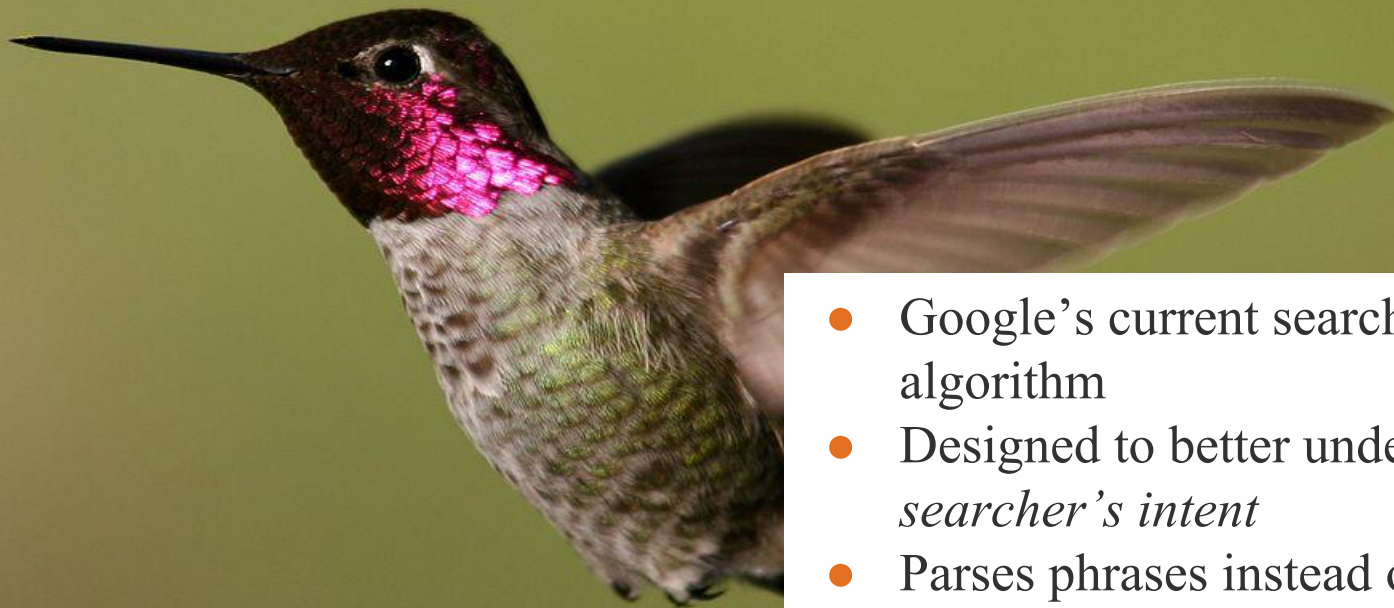
BY THE END OF TODAY'S SESSION, **YOU WILL**

- An understanding of the changes occurring in the *SEO landscape*
- Learned about *content pillars*, a new approach to content strategy
- An understanding of how to build a *content resource page*

**How have you
approached SEO up
to this point?**



THE HUMMINGBIRD UPDATE



- Google's current search algorithm
- Designed to better understand *searcher's intent*
- Parses phrases instead of keywords using NLP

THE RANKBRAIN UPDATE

Google

- Machine learning technology
- Used to interpret searches that people submit that may not have the exact words that were searched for

THE SEARCHER HAS CHANGED

- The rise of mobile search
- Voice search
- Importance of long tail keywords

WHAT TOP SEOs DO DIFFERENTLY

- Moved away from only optimizing around exact match keywords
- Produce comprehensive & semantic-rich content around specific topics
- Emphasize SEO-friendly site architecture and consistent internal linking
- Aggressively promote their content through link building and content recycling

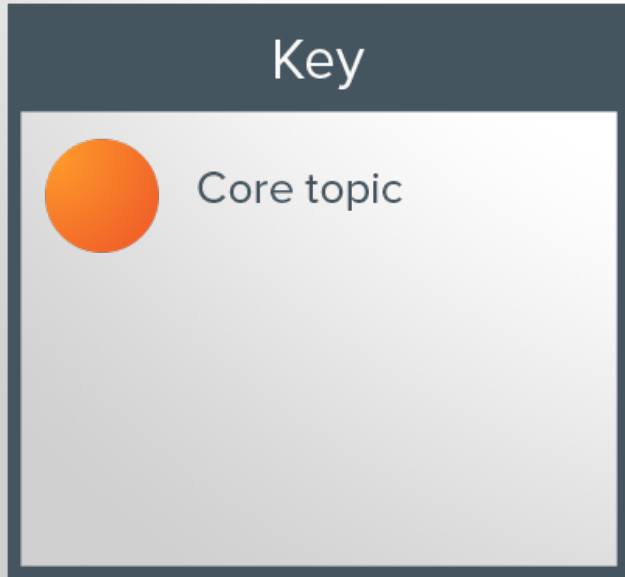
Think of your content
like a **series of pillars**, a
stabilizing foundation
for your content plan.



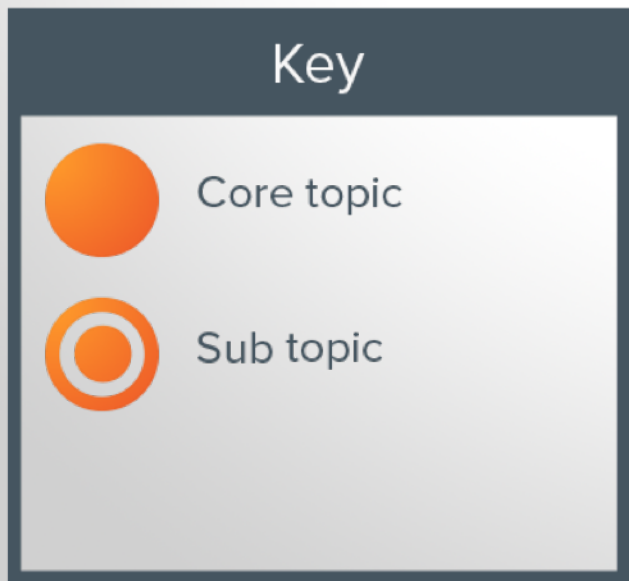
CONTENT PILLAR (aka pillar page)

A website page that covers a topic in depth and is linked to a cluster of related content.

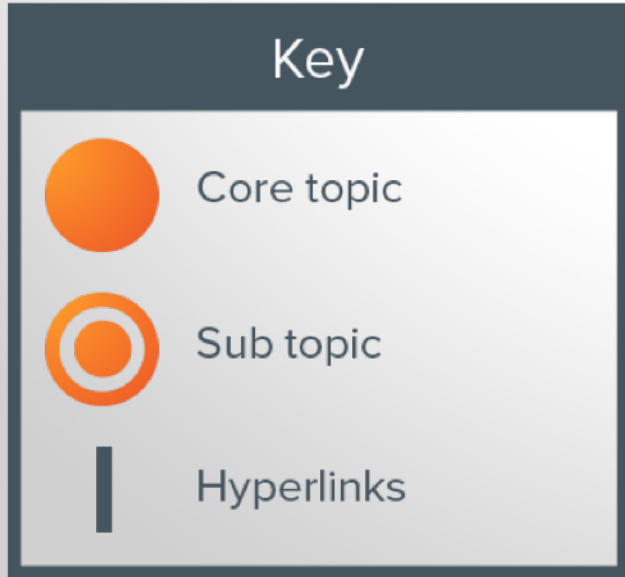
TOPIC CLUSTER METHODOLOGY



TOPIC CLUSTER METHODOLOGY



TOPIC CLUSTER METHODOLOGY



Hold up!



Did he really say “ungated content”?

BENEFITS OF UNGATING CONTENT

- Attracts organic traffic
- Increase in quality conversions
- Solves for the person visiting your page

THE 10X CONTENT PILLAR PAGE

- Mostly owned content
- Deep dive on core topic
- Format is similar to an ungated eBook
- e.g. [Beginner's Guide to SEO](#)

THE RESOURCE PILLAR

PAGE

- Owned content + outbound links
- “Bookmarkable” reference page
- e.g. [Customer Acquisition Strategies for Entrepreneurs](#)

7 STEPS TO CREATE A 10X CONTENT PILLAR PAGE

1. Choose a core topic
2. Identify sub topic cluster
3. Create & optimize content pillar page
4. Repurpose pillar page into a downloadable offer
5. Create blog posts for needed sub topic cluster content
6. Link relevant content to content pillar page
7. Create a conversion path to access pillar page from your website

Let's see how we helped this marketer create their business' first ungated, 10x content pillar page.

Content pillar resource page

The screenshot shows a content pillar page for Etuma. The header features the Etuma logo and a navigation menu with links to Resources, Products, Customers, Sales Partners, About Us, Blog, and Login. The main heading is 'The CX Professional's Guide to Text Analysis'. Below this, a definition states: 'Text analysis is the process of deriving high-quality information from text.' A section titled 'In this document you will learn:' lists four bullet points: 1. Whether you actually need a solution in the first place, 2. The solution requirements and options for analyzing customer and employee feedback, 3. The different analysis methods: what works and what doesn't work, and 4. How to evaluate different vendors in relation to your needs and requirements. To the right of this list is a thumbnail image of the whitepaper cover. Below the list is a 'DOWNLOAD WHITE PAPER' section with a form containing fields for First Name*, Last Name*, Email*, and Company*, followed by a red 'SUBMIT' button. At the bottom, there is a 'Terminology' section with a link to 'INTRO: What is feedback text analysis and why you just might need it' and a 'CTED 1: Define the text analysis solution' link. A small 'Clarify' button is also present next to the text 'Feedback text analysis is a well established terminology (that everybody agrees upon)'.

etuma^e RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

The CX Professional's Guide to Text Analysis

Text analysis is the process of deriving high-quality information from text.

In this document you will learn:

- Whether you actually need a solution in the first place
- The solution requirements and options for analyzing customer and employee feedback
- The different analysis methods: what works and what doesn't work
- How to evaluate different vendors in relation to your needs and requirements.

DOWNLOAD WHITE PAPER

First Name*

Last Name*

Email*

Company*

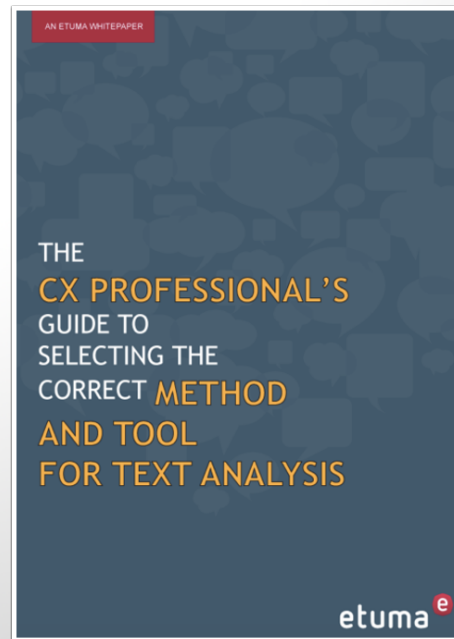
SUBMIT

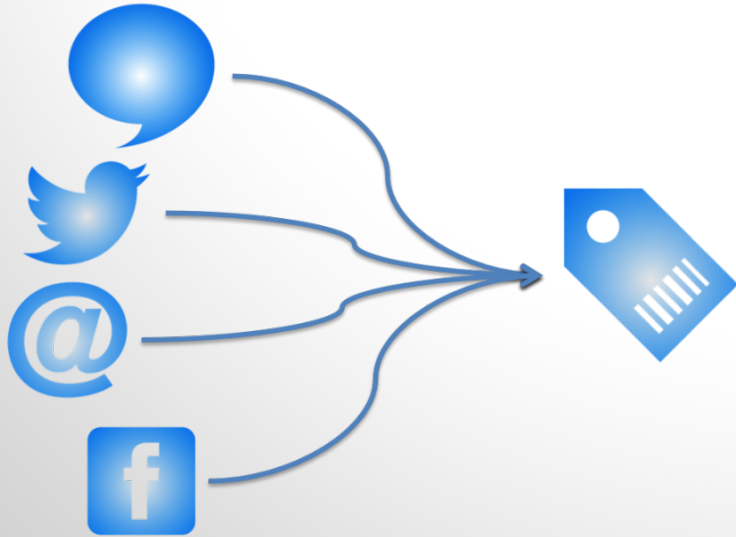
Click the link to go directly to a specific step
[INTRO: What is feedback text analysis and why you just might need it](#)

Terminology
Feedback text analysis is a [Clarify](#) and that's why there isn't a well established terminology (that everybody agrees upon).

[CTED 1: Define the text analysis solution](#)

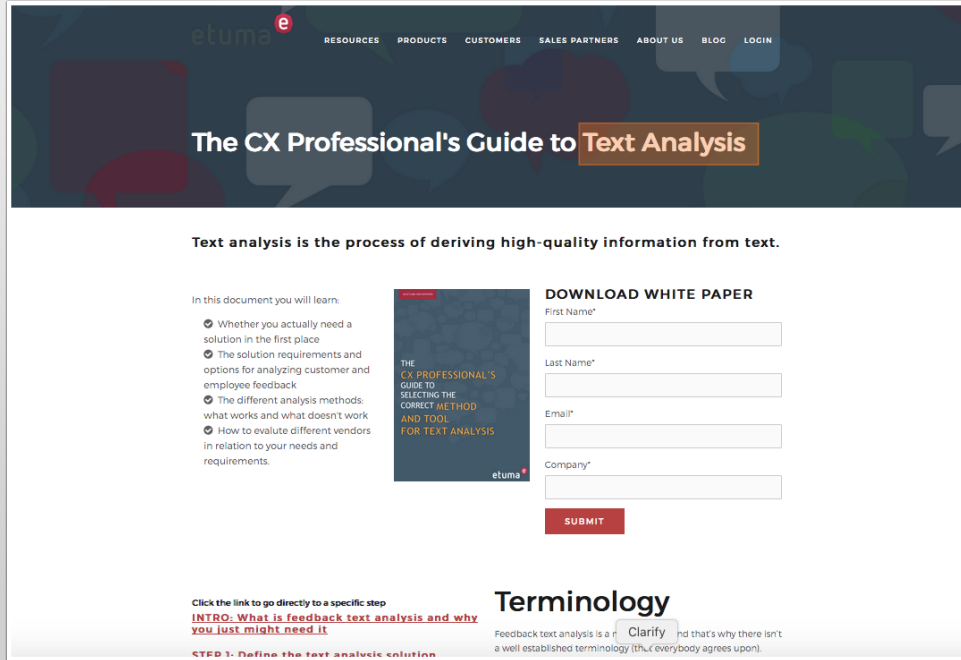
Downloadable content offer





Etuma helps businesses transform unstructured text data into business decision-making information.

Core topic = text analysis



etuma^e RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

The CX Professional's Guide to Text Analysis

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First Name*

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SUBMIT

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[INTRO: What is feedback text analysis and why you just might need it](#)

Terminology

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Core topic should be a **broad term.**

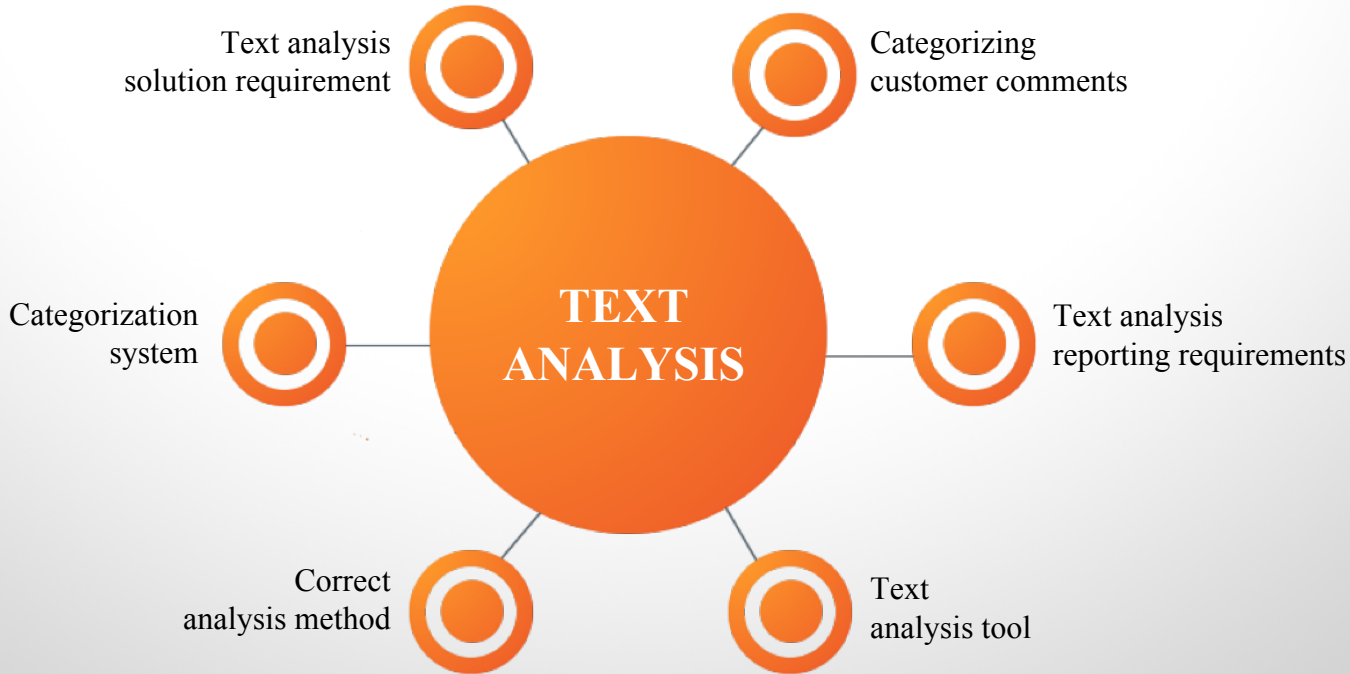
The term:

- Is between 2-4 words in length
- Is industry specific, educational
- Supports product or service
- “Head tail” keyword

A large, solid orange circle is centered on the page. Inside the circle, the words "TEXT" and "ANALYSIS" are written in a white, serif, all-caps font, stacked vertically.

TEXT ANALYSIS

CX Professional's Guide to Text Analysis



PILLAR PAGE LAYOUT TIPS

- Core topic referenced in page title
- Core topic referenced in URL
- Top navigation
- Core topic referenced in H1 tag
- Definition of core topic (if applicable)
- Conversion-focused landing page elements
- Anchor-linked table of contents
- Images with core topic referenced in alt text
- H2 tags for section headers
- Related core topic terms throughout the page's content
- Links to relevant internal resources
- Links to relevant external resources
- Back to top button

“We are receiving about **4x leads**
(if you measure by quality)
compared to before the text analysis
content pillar.”

- **Matti, Etuma**

GROWING YOUR PILLAR PAGE

Your pillar page is **always under construction.**

Maintenance, updates, and additions are needed to keep it performing at a high level.



FOUR OPPORTUNITIES TO HELP GROW YOUR PILLAR PAGE

1. Offer various forms of media per section for the reader to engage with
2. Sprinkle in relevant content offers that will help buyer personas continue educating themselves through the buyer's journey
3. Insert a heatmap on pillar page to better understand performance and optimization next steps
4. Grow a subtopic into its own topic cluster and pillar page

Townsend Security is a full-service software security provider.

The screenshot shows the Townsend Security website. At the top, there is a dark header with a navigation bar. On the left, it says "Download eBook: The Encryption Guide" with a close button (X). The Townsend Security logo is in the center. On the right, there are links for "CONTACT US", "BLOG", "SELECT LANGUAGE" with a dropdown arrow, a search icon, and a hamburger menu icon. Below the header is a blue navigation bar with links for "PRODUCTS", "SOLUTIONS", "RESOURCES", "DEVELOPERS", "PARTNERS", and "SUPPORT". The main content area has a dark background with the text "YOUR DATA. PROTECTED." in large white letters, followed by "Security Solutions for the Enterprise." and a blue link "FIND YOUR SOLUTION" with a right arrow. Below this are three colored buttons: "ENTERPRISE" (purple), "DEVELOPERS" (orange), and "PARTNERS" (green). To the right of the text is a line-art illustration of a cloud with a keyhole, a database cylinder, and a code editor window. A vertical "CONNECT" button with a hamburger menu icon is on the far right. Below the main content area is a white section titled "WORKS WITH YOUR TECHNOLOGY STACK" with a "See All" link. It features logos for VMware, Microsoft SQL Server, Amazon Web Services, and Microsoft Azure, followed by a circular "for Business" logo.

Download eBook: The Encryption Guide X

Townsend
SECURITY

CONTACT US BLOG SELECT LANGUAGE | 🔍 ☰

PRODUCTS SOLUTIONS RESOURCES DEVELOPERS PARTNERS SUPPORT

YOUR DATA. PROTECTED.
Security Solutions for the Enterprise.
[FIND YOUR SOLUTION](#) ➔

ENTERPRISE DEVELOPERS PARTNERS

CONNECT ☰

[WORKS WITH YOUR TECHNOLOGY STACK](#) [See All](#)

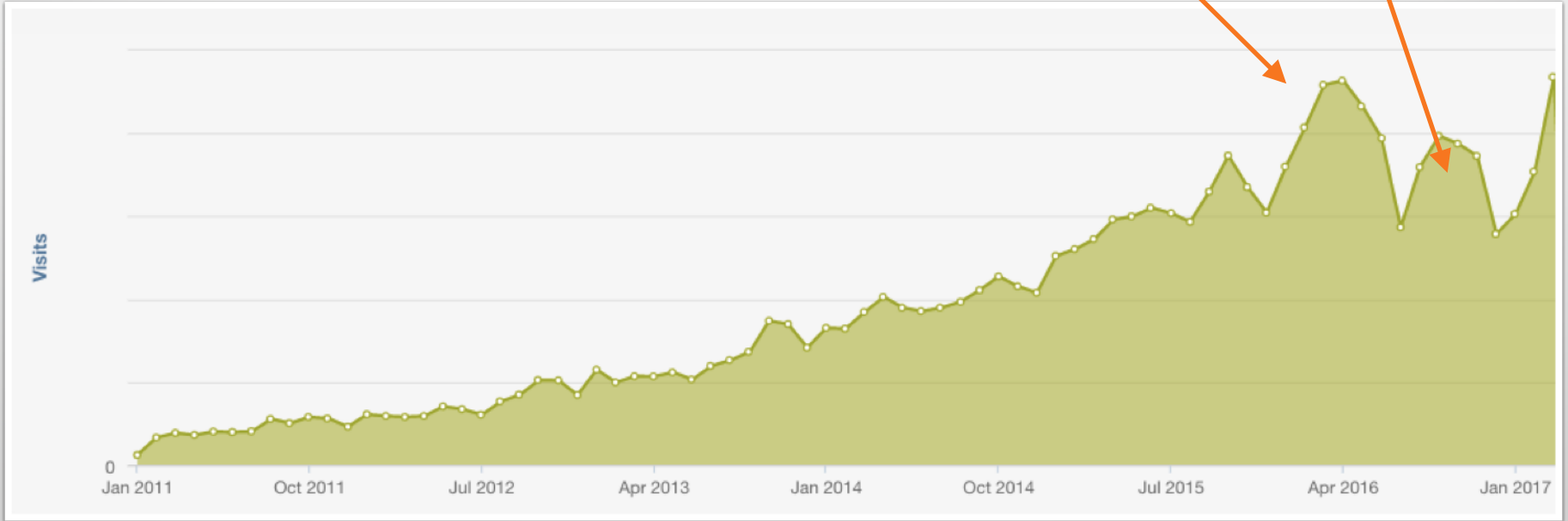
vmware™

Microsoft SQL Server

amazon web services™

Microsoft Azure

for Business



Townsend Security decided to fight back by creating an ungated, comprehensive resource content pillar page around a broad topic.

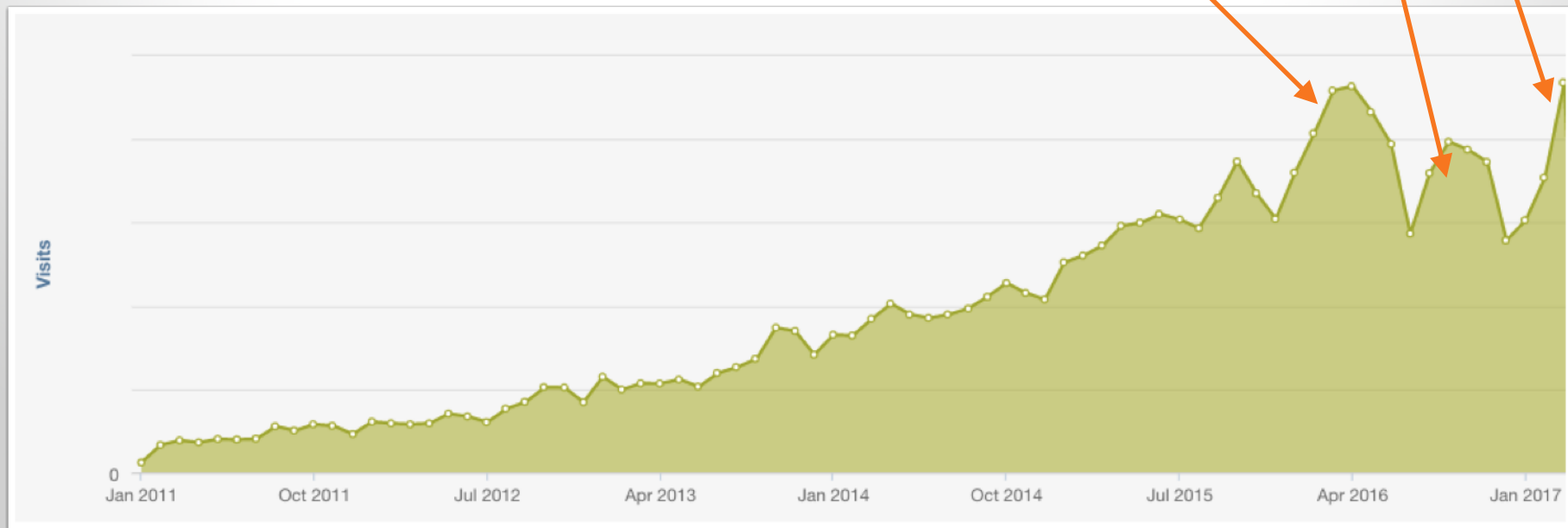
Goal: become thought leader on **encryption key management**.



Unpaid, organic traffic coming from search engines **increased 40% in less than 3 months.**

March 2017 was a record-breaking month with 11k visits

October 2017 was another ... 15k visits

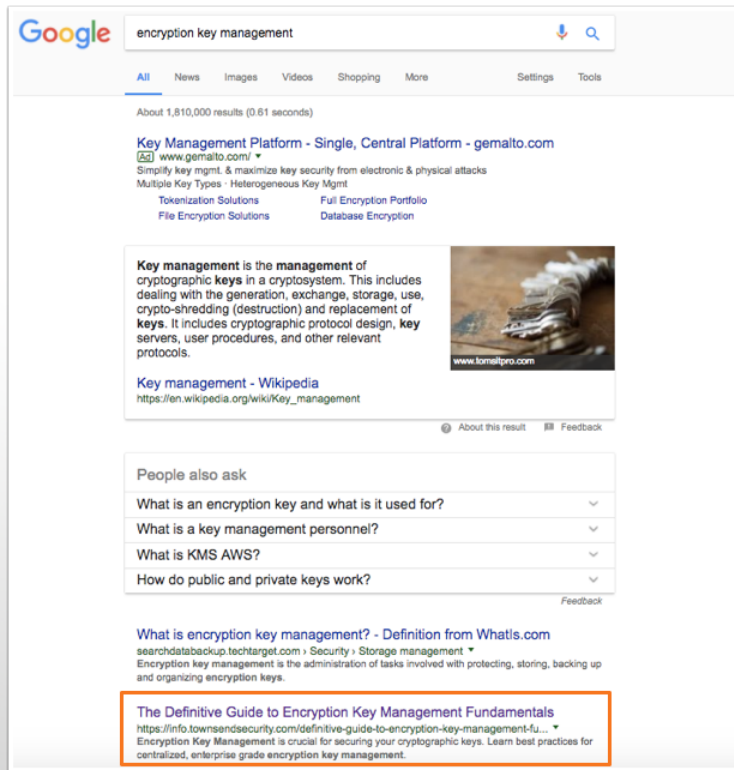


The background of the slide features a repeating pattern of small, light gray lightbulb icons on a dark blue background.

63%

of people who visited the encryption key management content pillar downloaded the guide.

Townsend also claims the **#1 listing on Google** for ‘Encryption Key Management’.



The screenshot shows a Google search interface with the query "encryption key management". The search results are as follows:

- Search Results:** About 1,810,000 results (0.61 seconds)
- Top Result:**
 - Key Management Platform - Single, Central Platform - gemalto.com**
 - Ad: www.gemalto.com/
 - Simply key mgmt. & maximize key security from electronic & physical attacks
 - Multiple Key Types · Heterogeneous Key Mgmt
 - Tokenization Solutions Full Encryption Portfolio
 - File Encryption Solutions Database Encryption
- Wikipedia Result:**
 - Key management** is the management of cryptographic keys in a cryptosystem. This includes dealing with the generation, exchange, storage, use, crypto-shredding (destruction) and replacement of keys. It includes cryptographic protocol design, key servers, user procedures, and other relevant protocols.
 - Key management - Wikipedia**
 - https://en.wikipedia.org/wiki/Key_management
- People also ask:**
 - What is an encryption key and what is it used for?
 - What is a key management personnel?
 - What is KMS AWS?
 - How do public and private keys work?
- What is encryption key management? - Definition from WhatIs.com**
 - searchdatabackup.techtarget.com/Security/Storage_management/
 - Encryption key management is the administration of tasks involved with protecting, storing, backing up and organizing encryption keys.
- The Definitive Guide to Encryption Key Management Fundamentals** (highlighted with an orange border)
 - <https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...>
 - Encryption Key Management is crucial for securing your cryptographic keys. Learn best practices for centralized, enterprise grade encryption key management.

Townsend's CEO stepped up to create their next pillar page.

Content is becoming a **business-wide initiative**, not just a marketing initiative.



CONTENT PROMOTION CHECKLIST

Short-term tactics to do for every piece of content

- Send email series to current contacts
- Upload relevant emails to Facebook and create look-alike audience
- Create a series of social posts using interesting snippets from content
- Outreach to people who linked to similar content
- Answer five questions on Quora
- Comment on five blog posts on relevant, authoritative sites

Strategic tasks to achieve in the long term

- Build relationships with industry influencers
- Contribute on industry newsletters
- Guest blog on authoritative websites
- Become active on industry communities
- Boost top-performing content on social media
- Launch remarketing ad campaign
- Syndicate your content
- Update/expand top-performing content
- Repurpose content into new formats
- Continue creating content to support topics

TOPIC CLUSTERS AND PILLAR PAGES HELP **SOLVE** CONTENT CREATION PROBLEMS

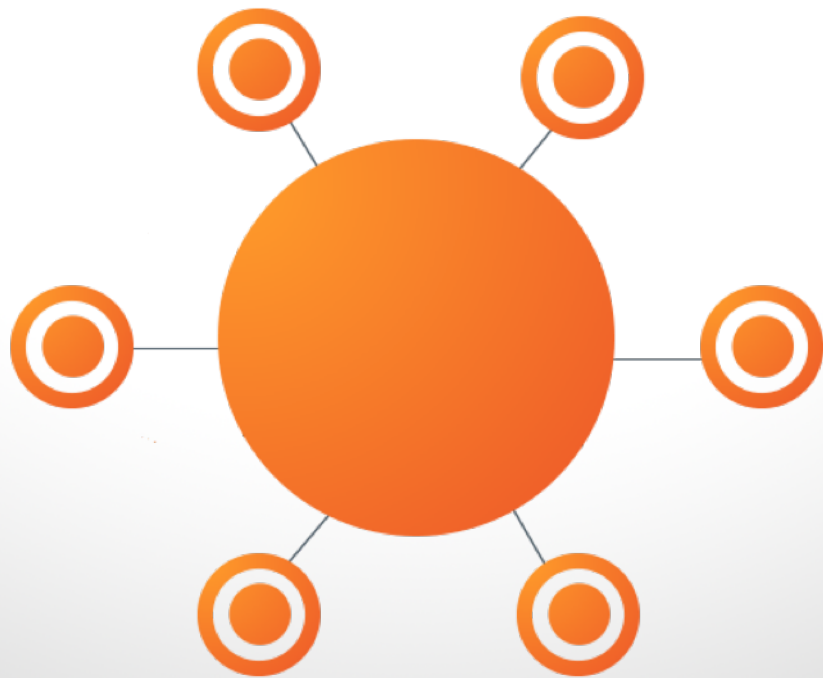
- Limited bandwidth – **ability to manage short-term tasks**
- Not fully committed – **purposeful motivation**
- Lack of a long-term content plan – **accounts for long-term goals**
- Don't have a documented content process – **provides a framework**
- Not sure where to start with creating content – **gives direction**
- Unsure of how to provide a positive content experience – **solves for the searcher and the search engine**
- Not sure how to attract the search engine traffic you want and need – **growth plan to dominate search results**
- Lack of business alignment – **aligns all business departments**

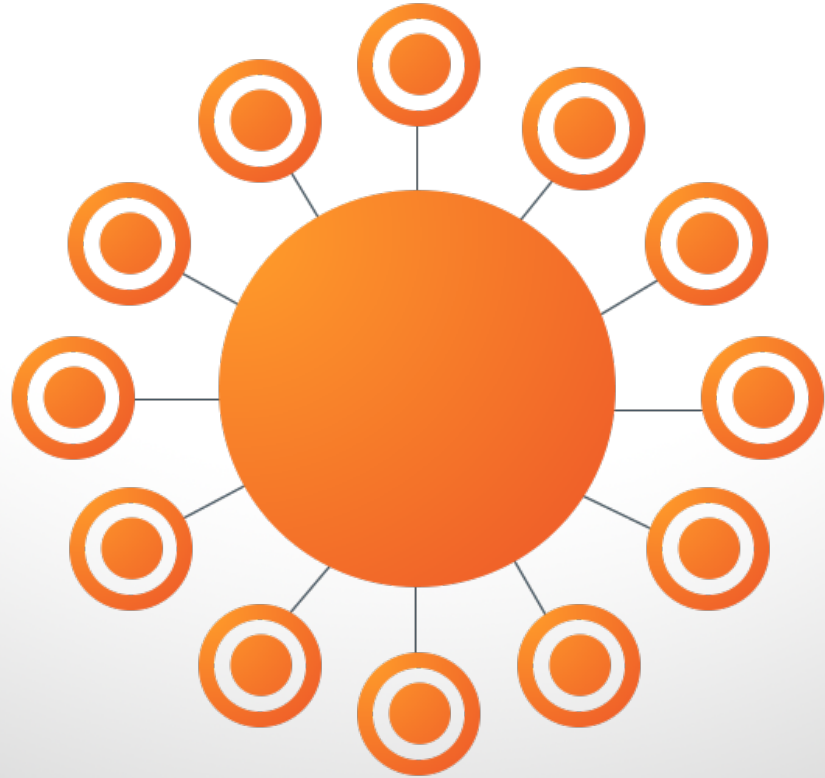
The background is a solid dark blue-grey color, overlaid with a repeating pattern of small, faint, light-grey lightbulb icons. These icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

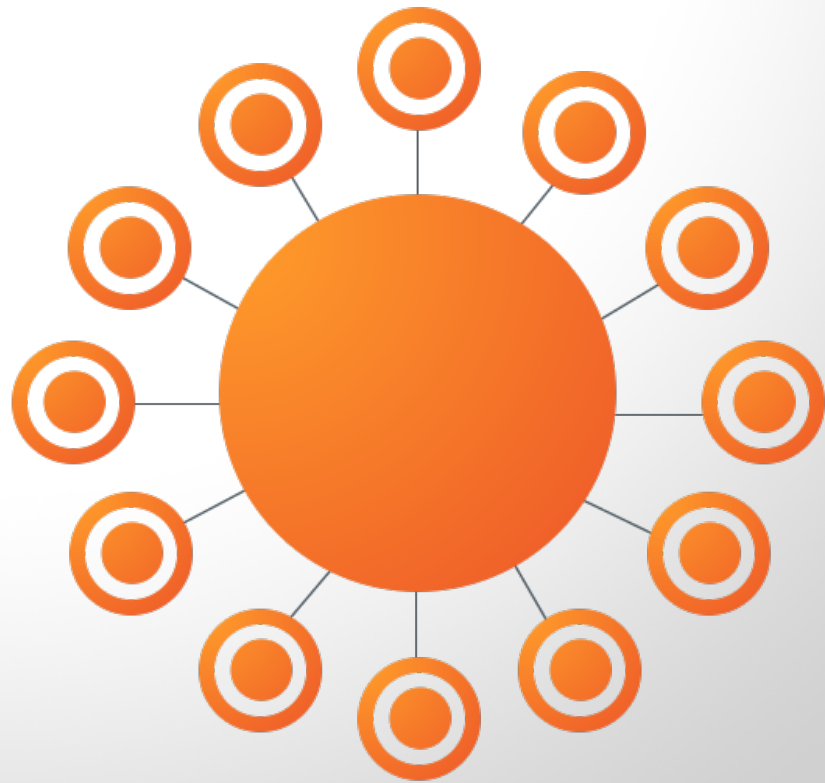
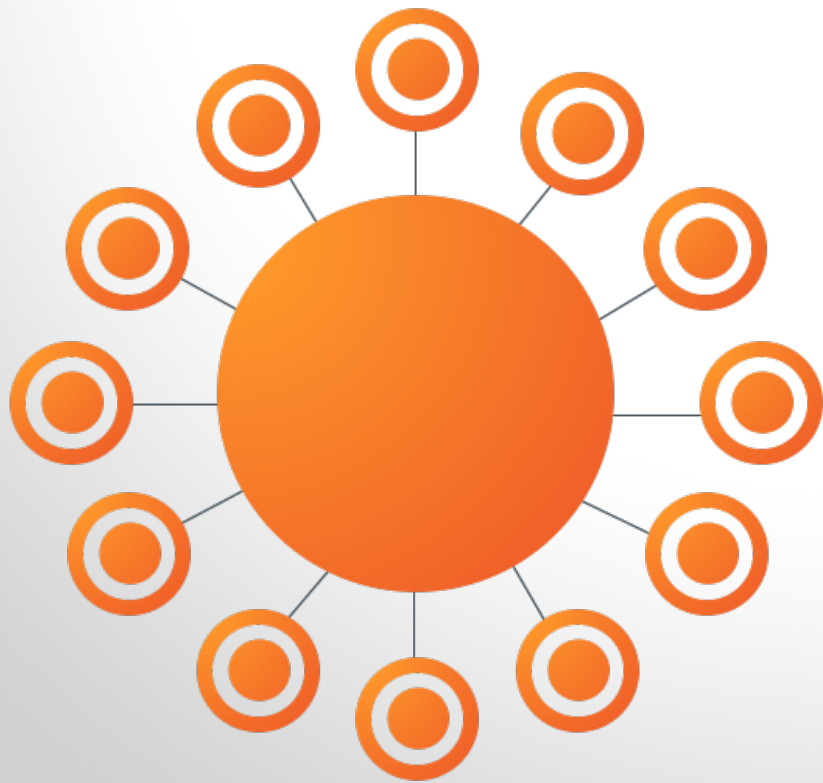
FINAL THOUGHT

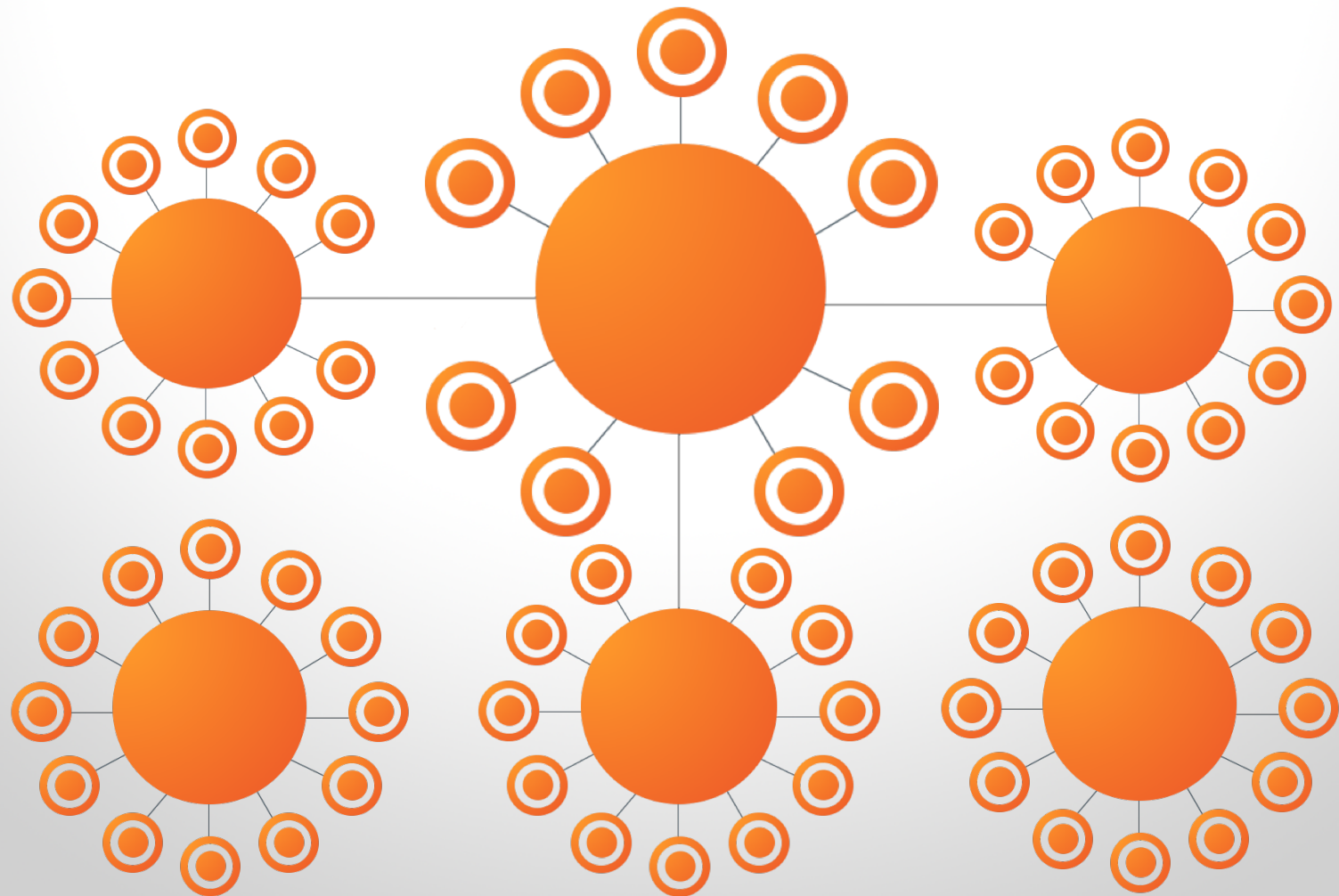














QUESTIONS?

cprudente@hubspot.com

REASONS TO REVERSE ENGINEER CONTENT

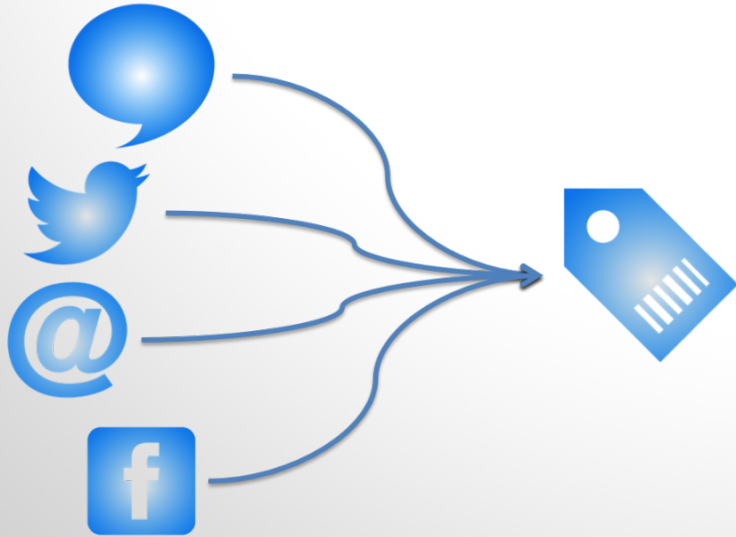
- Create a sustainable content creation process
- Connect weekly content tasks to long-term content goals
- Create a pre-promotion plan for your content
- Unify messaging of content across multiple channels

7 STEPS TO REVERSE ENGINEERING A CONTENT PILLAR

1. Choose a core topic
2. Identify sub topic cluster
3. Create blog posts for needed sub topic cluster content
4. Repurpose sub topic cluster content into a downloadable offer
5. Deconstruct downloadable offer into a content pillar resource page
6. Link relevant content to content pillar resource page
7. Create a conversion path for people to access your content pillar resource page on your website

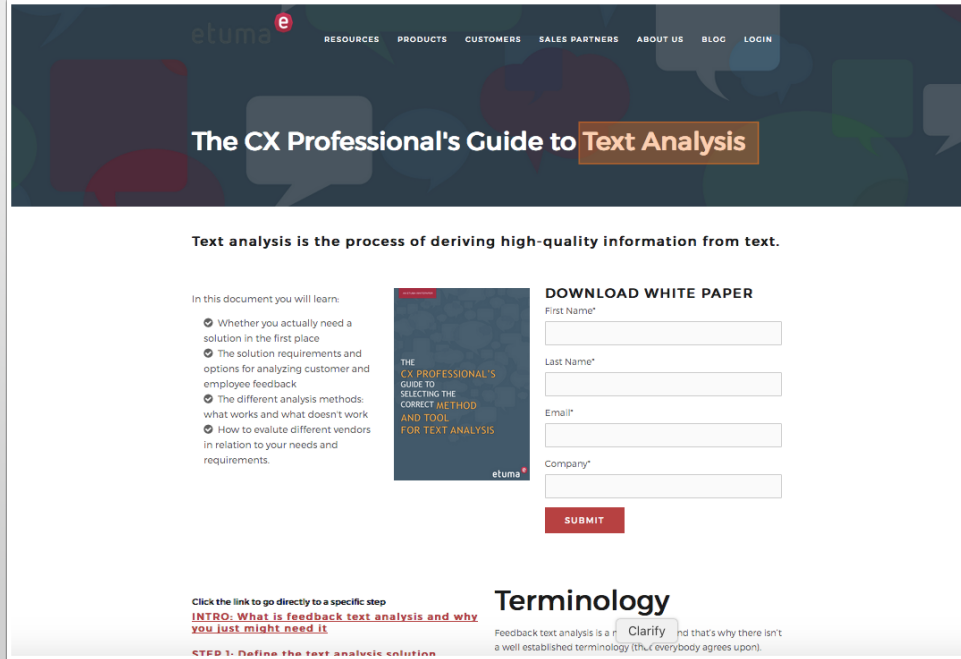
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Etuma helps businesses transform unstructured text data into business decision-making information.

Core topic = text analysis



etuma^e RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

The CX Professional's Guide to Text Analysis

Text analysis is the process of deriving high-quality information from text.

In this document you will learn:

- Whether you actually need a solution in the first place
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- The different analysis methods: what works and what doesn't work
- How to evaluate different vendors in relation to your needs and requirements.

DOWNLOAD WHITE PAPER

First Name*

Last Name*

Email*

Company*

SUBMIT

Click the link to go directly to a specific step
[INTRO: What is feedback text analysis and why you just might need it](#)

Terminology

Feedback text analysis is a n... Clarify ...nd that's why there isn't a well established terminology (th... everybody agrees upon).

Core topic should be a **broad term**.

The term:

- Is between 2-4 words in length
- Is industry specific, educational
- Supports product or service

A large orange circle is centered on the page, containing the text "TEXT ANALYSIS".

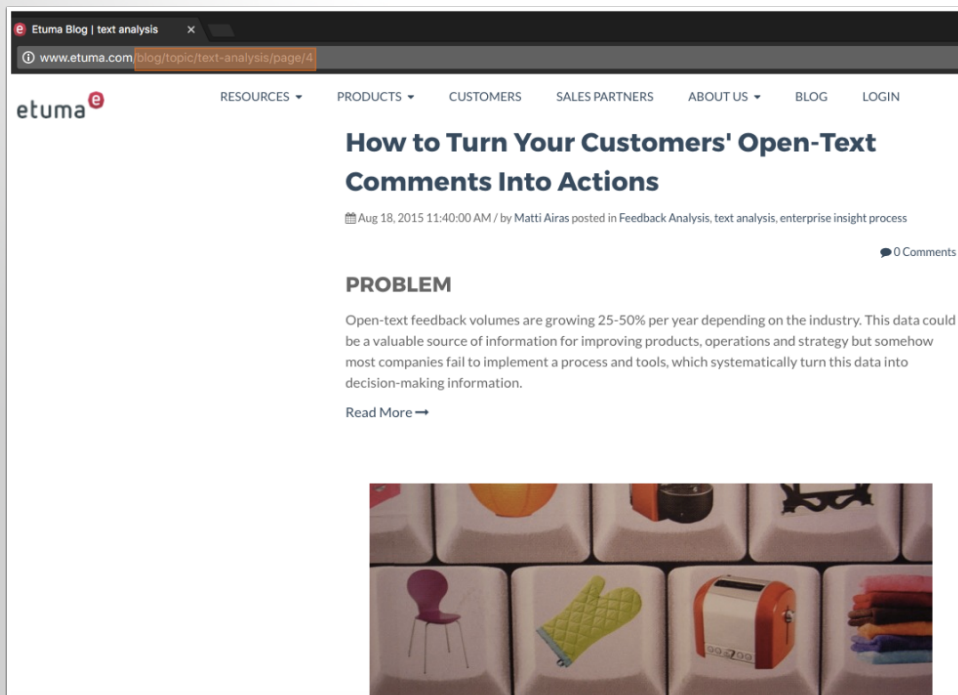
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Identify **current owned media** that's relevant to your core topic.

Four pages of blog content

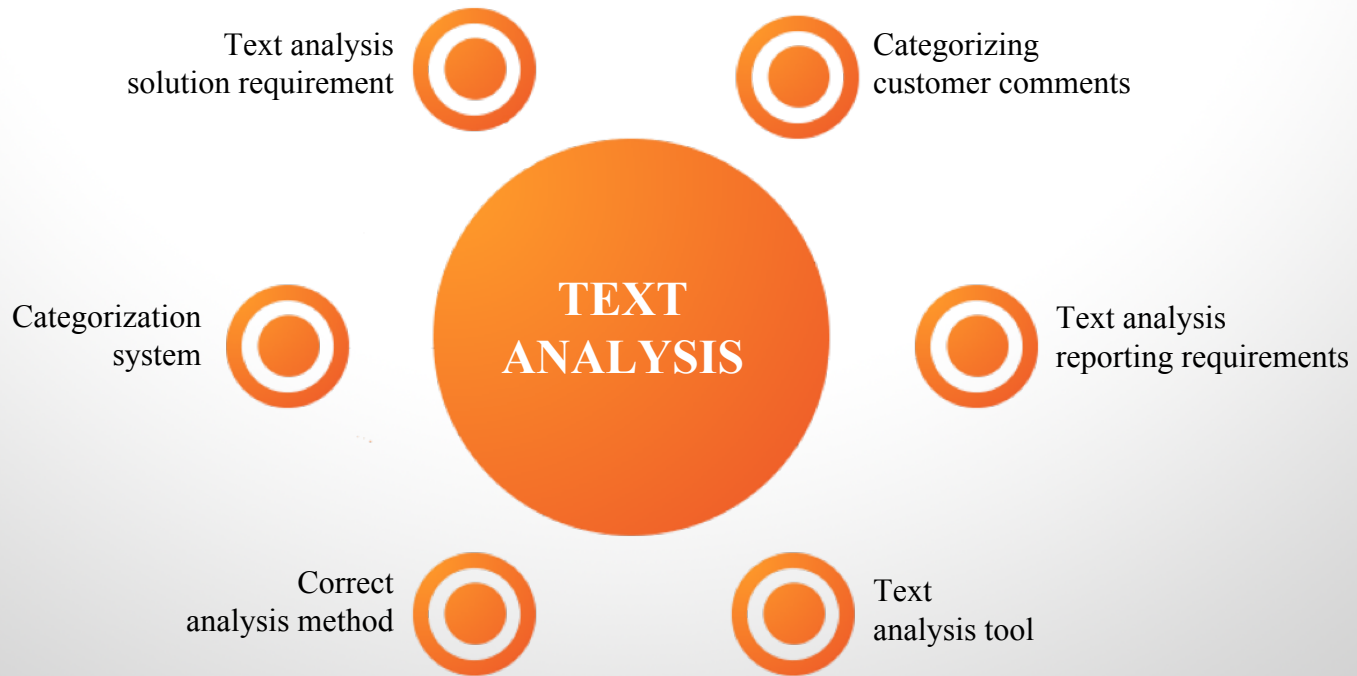


Video content on YouTube





Make a **list** of as many subtopics as possible that bring value to your core topic.




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Etuma needs content for their sub topic,
categorization systems, so they created a blog post.


RecentPopularCategories




How to Create a Customer Feedback Taxonomy
posted at Mar 10, 2017




Six Customer Feedback Taxonomy Requirements
posted at Mar 10, 2017



Four Methods for Categorizing Customer Feedback
posted at Mar 10, 2017



Do you really need to analyze text?
posted at Mar 10, 2017



Five and a Half eCommerce Loyalty Factors
posted at Mar 9, 2017

How to Create a Customer Feedback Taxonomy

Mar 10, 2017 4:26:09 PM / by Matti Airas

[Tweet](#) [Share](#) 3 [Like 0](#) [Share](#) [G+](#) 1

There are four ways to create the categorization system (Codeframe, Taxonomy). But whatever way you choose, make sure that the system takes into account both top-down (what the management wants to see) and bottom-up (what the text makes possible) approaches. Well working categorization system requires a couple of iterations and is a balance between these two views.

Designing and implementing a uniform categorization system might seem like a daunting task but the benefits are clear. Uniformly categorized customer comments have the power to transform your organization.

1. Manually

This must be more of a top-down approach because humans can only handle about a dozen discrete categories. This method as already stated in tip #3 is slow and it can also be expensive in higher feedback volumes. It is more suitable for BtoB companies. It is important to notice that there will not be whole world view: it will be difficult to detect weak signals. Also, trend analysis can be unreliable because of inconsistency of human tabulation.

2. Do it yourself using text analysis modelling tool

There are excellent tools like SPSS and SAS to create a model to analyze open-text. The challenge with these tools is the steep learning curve and the need to continuously tune the analysis. You need dedicated, well-trained professionals to take care of this work.

3. Use text analysis vendor's industry specific Codeframe

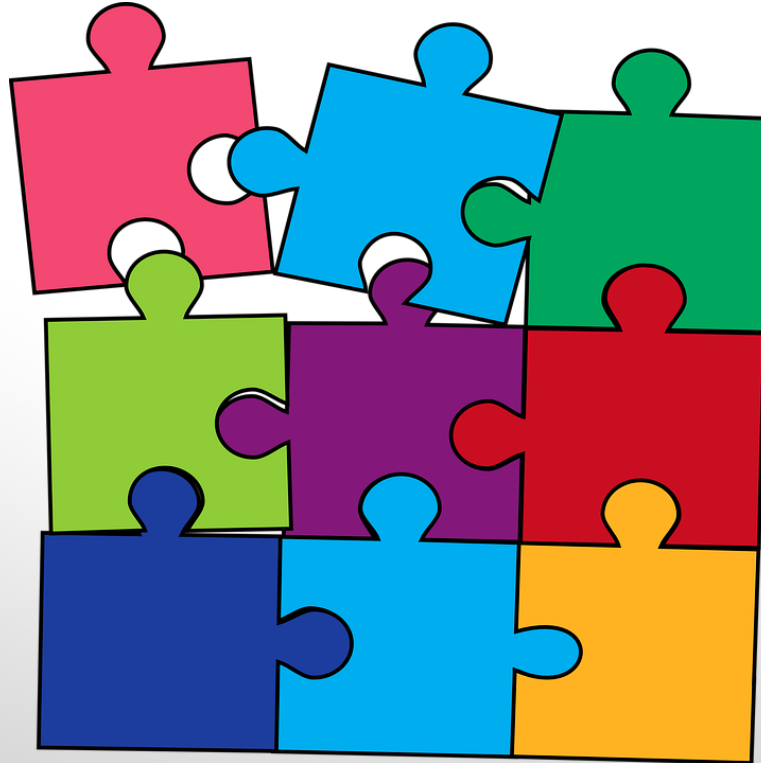
A generic Codeframe will never provide accurate and relevant analysis results. The reason for this is that in different industries words might have a different meaning and thus need to be categorized

Subscribe to Email Updates

7 STEPS TO REVERSE ENGINEERING A CONTENT PILLAR

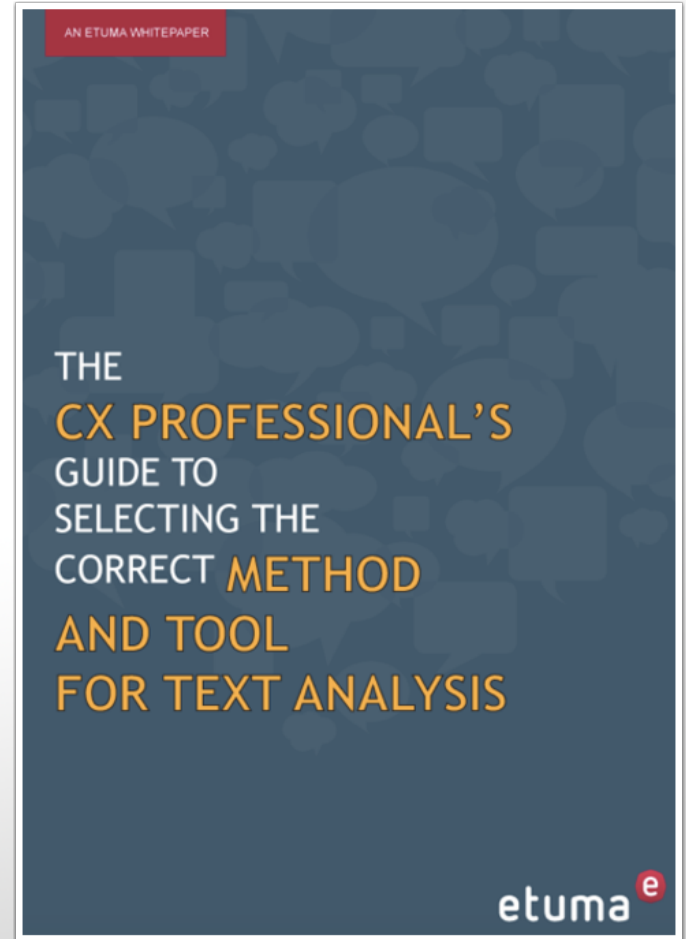
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Assemble your downloadable content offer by repurposing your sub topic content.



Take the
time to create
a **custom** cover.

79% of people said a cover mattered in
the decision-making process.



7 STEPS TO REVERSE ENGINEERING A CONTENT PILLAR

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AN ETUMA WHITEPAPER

THE
CX PROFESSIONAL'S
GUIDE TO
SELECTING THE
CORRECT METHOD
AND TOOL
FOR TEXT ANALYSIS

etuma^e

Etuma already
created and formatted
their text analysis content.

Now it's time to reformat it on a webpage.

CONTENT PILLAR LAYOUT TIPS

- Core topic referenced in page title
- Core topic referenced in URL
- Top navigation
- Core topic referenced in H1 tag
- Definition of core topic (if applicable)
- Conversion-focused landing page elements
- Anchor-linked table of contents
- Images with core topic referenced in alt text
- H2 tags for section headers
- Related core topic terms throughout the page's content
- Links to relevant internal resources
- Links to relevant external resources
- Back to top button

CONTENT PILLAR LAYOUT TIPS

The screenshot shows a web page titled "The CX Professional's Guide to Text Analysis" on the website <https://www.etuma.com/cx-professionals-guide-to-text-analysis>. The page features a dark header with the "etuma" logo and a navigation menu with links: RESOURCES, PRODUCTS, CUSTOMERS, SALES PARTNERS, ABOUT US, BLOG, and LOGIN. The main content area has a large heading "The CX Professional's Guide to Text Analysis" followed by a definition: "Text analysis is the process of deriving high-quality information from text." Below this, there is a section titled "In this document you will learn:" with a bulleted list of topics. To the right of this list is a "DOWNLOAD WHITE PAPER" form with fields for First Name, Last Name, Email, and Company, and a "SUBMIT" button. At the bottom, there is a "Terminology" section with a definition of feedback text analysis. Annotations with orange arrows point to various elements: "Core topic referenced in page title" points to the page title; "Core topic referenced in URL" points to the URL; "Core topic referenced in H1 tag" points to the main heading; "Top navigation" points to the navigation menu; "Definition of core topic" points to the definition of text analysis; "Conversion-focused landing page elements" points to the white paper download form; and "Anchor-linked table of contents" points to the "INTRO" and "STEP 1" links.

Core topic referenced in page title

Core topic referenced in URL

Core topic referenced in H1 tag

Top navigation

Definition of core topic

Conversion-focused landing page elements

Anchor-linked table of contents

etuma

RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

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DOWNLOAD WHITE PAPER

First Name*

Last Name*

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SUBMIT

Terminology

Feedback text analysis is a new industry and that's why there isn't a well established terminology (that everybody agrees upon).

INTRO: What is feedback text analysis and why you just might need it

STEP 1: Define the text analysis solution

CONTENT PILLAR LAYOUT TIPS

Images with core topic referenced in alt text

CHECKOUTS	DEPARTMENTS	FACILITIES	MARKETING	PRODUCTS	STAFF
Avg. NPScore -16.78	Avg. NPScore -10.41	Avg. NPScore 16.89	Avg. NPScore 38.09	Avg. NPScore 39.45	Avg. NPScore 53.92
Avg. Sentiment -0.0686	Avg. Sentiment 0.0293	Avg. Sentiment 0.1719	Avg. Sentiment 0.3802	Avg. Sentiment 0.4168	Avg. Sentiment 0.5618

H2 tags for section headers

STEP 2: Decide how to categorize customer comments (Signals)

You cannot analyze customer feedback without categorizing it. This categorization has to be done systematically, relevantly and consistently. Your categorization system (Codeframe) needs to be **uniform** across the organization otherwise the text analysis results cannot be used in top management reporting.

Links to relevant internal resources

Signal categorization turns open-text into statistical information, which enables you to

- ✔ Detect patterns (trends, weak signals);
- ✔ Benchmark organizational units; and
- ✔ Distribute the customer comments in real-time based on customer experience stakeholder roles.

Core topic referenced throughout page

Twelve criteria for choosing a verbatim analytics provider

But choosing the right text analysis solution is easier said than done. It is hard to justify the investment with a meaningful ROI calculation (what is the value of better information?), and choosing the right solution among the many text analysis methods and approaches can seem like a daunting task.

Links to relevant external resources

In his excellent blog post, "[12 Criteria for Choosing a Text/Social Analytics Provider](#)", Seth Grimes tries to make the vendor selection process easier by creating a common-sense list of requirements and checkpoints. Because Seth's list covers the requirements for all kinds of text analysis, I will try to paraphrase it from the point-of-view of open-ended customer and employee comment analysis (verbatim analysis).

His advice-to keep a clear head and set realistic expectations-is great:

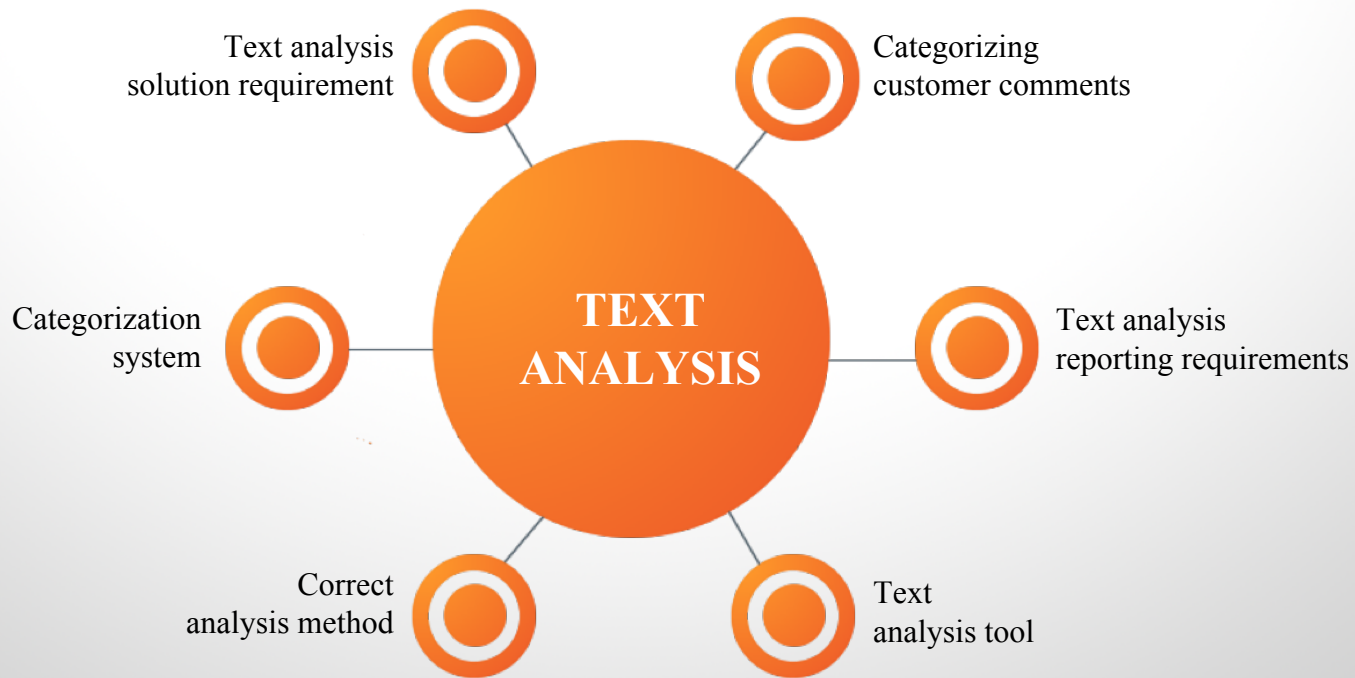
"Some preliminary advice: Work back from your business goals. Determine what sorts of indicators, insights, and guidance you'll need. No business is going to need 98.7% sentiment analysis accuracy in 48 languages across a dozen different business domains. Be reasonable; stay away from over-detailed requirements checklists that rate options based on capabilities you'll never use. Create search criteria that separate the essentials from the nice-to-haves and leave off the don't-needs. Then design an evaluation that suits your situation - include proof-of-concept prototyping, if possible - to confirm whether each short-list option can transform data relevant to your business into the outputs you need, with the performance characteristics and at a cost you expect."



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7 STEPS TO REVERSE ENGINEERING A CONTENT PILLAR

1. Choose a core topic
2. Identify sub topic cluster
3. Create blog posts for needed sub topic cluster content
4. Repurpose sub topic cluster content into a downloadable offer
5. Deconstruct downloadable offer into a content pillar resource page
6. **Link relevant content to content pillar resource page**
7. Create a conversion path for people to access your content pillar resource page on your website



Text analysis generic or even industry specific Codeframe might not fulfill your granularity and reporting requirements. Make sure that either the vendor provides modifications to the Codeframe as a service or they give you an easy-to-use tool which you can use to tune the Topics.

Getting a lot of unstructured feedback from customers or employees? Looking for a way to analyze them? No worries, we wrote a "[Guide for selecting the right method and tool for feedback analysis](#)". Read it and you will be able to select the correct solution for your needs.

Topics: Feedback Analysis, feedback categorization, text analysis methods



Written by Matti Airas

My passion is to figure out how to turn open-text feedback into well structured usable information.

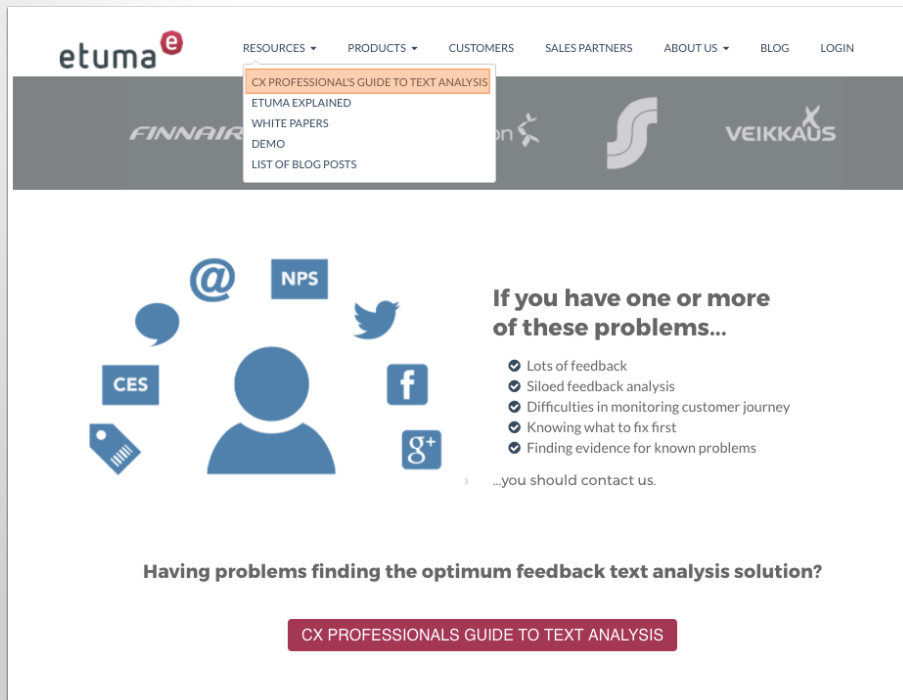
Etuma inserted a link in content that was
relevant to their content pillar.

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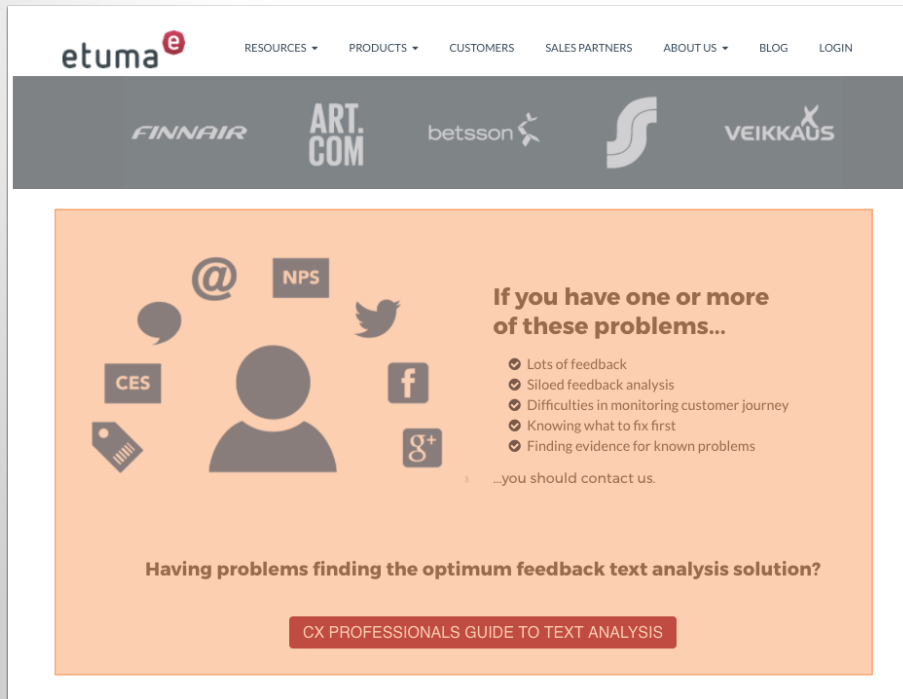
Make sure people can easily **find** your content pillar resource page on your website.



Make sure people can easily **find** your content pillar resource page on your website.

Consider places, like:

- **Top navigation**



Make sure people can easily **find** your content pillar resource page on your website.

Consider places, like:

- Top navigation
- **Dedicated section with CTA** near the top of homepage

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