



# CHOOSING TOPICS OVER KEYWORDS AND LAUNCHING A NEW CONTENT STRATEGY

**Kaitlin Stoddard** and **Marilia Salvia-Teixeira**  
**Customer Success**  
HubSpot



**#GrowWithHubSpot**

# Kaitlin Stoddard

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ANZ Services Manager

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# Marilia Salvia-Teixeira

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Principal Customer Success Manager

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# AGENDA

1. Search Engines Have Changed
2. Searchers Have Changed Too
3. Content Creation in 2017
4. Introducing The Content Strategy Tool
5. Q & A

**SEARCH ENGINES AREN'T SEARCHING  
FOR YOUR CONTENT... HUMANS ARE.**



**NOW**

The customer is in control.



NOBODY wakes up  
and thinks:

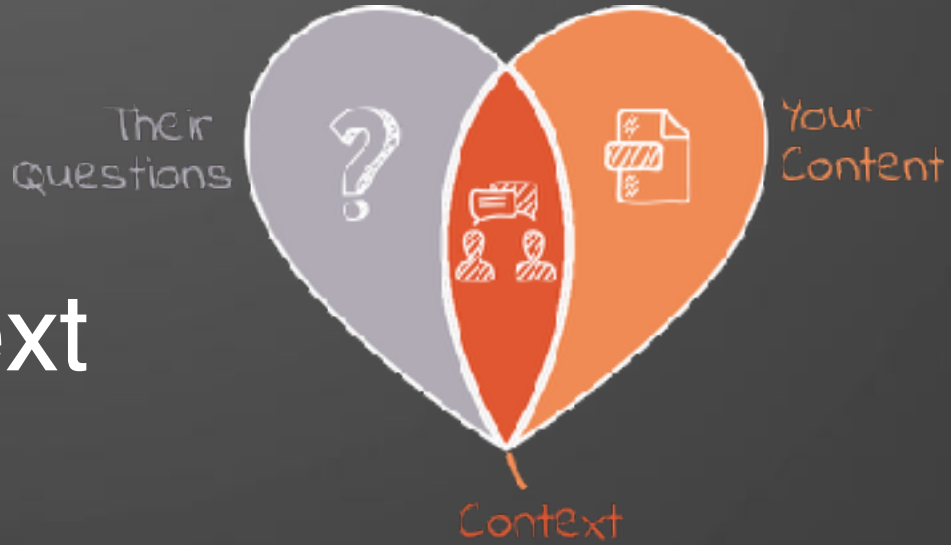
**“I HOPE TO  
GET  
MARKETED  
TO TODAY.”**



At its core, inbound is about building relationships with your audience by providing them with value.



# Content with Context





Inbound

Content  
people love.

# Inbound updates the playbook based on the way people buy today.

## Get Found Online:

- Website pages
- Blog articles
- Social media messages
- All optimized to drive qualified leads to your site



## Understand Your Buyers:

- Personalize your marketing
- Identify buyer needs
- Understand what content pulls leads through sales funnel

**PERSONAS:**  
Your answer  
to creating  
remarkable  
content!



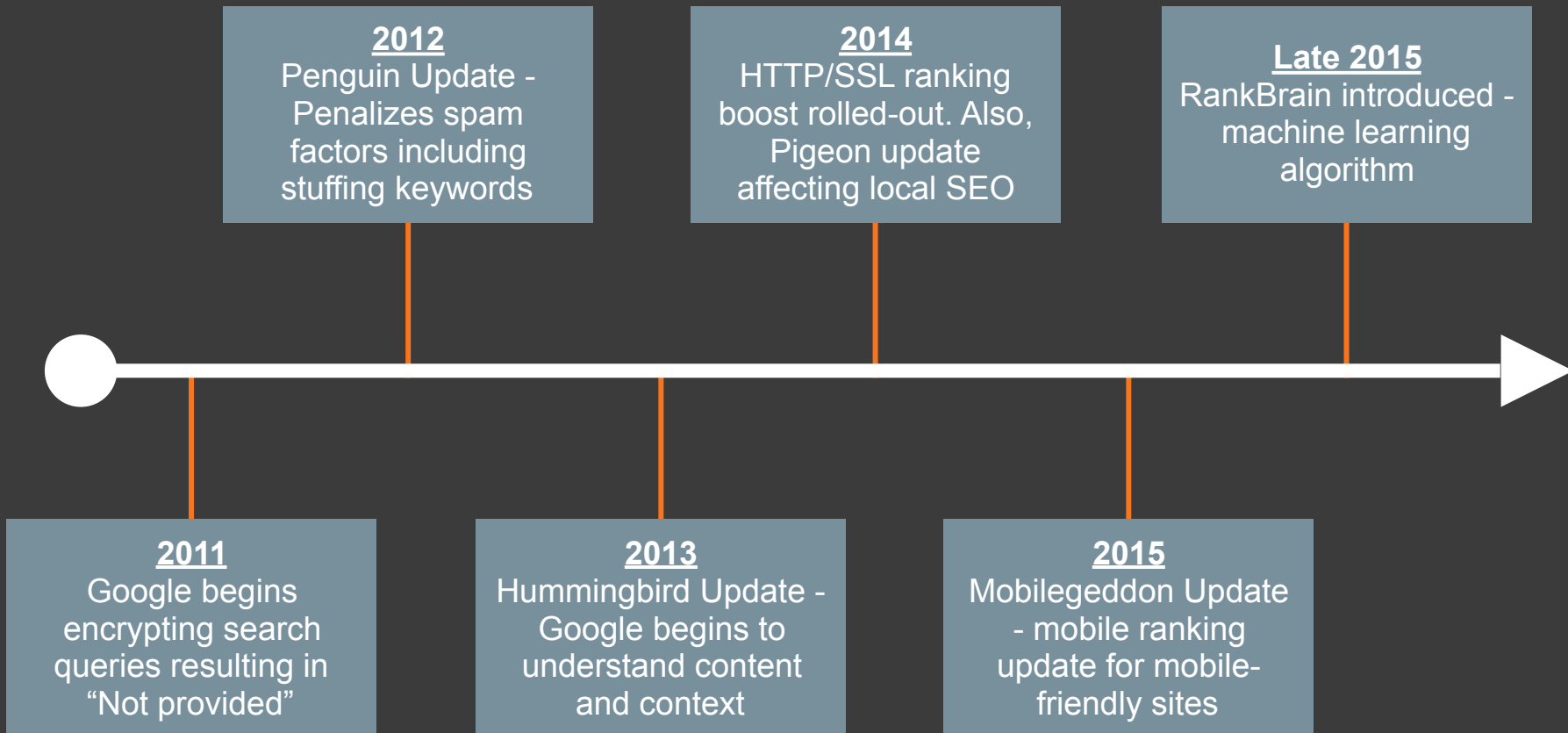
Part One

**SEARCH ENGINES AREN'T SEARCHING  
FOR YOUR CONTENT... HUMANS ARE.**

Part Two

...The Problem

# 1 | Search Engines Have Changed



(This is good!)

# Search engines know your content

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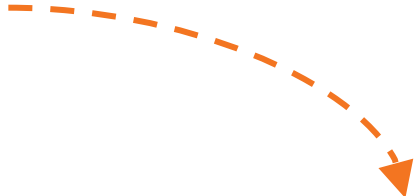
Maybe better than you or I do



# WHAT HASN'T CHANGED?



Keyword in title, URL,  
and meta description



## The Definition of an Inbound Marketing Campaign [In Under 100 Words]

[blog.hubspot.com/marketing/inbound-marketing-campaign-under-100-...](http://blog.hubspot.com/marketing/inbound-marketing-campaign-under-100-words) ▾ HubSpot, Inc. ▾

Jan 11, 2014 - Learn all about what an inbound marketing campaign is and the steps and resources you need to successfully run one.



Meta description & Page that answers the  
exact keyword search someone typed in

# 2 | **The Searcher Has Changed**



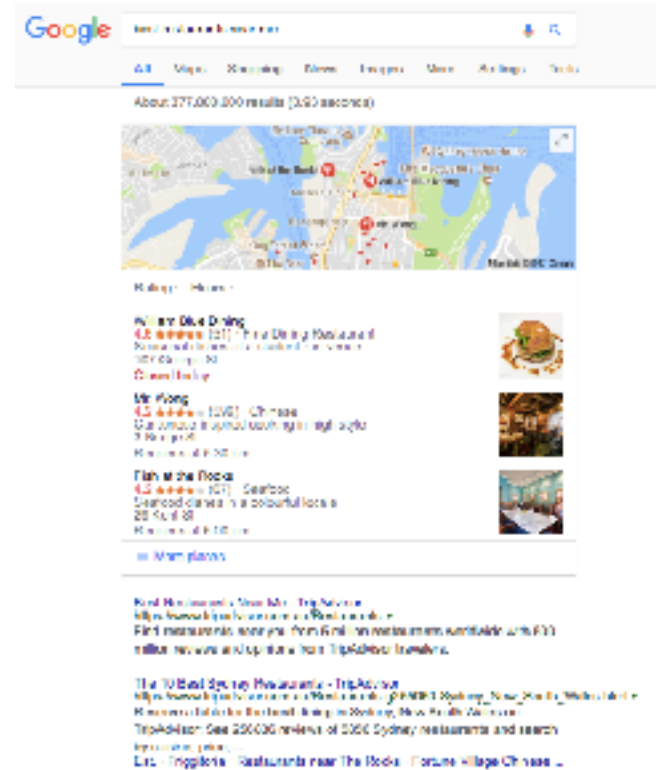
# **“Best restaurants near me”**

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5 years ago - you would have laughed at that query

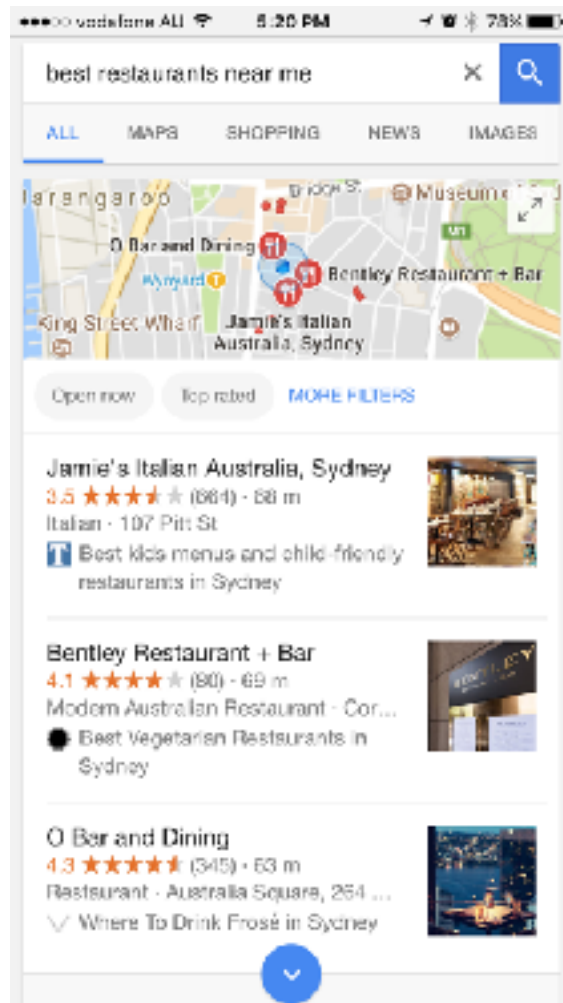
# Billions of Factors impact the way we search

- **Localization**
- **Time of Day**
- **Format of Query**
- **Device Type**
- **Contextual Cues**



# Billions of Factors impact the way we search

- **Localization**
- **Time of Day**
- **Format of Query**
- **Device Type**
- **Contextual Cues**



- 2008** Restaurants, 5 star Yelp, Sydney, Surry Hills
- 2012** Best Lunch Restaurants in Surry Hills, Sydney
- 2016** Best restaurants near me
- 2018** Order 2 of my favourite dishes for pickup





**20% of Mobile App Searches are  
done by voice**

-Sundar Pichai, @ Google I/O 2016





**What's the point?**

# 3 | Content Creation in 2017

# It's time we all got on the same page

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Content Creators + HubSpot + Search Engines =





www.hubspot.com



blog.hubspot.com



blog.hubspot.com/marketing/  
blog.hubspot.com/agency/  
blog.hubspot.com/sales/



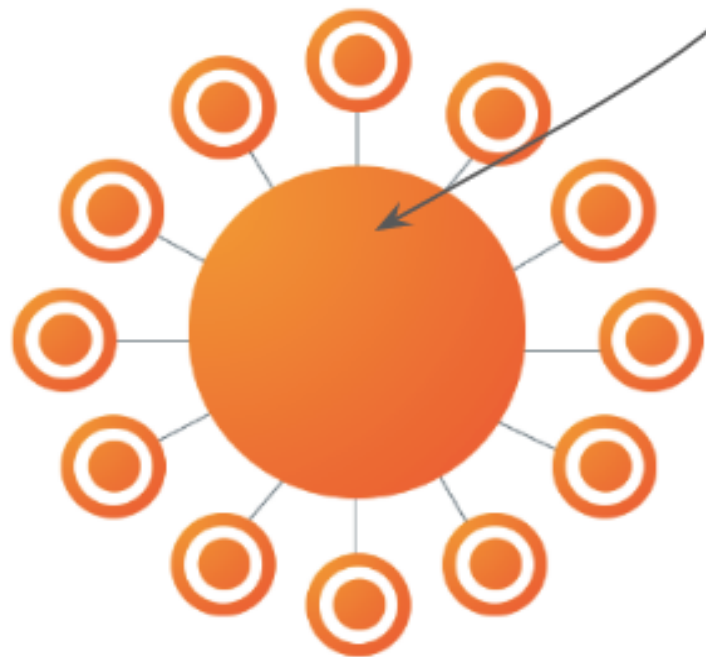
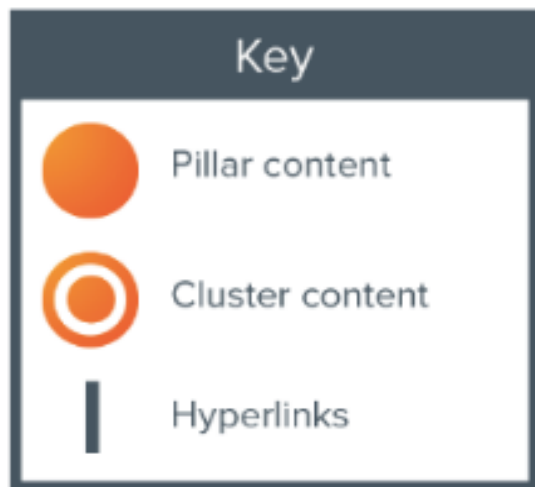
CURRENT SITUATION

BLOG BLOG BLOG



# FUTURE SITUATION

TOPICS OVER KEYWORDS. BUILDS CANONICAL VALUE AROUND A SINGLE PIECE OF CONTENT. A VISUAL TOOL WOULD HELP KEEP THE CONCEPT ACCESSIBLE.



# Defining Content Strategy:

## PILLAR CONTENT:

The Core **Topic** is a broad head term. Focus on a topic you want to be found for that has a **pillar piece of content** in the center (10x piece of content - lots of text & conversion points)

# Defining Content Strategy:

## CLUSTER CONTENT:

Cluster content, or blog posts, hyperlink to your **pillar content page**, giving it more authority. The **subtopic** is typically what we might refer to as a longtail keyword.

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



# What's a Sphere of Influence?



inbound sales

- inbound sales
- inbound sales **day**
- inbound sales **certification**
- inbound sales **methodology**
- inbound sales **definition**
- inbound sales **hubspot**
- inbound sales **coordinator hubspot salary**
- inbound sales **jobs**
- inbound sales **representative**
- inbound sales **academy**

Google Search    I'm Feeling Lucky

# A World of Topic Over Keywords

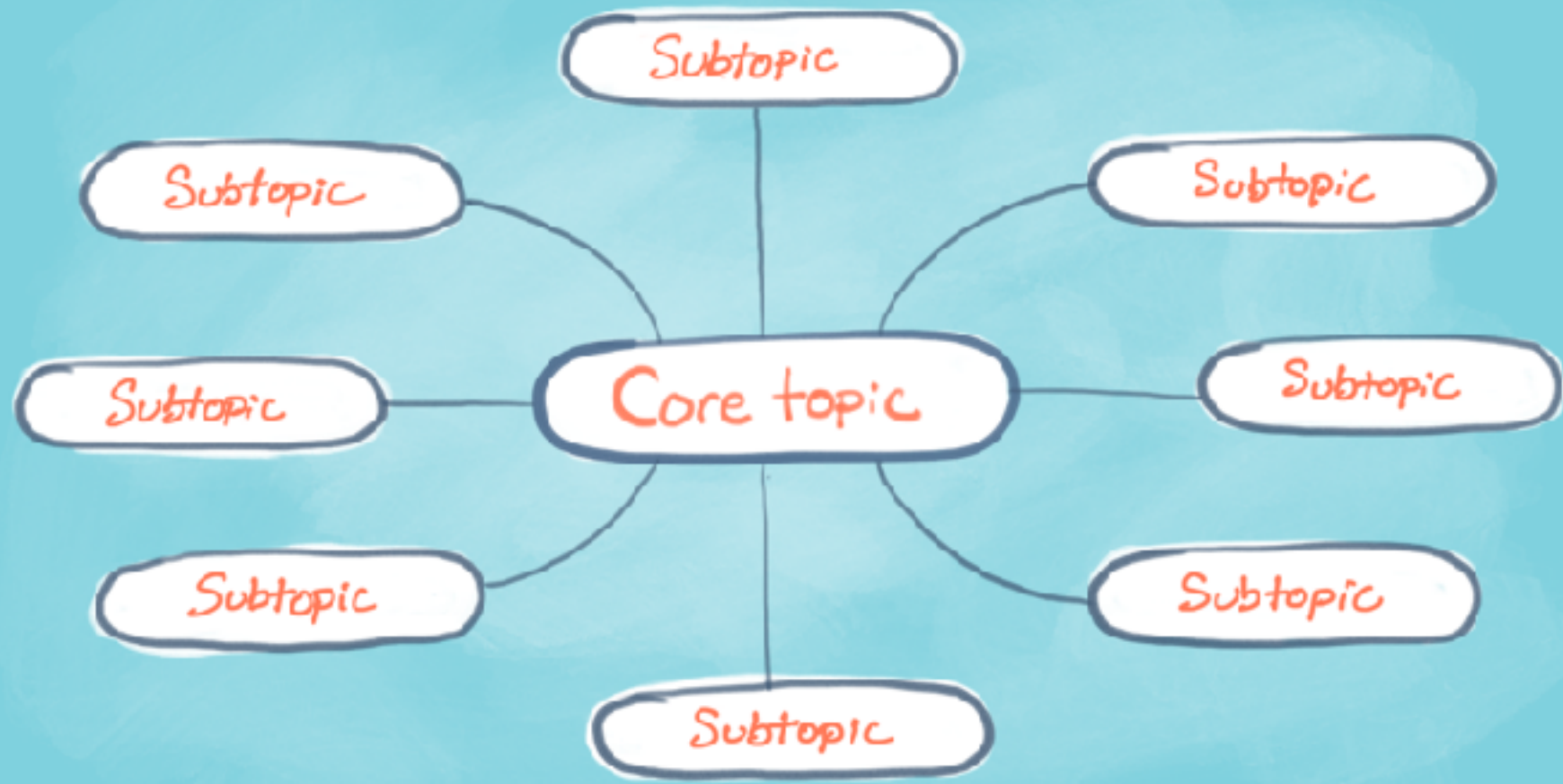
Inbound Marketing



- Inbound Marketing techniques**
- Inbound Marketing vs. Outbound Marketing**
- Non-traditional marketing tactics**
- Creating an Inbound Marketing Campaign**
- What is Inbound Marketing**
- Teach me Inbound Marketing**

**So how do we  
build this?**





# 4 | **Introducing Content Strategy**

# What is Content Strategy?

In volume beta, Content Strategy is a tool that aims to help you plan, validate, and execute an efficient content strategy.

It revolves around the Topic Cluster Methodology



# Plan

← All content classes


## Inbound marketing

**Enter a subtopic** ✕

Subtopic should be original courses that focus on questions your buyers are asking. A good subtopic should also have a strong common connection with the core topic.

- Brand-to customer
- Lead generation
- Why personalized in online marketing
- When to use a content marketing
- Who invented the digital marketing
- Enterprise inbound marketing certification course
- What are some tools for internet marketing

How to content strategy? [Watch the video.](#) IT



A mind map diagram with 'Inbound marketing' at the center. It branches into several subtopics: 'Inbound marketing strategy', 'Inbound marketing agency', 'Social media lead generation', 'B2B inbound marketing', 'Subtopic', 'Inbound marketing tools', 'Subtopic', and 'Inbound vs outbound marketing'. There are also two small circular icons on the right side of the diagram.

What do you think? [Help](#)

# Validate

← All content clusters

## Inbound marketing

**define inbound marketing** ✕

DOMAIN AUTHORITY	1
MONTHLY SEARCH VOLUME	720
RELEVANCY	77%
CONTENT SIMILARITY	78%

**Attach a blog post to this sub topic**

Enhance the strength of your Hub by adding your own text and making it link back to your pillar page.

[View page](#)

New to content strategy? Watch the video. [View](#)

```
graph TD; IM[inbound marketing] --- IMS[inbound marketing strategy]; IM --- IMA[inbound marketing agency]; IM --- B2B[b2b inbound marketing]; IM --- IMT[inbound marketing tools]; IM --- IEM[inbound email marketing]; IM --- DIM[define inbound marketing]; IM --- IMG[inbound marketing generation];
```

what do you think? [Help](#)



Execute

← All content clusters

## Inbound marketing

**define inbound marketing** ✕

DOMAIN AUTHORITY	1
WORD COUNT / WORDS PER PAGE	720
RELEVANCE	71%
TOPIC TOPIC RELEVANCE	78%

Attach a blog post to this sub topic

Choose the strongest post that supports your content and make sure it links back to your pillar page.

[Choose a post](#)

See 10 related clusters! [Watch the video](#)

```
graph LR; IM[inbound marketing] --- IMS[inbound marketing strategy]; IM --- IMA[inbound marketing agency]; IM --- B2B[b2b inbound marketing]; IM --- IMT[inbound marketing tools]; IM --- IOS[inbound/outbound strategy]; IM --- DIM[define inbound marketing]; IM --- SMLG[social media lead generation];
```

What do you think? [Help](#)

HubSpot increased organic traffic by 50%  
once we started clustering content by  
topic and optimizing old posts.

# DIGITAL MARKETING

The ultimate introduction to digital marketing: what it is, how to do it well, and where it's heading.

## What is Digital Marketing?

This is a huge topic, so let's start by defining exactly what we mean when we talk about digital marketing.

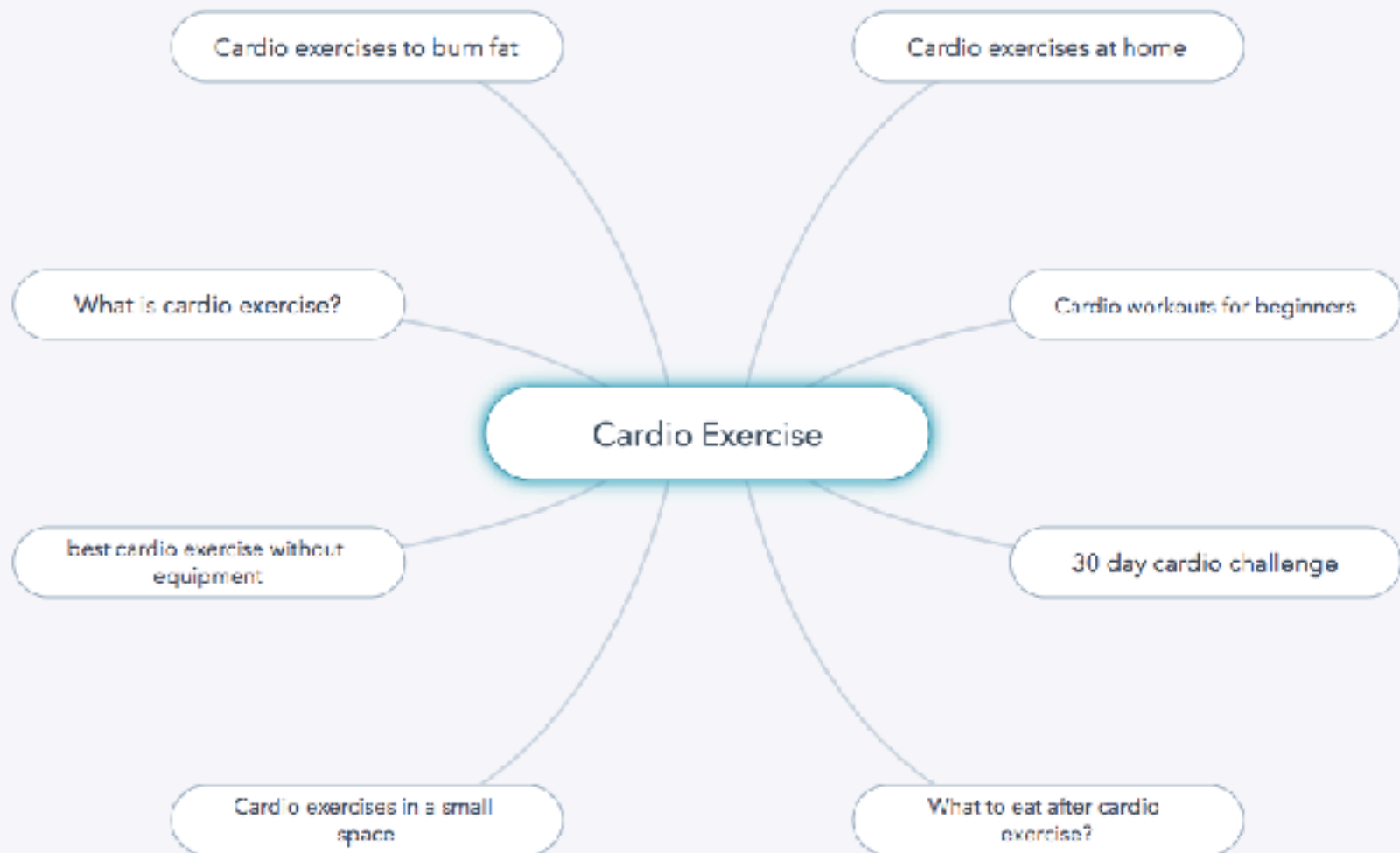
Digital marketing is an umbrella term for all of your company's online marketing efforts.

Lots of businesses leverage digital channels such as Google search, social media, email, online advertising and their websites to connect with their current and prospective customers. Many companies focus on online (or digital) channels over other marketing tactics because it allows them to reach their ideal target audience where they're already spending most of their time online.

From your website itself to your entire branding assets and social media channels – digital advertising, email marketing, online brochures, and beyond – there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. Not the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

[Download our step-by-step guide to creating your digital strategy here.](#)

# Fitness First



# Create a Topic Cluster - Today!

1. Map out 5-10 of the core problems that your buyer persona has (use surveys, run interviews and do some secondary research within online communities).
2. Group each of the problems into broad topic areas.
3. Build out each of the core topic with subtopics using keyword research.
  - <http://answerthepublic.com/>
4. Map out content ideas that align with each of the core topics and corresponding subtopics.
5. Validate each idea with industry and competitive research.
6. Create, measure and refine.



BUILT BY THE TEAM @G-IND  
[www.gind.com](http://www.gind.com) ▲  
ASK THE PUBLIC

Ask the Seeker: Enter your keywords and he'll suggest content ideas in seconds

digital marketing

Country  
AU

GET QUESTIONS

👁️ Feed more about the tool.



**Thanks!**



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