



The Future of Content Strategy

How to Win at SEO in 2018

Hi 🙋

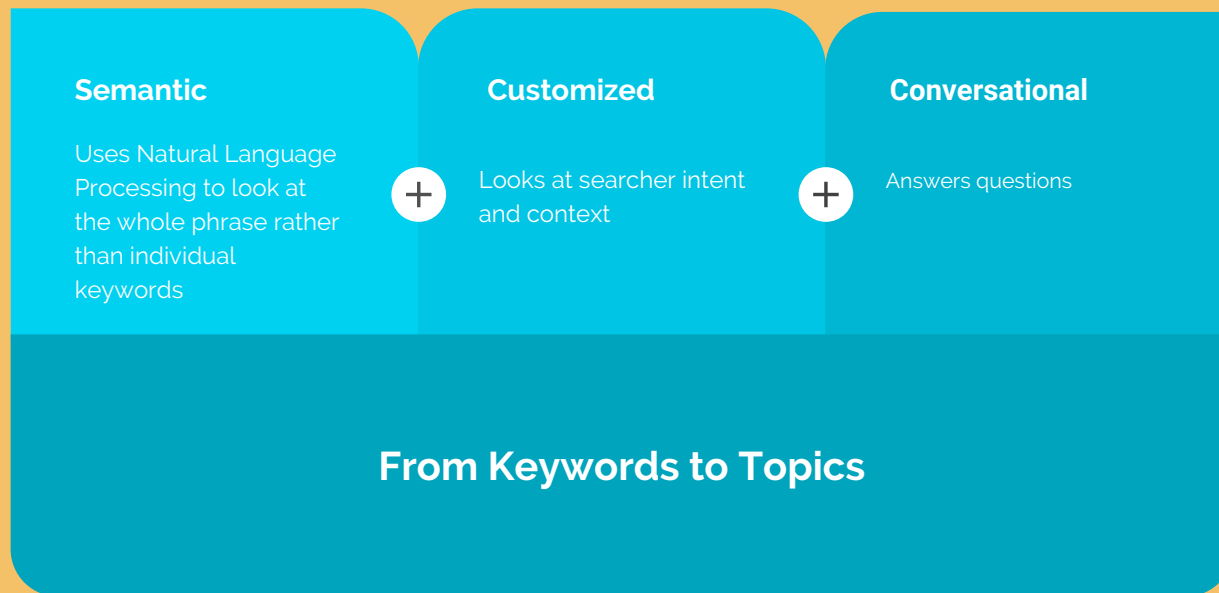
I'm Aja Frost, a Senior Content Strategist on HubSpot's SEO team.

I develop the organic strategy for HubSpot's three blogs.

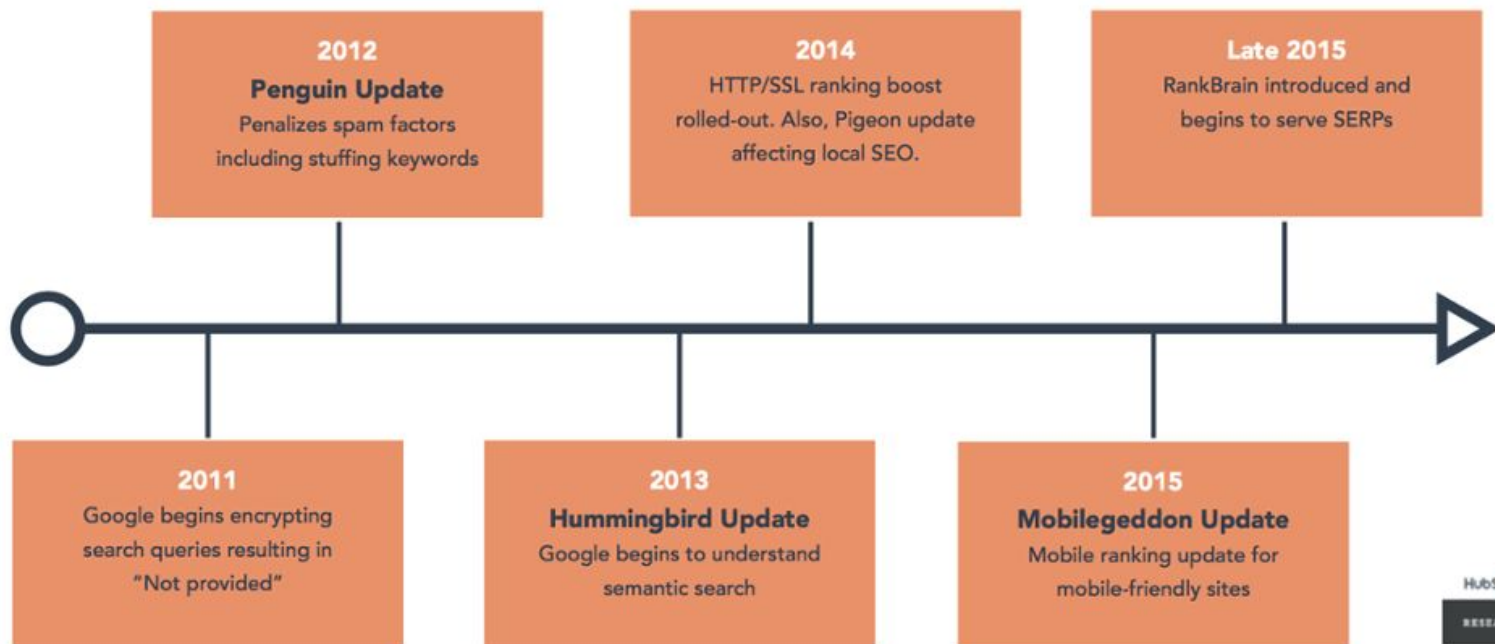
Let's go back... 🕒



The three pillars of Google Hummingbird



Major SEO Updates



HubSpot

RESEARCH



Googl

Google

cheesecake brownies



Settings Tools

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Googl



Ice cream

Cheesecake

Chocolate
brownie

Apple pie

Custard

Trifle

Tiramisu

Pecan pie

Bread pudding

Sorbet



Pumpkin pie

Waffle

hubspot.com

HubSpot
RESEARCH

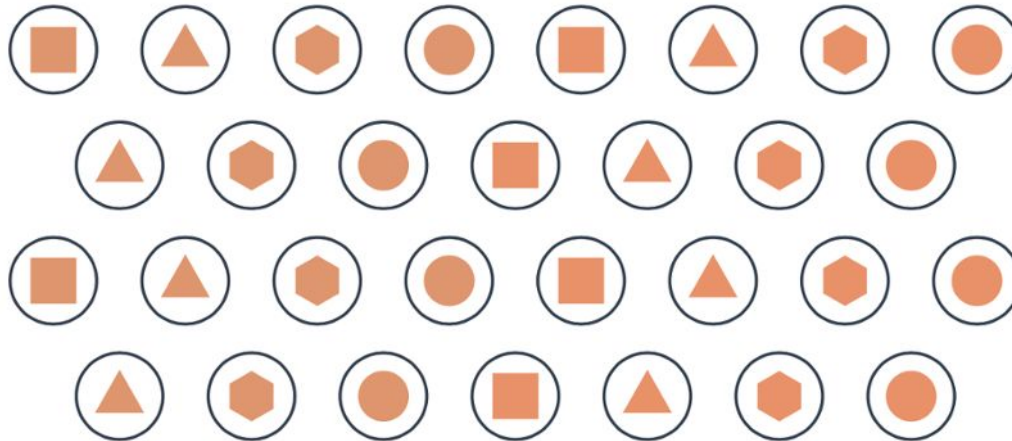


blog.hubspot.com

MARKETING

AGENCY

SALES



Source:
Matt
Barby

MARKETING | 6 MIN READ

How to Create a Content Marketing Strategy for Virtual Reality



Written by Michael Peggs
[@MichaelPeggs](#)



Customers are more inclined to engage with or purchase from brands they feel the strongest connection with. This isn't a new development. What is new is the definition of the term "engagement" itself, or more accurately, what defines a customer's engagement.

MARKETING | 21 MIN READ

Content Marketing Strategy: A Comprehensive Guide for Modern Marketers

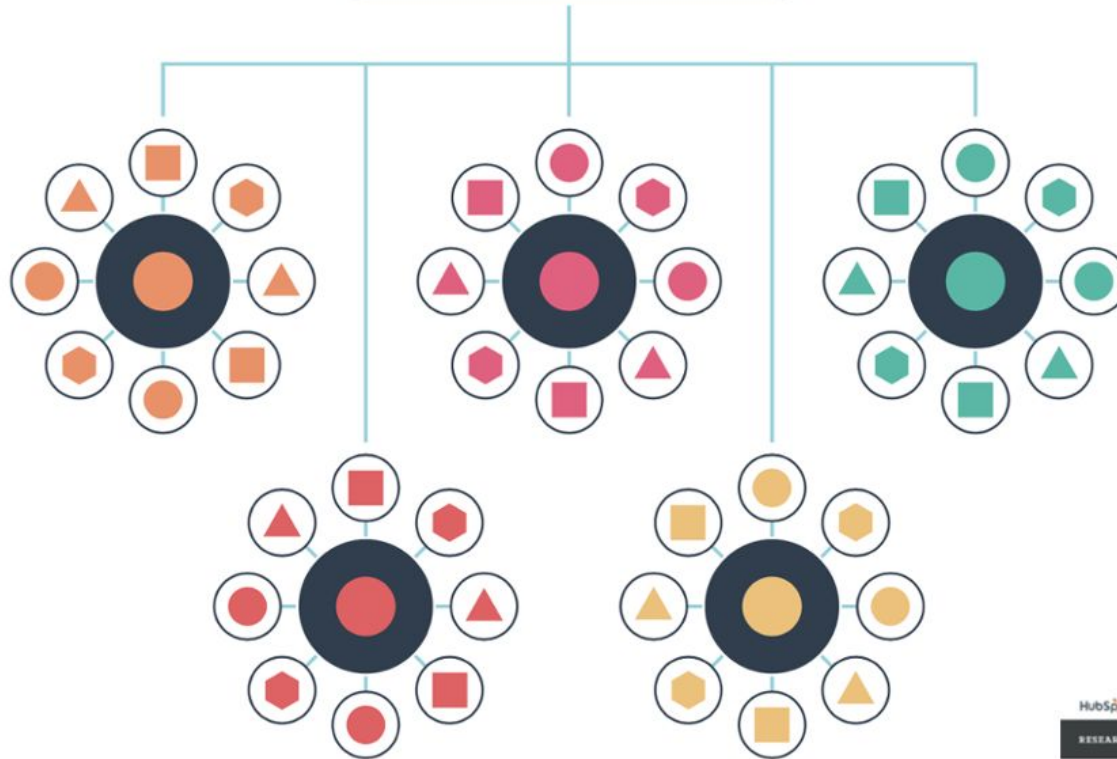


Written by Corey Wainwright
[@Corey_bos](#)



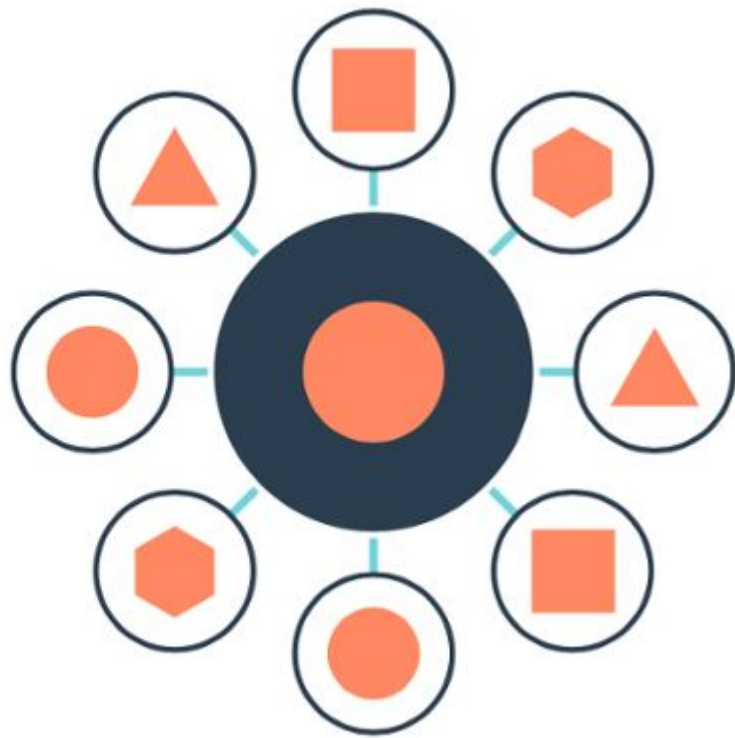
I've written my share of blog posts about content marketing. I've also written a few comprehensive guides in my time. But I've never combined the two -- maybe because the prospect of trying to produce an in-depth version of the thing I do for a living seems too daunting. I mean, where do I start? And more importantly ...

hubspot.com



Source:
Matt
Barby

Topic Clusters





The Ultimate Guide to Ecommerce

Learn how to setup, market, and grow your ecommerce business.



The [first ecommerce sale](#) was made in 1994 ...
and can you guess what it was?

MARKETING | 4 MIN READ

Fixed Cost: What It Is & How to Calculate It



Written by Braden Becker
[@BradenBecker](#)



"Business is personal -- it's the most personal thing in the world."

These are famous words by Michael Scott from the TV show, *The Office*. And although this quote conflicts with the universal belief that business *isn't* personal, Michael's point of view is perfect when learning about a business's costs -- or those costs that don't change as

MARKETING | 8 MIN READ

The Inventory Management Guide for Ecommerce

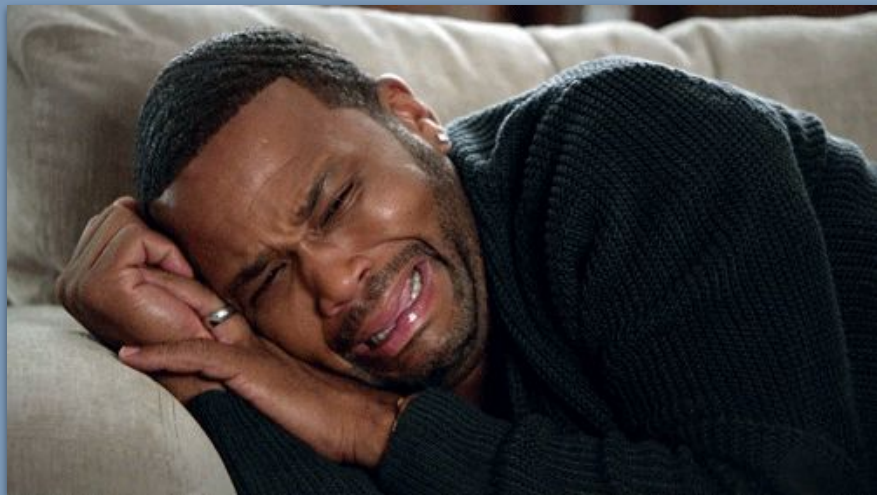


Written by Braden Becker
[@BradenBecker](#)



Here's a basic math question for you: Sammie has 50 sprockets. She sells eight of them. How many sprockets does she have left?

Now, here's another question: Sammie has 50 sprockets. She receives an order for eight sprockets and ships four of them out to customers. How many sprockets are in Sammie's *inventory*?



Us

You



3-Step Process to Creating Topic Clusters

Step 1

.....

Identify your product keywords

Step 2

.....

Map those product keywords to topic clusters

Step 3

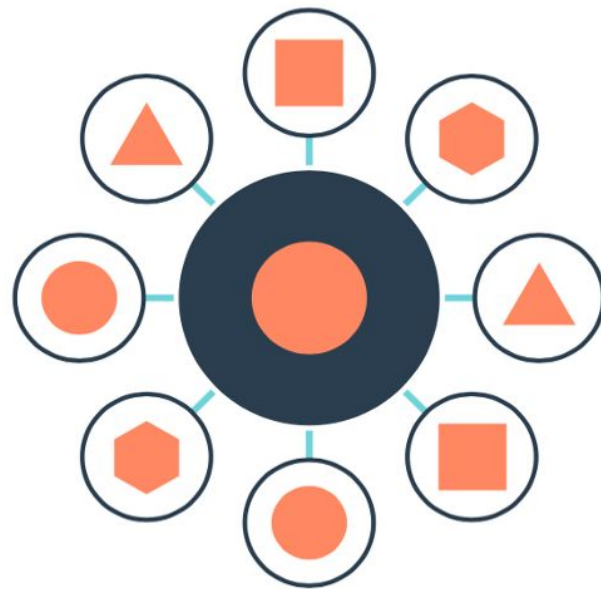
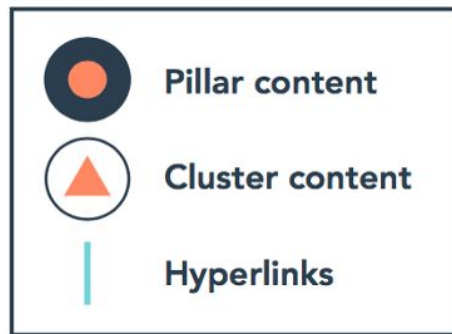
.....

Identify keywords for blog posts

Topic cluster MVP

1 pillar page +
3-6 blog posts

Topic Clusters



The first layer: Product keywords

- Product keywords = the bottom-of-the-funnel keywords you want product pages to rank for.
- They're usually lower-traffic but higher-intent.

Product page

Product page

Product page

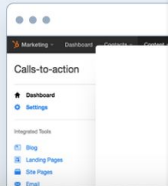
Product page

Examples of product pages

English Contact Us

Calls-to-Action

Convert
with calls



English Contact Us

Email Tracking

Know the second a lead opens an email, send a perfectly timed follow-up, and close deals faster than ever.

English Contact Us



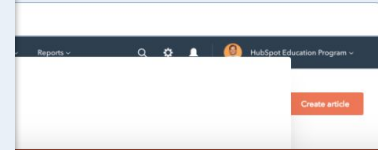
Get a demo



Knowledge Base

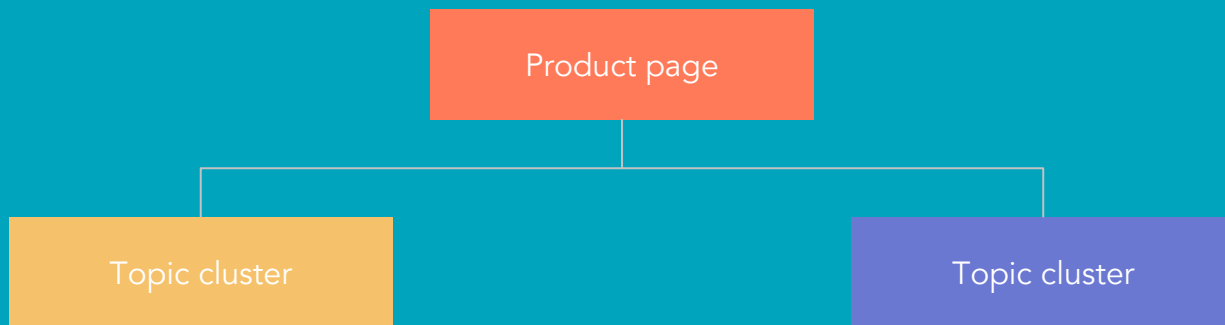
Make it easy for customers to find the information they need so your team can spend less time answering common questions, and more time helping customers succeed.

Get started



Match each product/feature page to a topic cluster

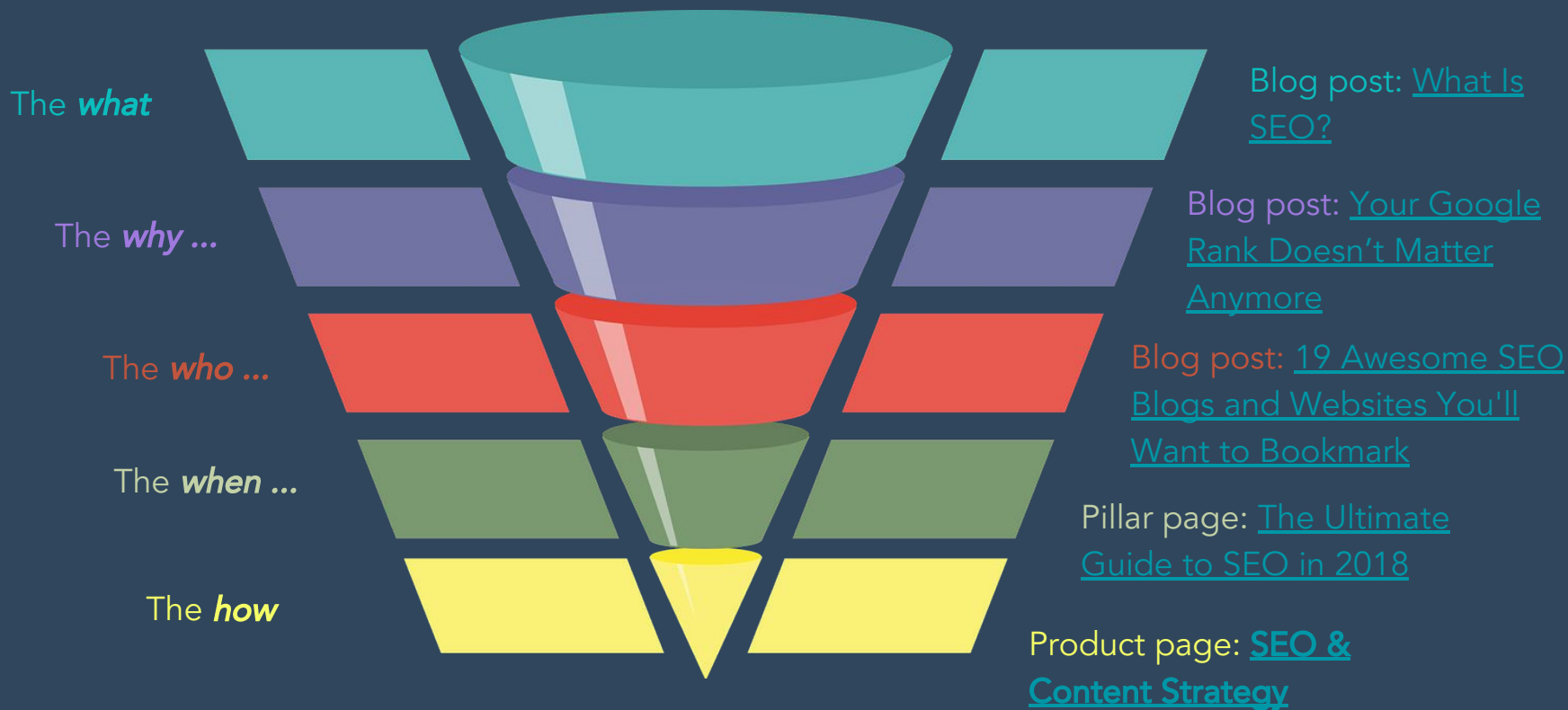
- A product page tells a potential customer *how* to implement a concept or strategy. Blog content tells a customer what concept or strategy they should implement, when, where, and why.
- Every product should map to (at least) one topic cluster.



Match each product/feature page to a topic cluster

- The pillar page and product page should target related but ***separate*** keywords.
 - “SEO tool” (product page) vs. “SEO strategy” (pillar page)
 - “Free form builder software” (product page) vs. “Survey creation” (pillar page)
 - “Live chat solution” (product page) vs. “Live chat program” (pillar page)

Example: SEO product --> topic cluster



Fill out this chart:

Product Page Keyword	Pillar Page Keyword

Longer-tail keywords

- Once you've identified the cluster's head keyword -- i.e. the broad, high-level keyword your pillar page is targeting -- identify the longer-tail keywords for your cluster content.
- Each blog post should target 1-3 longer-tail keywords. (That means if you're creating a basic topic cluster, you'll need one head keyword for the pillar page and at least 9 longer-tail ones.)

If your pillar page is “Content Marketing”...

Here's what some of your blog posts might cover:

- Content Marketing Strategy
- Brainstorming Techniques
- Blogging
- Blogging Mistakes
- Buyer Personas
- Writing Skills
- Writing Productivity

Is it a pillar page or a blog post?

- **Is the MSV for the head search term equal or greater to 15,000?**
 - (If yes, that's 1 point.)
- **Can you identify 5+ potential cluster blog posts, each targeting a KW with 2,000+ MSV?**
 - (If yes, that's 2 points.)
- **Does this topic align with one or more of your products?**
 - (If yes, that's 1 point.)
- **Is it an emerging topic? (in other words, will search volume increase exponentially over time? Examples include "blockchain," "IoT," and "augmented reality.")**
 - (If yes, that's 1 point.)

3 points or more —> pillar page

Strategies for finding keywords

- Recommended tools: [Ahrefs](#), [SEMrush](#), [Keywords Everywhere](#) (free!)
- Strategy #1: Search for your head keyword (the one your pillar page is targeting). Scroll down to the Related Searches section.

Searches related to content marketing strategy

content marketing strategy example	390/mo - \$13.81 - 0.39	★	📌
content marketing strategy template	480/mo - \$11.92 - 0.47	★	📌
content marketing strategy framework	140/mo - \$3.30 - 0.31	★	📌
content marketing strategy checklist	110/mo - \$30.25 - 0.49	★	📌
content marketing strategy pdf	170/mo - \$0.50 - 0.25	★	📌
content strategy plan	480/mo - \$1.12 - 0.21	★	📌
how to create a content strategy	210/mo - \$11.82 - 0.18	★	📌
what is a content strategy	1,000/mo - \$5.78 - 0.11	★	📌

Strategies for finding keywords (cont.)

Keywords Everywhere now has a cool "People Also Search For" feature that's very helpful.

The screenshot shows a Google search for "content marketing strategy". The search results page includes a knowledge panel on the left, a main search results area, and a "People also ask" section. A sidebar on the right, titled "People Also Search For", is highlighted with an orange border and contains a table of related search terms.

Google content marketing strategy

Volume: 5,400/mo | CPC: \$10.46 | Competition: 0.4

About 433,000,000 results (0.49 seconds)

A content marketing strategy is a plan for creating, delivering and maintaining useful marketing content designed to attract, engage and acquire a targeted audience. It's different than a core content strategy, although they're connected and very similar. May 25, 2017

How to Develop a Content Marketing Strategy - LaneTerraLever
<https://www.laneterralever.com/how-to-develop-a-content-marketing-strategy/>

People also ask

- What is an example of content marketing?
- What is content strategy in UX?
- What is the role of a content strategist?
- How much money does a content strategist make?

Developing a Content Strategy - Content Marketing Institute
<https://contentmarketinginstitute.com/developing-a-strategy/>
Here are some resources to help you get started when developing a content strategy.
36 Questions to Answer · 10 Content Strategy Practices ...
- Target Audience

People Also Search For

Keyword	Vol	CPC	Comp
what is content marketing	90,500	\$8.28	0.43
content plan for social media	1,000	\$7.04	0.49
content marketing seo	1,000	\$10.76	0.2
content strategy job description	590	\$4.18	0.08
content marketing consulting	480	\$10.39	0.45
website content strategy	390	\$10.46	0.35
content strategy definition	210	\$0.00	0.03
b2b content marketing strategy	210	\$10.41	0.39
content marketing strategy pdf	170	\$0.50	0.25
social media	170	\$3.89	0.08

Add All Keywords

Strategies for finding keywords (cont.)

- Strategy #2: Identify the highest-traffic/most authoritative publications *for the specific topic* you're going after.
 - Pay attention to the sites that repeatedly come up in the SERPs for related keywords.

[30 Beautiful and Creative Ecommerce Website Designs - Shopify](https://www.shopify.com/.../11863377-30-beautiful-and-creative-ecommerce-website-designs/)
https://www.shopify.com/.../11863377-30-beautiful-and-creative-ecommerce-website-...
30 Beautiful and Creative Ecommerce Website Designs. Pencil by 53. Fred Jourdain. Wrightwood Furniture. Kutoa. Dodocase. Au Lit Fine Linens. Natural Force Nutrition. JM Sons.

[E-commerce Websites - Awwards](https://www.awwwards.com/websites/e-commerce/)
<https://www.awwwards.com/websites/e-commerce/>
Examples Of Well Designed **E-commerce Websites**. Here selection of Awwards winning **e-commerce websites**. [Everyday Needs](#) · [SiaSpace](#) · [Webflow Ecommerce](#) · [Mr. Leight](#)

[5 Best Ecommerce Website Builders - Comparison Chart \(May 18\)](https://www.websitebuilderexpert.com/ecommerce-website-builder/)
<https://www.websitebuilderexpert.com/ecommerce-website-builder/>
Best eCommerce Website Builders Round-up. See [Shopify](#) **Read Review**. **Shopify** is one of the best **ecommerce web builder**, with over 400,000 customers & features to help you build a very professional online shop. See [Wix](#) here. **Read Review**. See [Bigcommerce](#). **Read Review**. See [Weebly](#) **Read Review**. See [Squarespace](#). **Read ...**

[78 Best Ecommerce Website Design Examples & Award Winners](https://www.bigcommerce.com/blog/best-ecommerce-website-design/)
<https://www.bigcommerce.com/blog/best-ecommerce-website-design/>
BigCommerce Website Design Award Winners. Marucci Sports – Best Overall Site Design. Di Bruno – Best in Food Beverage. Nine Line Apparel – Best in Apparel. SISU Gear – Best in Sports. Sierra Designs – People's Choice. Boxhill. Sport. Dainty Jewell's.

[What Is eCommerce? - Everything You](https://www.oberlo.com › Blog › How to Dropship › C)
<https://www.oberlo.com › Blog › How to Dropship › C>
Ecommerce, also known as electronic commerce, is a business model which involves trading goods and services over the internet. Stores that sell their products through **ecommerce** stores. For example, Amazon is one of the most popular stores in the **ecommerce** space.

[E-Commerce Times: E-Business Means](https://www.ecommercetimes.com/)
<https://www.ecommercetimes.com/>
Everything you need to know about e-commerce on the Internet. Information for C-Level executives and small business managers.

[What Is Ecommerce? \[Electronic Commerce\]](https://www.bigcommerce.com/blog/ecommerce/)
<https://www.bigcommerce.com/blog/ecommerce/>
Learn the basics of **ecommerce** and how it has changed the world. Includes information on the history of **ecommerce**, pivotal events through the years, and more.

[What is Ecommerce? - Network Solutions](http://www.networksolutions.com)
www.networksolutions.com › Sell Online › Developing Your Business
Electronic commerce or **ecommerce** is the buying and selling of goods and services, or commercial transactions, using an electronic medium, such as the Internet.

[What is ecommerce? Ecommerce explained](https://ecommerceguide.com/guides/what-is-ecommerce/)
<https://ecommerceguide.com/guides/what-is-ecommerce/>
Apr 12, 2018 - Need a comprehensive guide to **ecommerce** is, how it takes place and why it's important? Right this way.

[Ecommerce Training: Ebooks, Videos & Guides That Teach You to ...](https://www.shopify.com/guides)
<https://www.shopify.com/guides>
Learn everything you need to know to run a successful online business with our free ebooks and **guides**.

[THE Guide to Create an Online Shop - Ecommerce Platforms](https://ecommerce-platforms.com/ecommerce-.../ultimate-epic-guide-successful-online-...)
<https://ecommerce-platforms.com/ecommerce-.../ultimate-epic-guide-successful-online-...>
Dec 10, 2014 - Learn how to quickly build a successful online shop starting from scratch with this complete how-to step-by-step **guide**. All you need to know in ...
[Craft a strong USP ...](#) · [Develop a successful ...](#) · [Use Live Chat to help ...](#)

[The Ultimate Guide to Ecommerce - HubSpot Blog](https://blog.hubspot.com/marketing/ecommerce)
<https://blog.hubspot.com/marketing/ecommerce>
Learn how to set up an **ecommerce** business, shopping trends, and best practices for growing an online business.

[The Ultimate Guide to Starting Your First Ecommerce Business | Oberlo](https://www.oberlo.com/ebooks/starting-ecommerce)
<https://www.oberlo.com/ebooks/starting-ecommerce>
One of the most crucial first steps in creating an **ecommerce** business is figuring out what exactly to sell. Read chapter 1 of the **Ultimate Guide** to Starting Your ...

[The Ultimate Guide to eCommerce Software | Zapier](https://zapier.com/learn/ecommerce/)
<https://zapier.com/learn/ecommerce/>
Read or Download our The **Ultimate Guide** to **eCommerce** Software e-book for FREE and start learning today!

[An E-commerce Guide For Entrepreneurs - Forbes](https://www.forbes.com/sites/.../authoritative-e-commerce-guide-for-entrepreneurs/)
<https://www.forbes.com/sites/.../authoritative-e-commerce-guide-for-entrepreneurs/>
Mar 22, 2013 - I was introduced to a one-stop **guide** on this subject that is the Holy Grail of **Ecommerce Optimization**. The "gurus" of SEO community have

Strategies for finding keywords (cont.)

- Strategy #2: Identify the highest-traffic/most authoritative publications *for the specific topic* you're going after.
 - Pay attention to the sites that repeatedly come up in the SERPs for related keywords.
 - Once you have several sites, plug their URLs into a competitive keyword research tool (like SEMrush or Ahrefs) and see which terms they're ranking for.

Overview

Backlink profile ▾

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Top referring content

Referring IPs

Organic search ▾

Organic keywords

- New
- Movements

Top pages 🔥

Competing domains

Competing pages

Content gap 🔥

Pages ▾

Best by links

Best by links' growth

Top content

Outgoing links ▾

Linked domains

Anchors

Broken links

Paid search ▾

PPC keywords

Ads

Top landing pages

Content Gap

Show keywords that **any** of the below targets ▾ rank for

Prefix ▾	https://www.bigcommerce.com/blog/	+
Prefix ▾	https://www.shopify.com/retail	
Prefix ▾	https://www.oberlo.com/blog	

✓ At least one of the targets should rank in top 10

But the following target doesn't rank for

.domain/ ▾	blog.hubspot.com
--------------	------------------

Show keywords

Volume ▾	KD ▾	CPC ▾	Word count ▾	Include	All ▾	Exclude
----------	------	-------	--------------	---------	-------	---------

US GB AD AE [More ▾](#) 12,850 keywords

Keyword	Volume ↓ ⁱ	KD ⁱ	CPC ⁱ	SERP ⁱ	Highest position		
					https://www.b	https://www.s	https://www.o
google shopping	185,000	49	2.50	SERP ▾	10 ▾	—	—
ecommerce	68,000	53	14.00	SERP ▾	7 ▾	—	5 ▾
how to sell on ebay	56,000	22	7.00	SERP ▾	7 ▾	—	—
epacket tracking	54,000	31	0.09	SERP ▾	—	—	3 ▾

SEO Toolkit



SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool BETA

Keyword Difficulty

Organic Traffic Insights NEW

LINK BUILDING

Backlink Analytics

Backlink Audit

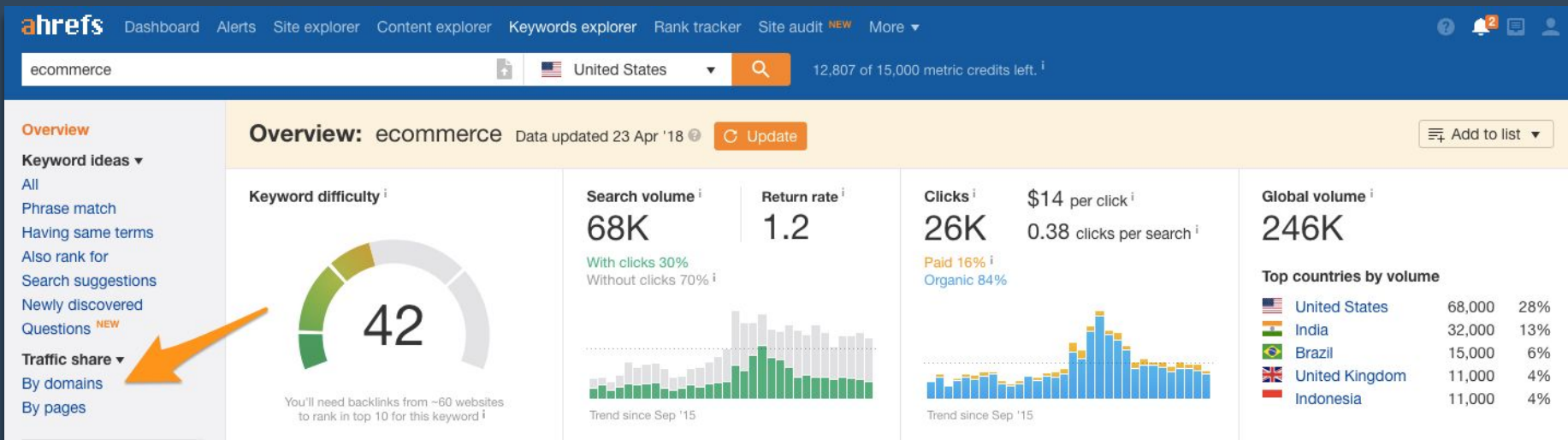
Link Building Tool BETA

Quick Batch



Strategies for finding keywords (cont.)

- Strategy #2: Identify the highest-traffic/most authoritative publications *for the specific topic you're going after.*
 - Use Ahref's "traffic share" feature to see which domains are getting the most traffic for the head keyword.



ahrefs

Dashboard
Alerts
Site explorer
Content explorer
Keywords explorer
Rank tracker
Site audit NEW
More

ecommerce

United States

12,807 of 15,000 metric credits left.

Overview

Keyword ideas

All
Phrase match
Having same terms
Also rank for
Search suggestions
Newly discovered
Questions NEW

Traffic share

By domains
By pages

MY LISTS

topic clusters

0

Draft Cluster K...

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Marketing Com...

156

Test

156

Topic Clusters -...

1

English Pillars -...

4

Pillars Jan

124

Pillars Jan Sales

181

Pillars Jan Busi...

1,304

SP MX Feb 1

23

French Pillars

54

Pillars Success

506

Academy

5

Agency KWs

0

Traffic share by domains

Data updated 23 Apr '18

Update

Search in results

12 domains

Traffic share		Domain
11,349	22%	oberlo.com
9,852	19%	en.wikipedia.org
4,693	9%	forbes.com
4,035	8%	ecommerceguide.com
3,702	7%	bigcommerce.com
3,359	7%	volusion.com
3,228	6%	networksolutions.com
2,627	5%	cnbc.com
2,627	5%	indiatimes.com
2,239	4%	top10ecommercesitebuilders.com
1,653	3%	youtube.com
1,322	3%	ecommercetimes.com

Calcu

Organize your research

Pillar	Cluster Content	Status	Monthly Search	DRI	Action	Existing URL	Suggested URL
Advertising		Done	60,500	Content Strategy Team	Create		advertising
	Advertisements	Done	18,100	Blog Team -- MKTG	Update	https://blog.hubs	best-advertisements
	Advertising definition	Done	14,500	Blog Team -- MKTG	Create		advertising-definition
	Advertising for free	Done	12,100	Blog Team -- MKTG	Create		advertising-free
	Online advertising	Done	4,400	Blog Team -- MKTG	Create		online-advertising

- Map out title, URL, headers, featured snippets, and anything else you want to include to make your content more competitive on the SERPs (multimedia assets, a particular post you want to beat, etc.)
- This format also makes it easier to see which posts you need to link together and to the pillar page

Track your results

- Pillar page
 - Rank for head keyword
 - Number of backlinks
 - Organic views/month
 - Total views/month
 - Conversion rate
- Blog posts
 - Rank for target keyword (and longer-tail keywords)
 - Organic views/month
 - Total views/month
 - Conversion rate (if applicable)
- Cluster
 - Percentage MSV captured

More resources

Strategy:

- [The Future of Content Strategy](#)
- [Topic Clusters: The Next Evolution of SEO](#)
- [5 Pillar Page Examples to Get You Started With Your Own](#)

HubSpot-specific

- [What are pillar pages, topic clusters, and subtopics?](#)
- [Creating a topic cluster with the content strategy tool](#)
- [Creating new topic clusters with content auditing](#)

HubSpot

FOR STARTUPS



HubSpot for Startups is a program that helps seed-stage startups grow and scale with marketing and sales software and education.



90% off HubSpot marketing and sales software for eligible seed-stage startups



Inbound marketing and sales education and software onboarding



1:1 strategy consulting office hours and 24/7 customer support

HubSpot for Startups is a program that helps Series A startups grow and scale with marketing and sales software and education.



50% off HubSpot marketing and sales software for eligible Series A startups



Inbound marketing and sales education and software onboarding



Ongoing 1-on-1 Executive Mentorship

hubspot.com/startups



Questions?