HW CREATIVE MARKETING

CHECKLIST FOR CREATING THE BEST PILLAR PAGE FOR YOUR BUSINESS

Google just changed their algorithm again. Before you jump right into your usual marketing formula, here's a checklist to make sure you're up to date on SEO and have covered all your bases for content strategy.

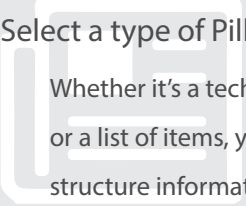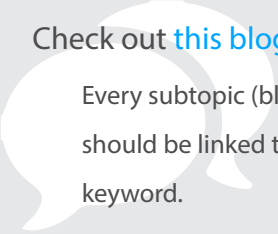| TASK	DUE	IN PROGRESS	DONE
Get familiar with the changing content marketing industry Google's search algorithm has changed to favor authoritative topic clusters over traditional inbound linking.	___	☐	☐
Learn how to organize your content into topic clusters The days of trying to rank for 1000+ keywords are quickly disappearing. Organizing content by topic clusters is quickly becoming the norm.	___	☐	☐
Know pillar content inside and out Topic clusters require an intricate weaving of pillar page, cluster content, and hyperlinks to gain domain authority.	___	☐	☐
Check out examples of Pillar Articles Many companies have already embraced topic clustering. Our Pillar Page has great examples of how to restructure your content.	___	☐	☐
Do your research You can't just slap a bunch of words on a page and call it Pillar content. Your page needs the right mix of search volume and appropriate keyword head terms.	___	☐	☐

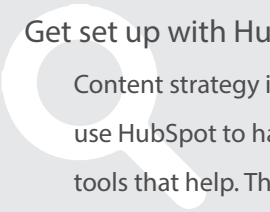| TASK	DUE	IN PROGRESS	DONE

Select a type of Pillar Article

Whether it's a technical blueprint, personal philosophy, or a list of items, you need to decide how you want to structure information on your Pillar page.
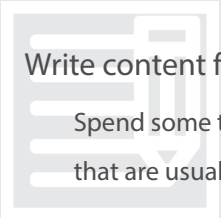
Check out this blog on organizing hyperlinks

Every subtopic (blog) associated with your pillar page should be linked to the subtopic and back via the same keyword.

Get set up with HubSpot's Content Strategy tool

Content strategy is free for any user! You don't have to use HubSpot to have great Pillar content, but they have tools that help. These links will help you set it up.

Write content for topics and subtopics

Spend some time looking at long-tail keyword questions that are usually associated with your core topic.

Connect your content into a cluster

You've spent a lot of time crafting a pillar page and supporting content. Now it' time to connect the content in a ways that google recognizes as a cluster.

Track your campaign

Now it's time to watch all of your hard work pay off. Keep track of unique sessions, new contacts, inbound links, and new customers obtained through your awesome content.