

# ¡Bienvenidos a En Vivo!

## Content Strategy



# Invitados Especiales

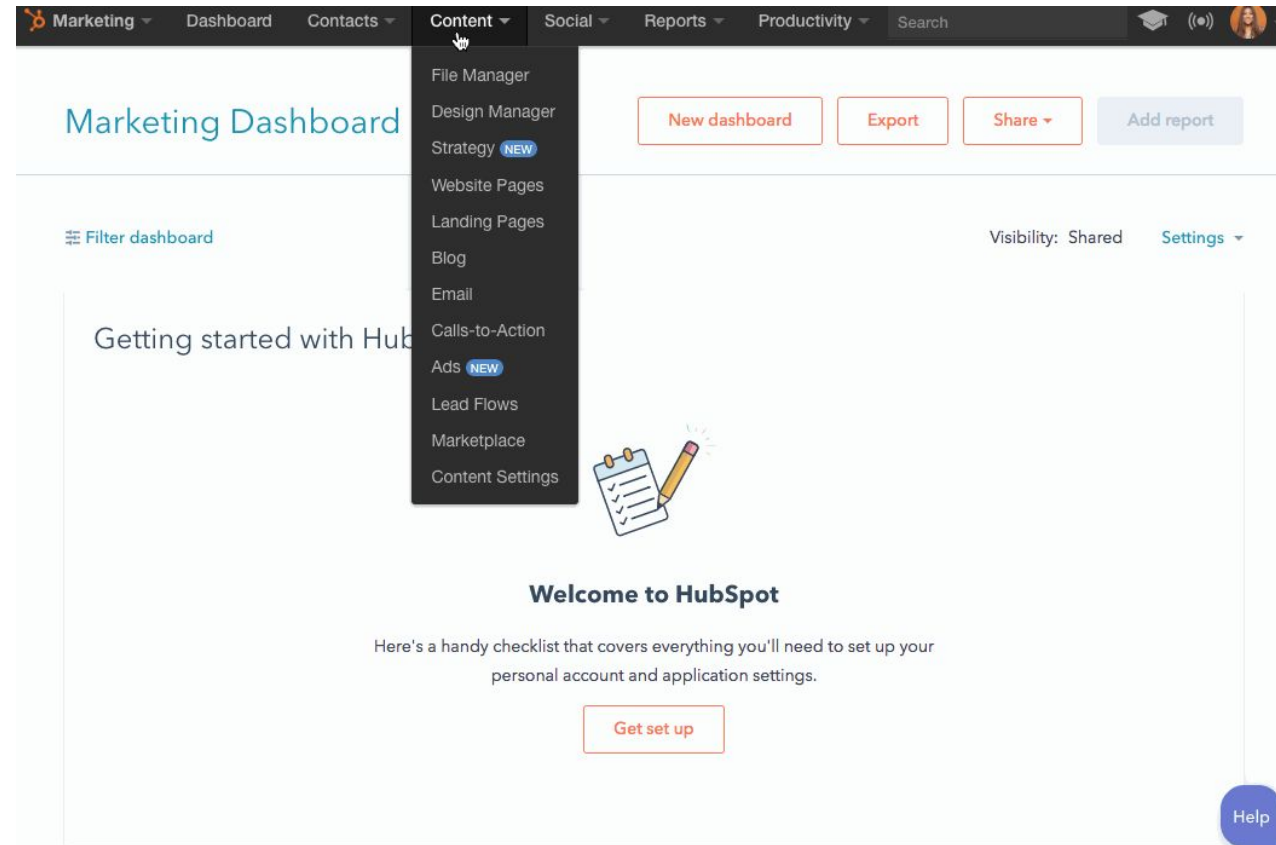


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# Content Strategy



The screenshot shows the HubSpot Marketing Dashboard interface. At the top, a navigation bar includes links for Marketing, Dashboard, Contacts, Content, Social, Reports, and Productivity, along with a search bar and user profile icons. The 'Content' menu is expanded, listing options such as File Manager, Design Manager, Strategy (marked as NEW), Website Pages, Landing Pages, Blog, Email, Calls-to-Action, Ads (marked as NEW), Lead Flows, Marketplace, and Content Settings. The main dashboard area features a 'Marketing Dashboard' header, a 'Filter dashboard' button, and a 'Getting started with HubSpot' section. This section includes a 'Welcome to HubSpot' heading, a paragraph about a setup checklist, and a 'Get set up' button. A 'Help' button is visible in the bottom right corner.

LOS MOTORES DE BÚSQUEDA NO ESTÁN  
BUSCANDO TU CONTENIDO... LAS  
**PERSONAS SI...**



GOOGLE ENTIENDE MEJOR LAS  
BÚSQUEDAS DE MANERA SEMÁNTICA

EL ENFOQUE YA NO ESTÁ EN KEYWORDS,  
SINO EN **TEMAS**



hubspot.com



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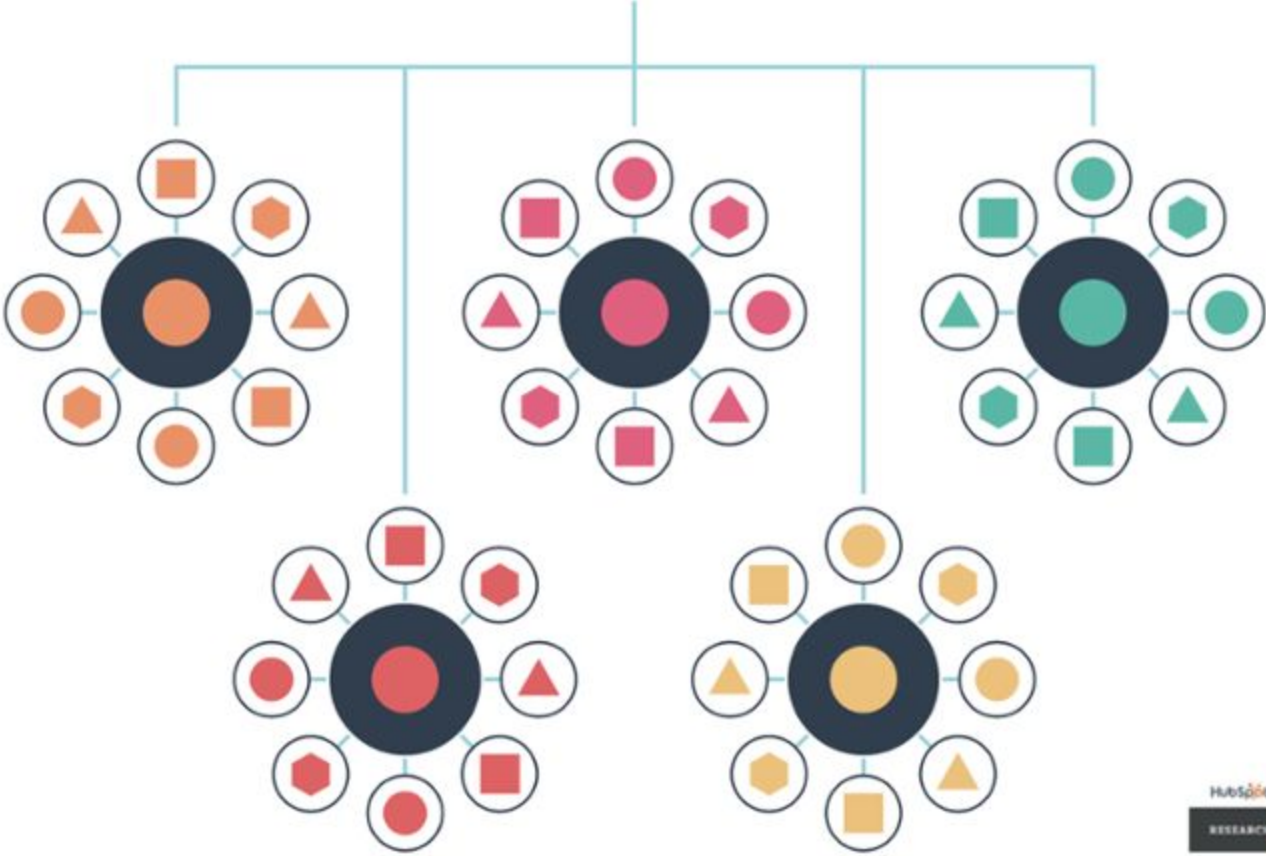
MARKETING

AGENCY

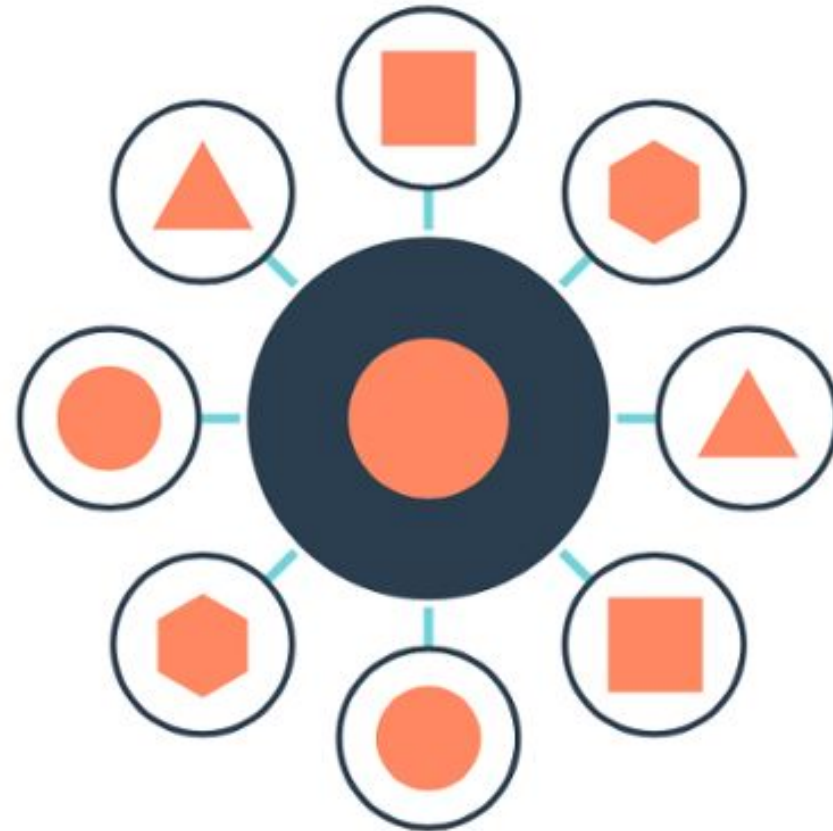
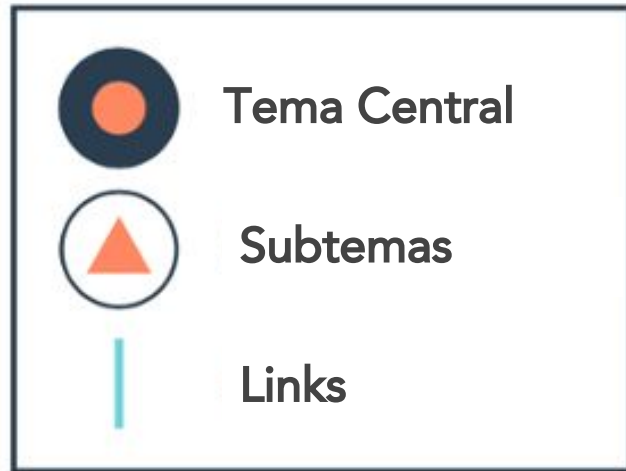
SALES



# hubspot.com

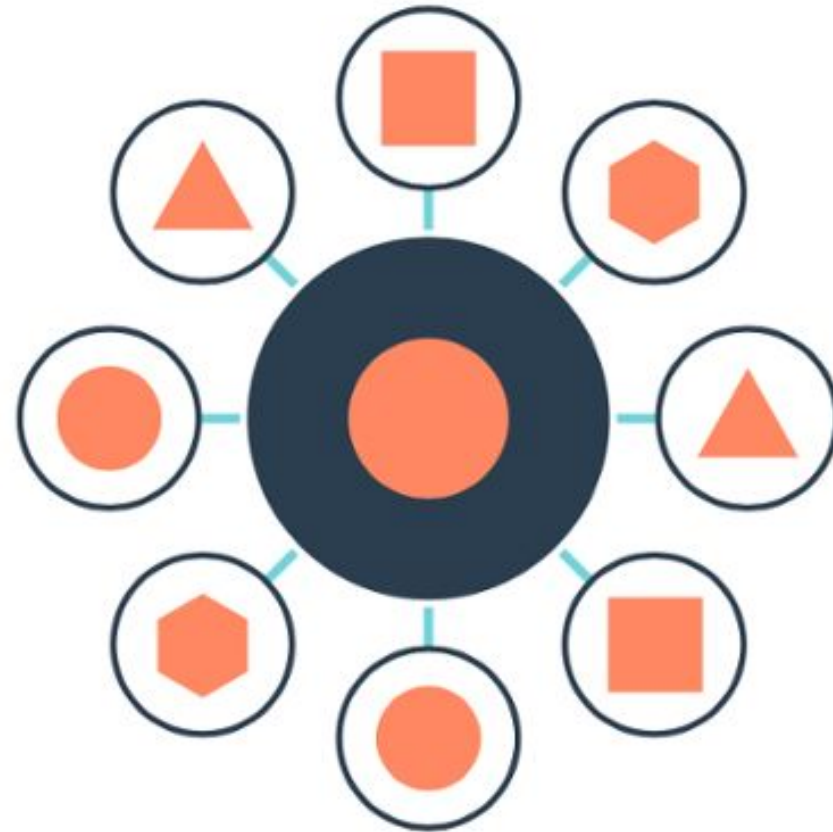


## Topic Clusters





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# Ejemplos de Páginas Pilares

- Cómo vender más rápido
- Instagram Marketing

Ahora la parte sencilla,  
¿cómo te ayuda la herramienta de Estrategia?

<https://app.hubspot.com/content-strategy/2482852/clusters>





Alguna Pregunta?



*Melissa Hammond*  
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*¡Gracias!*

