CHOOSING TOPICS OVER KEYWORDS AND LAUNCHING A NEW CONTENT STRATEGY

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HubSpot

#GrowWithHubSpot

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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.

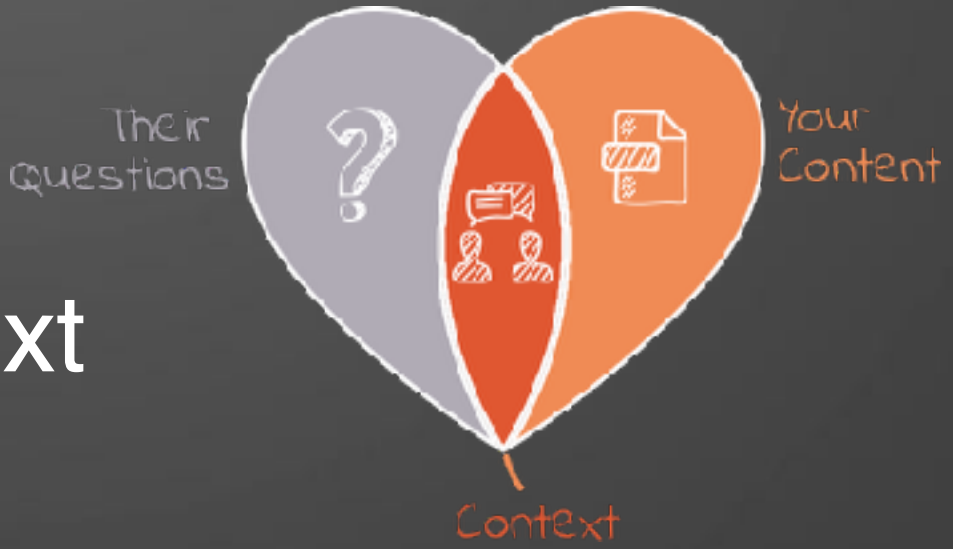
NOW

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



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!

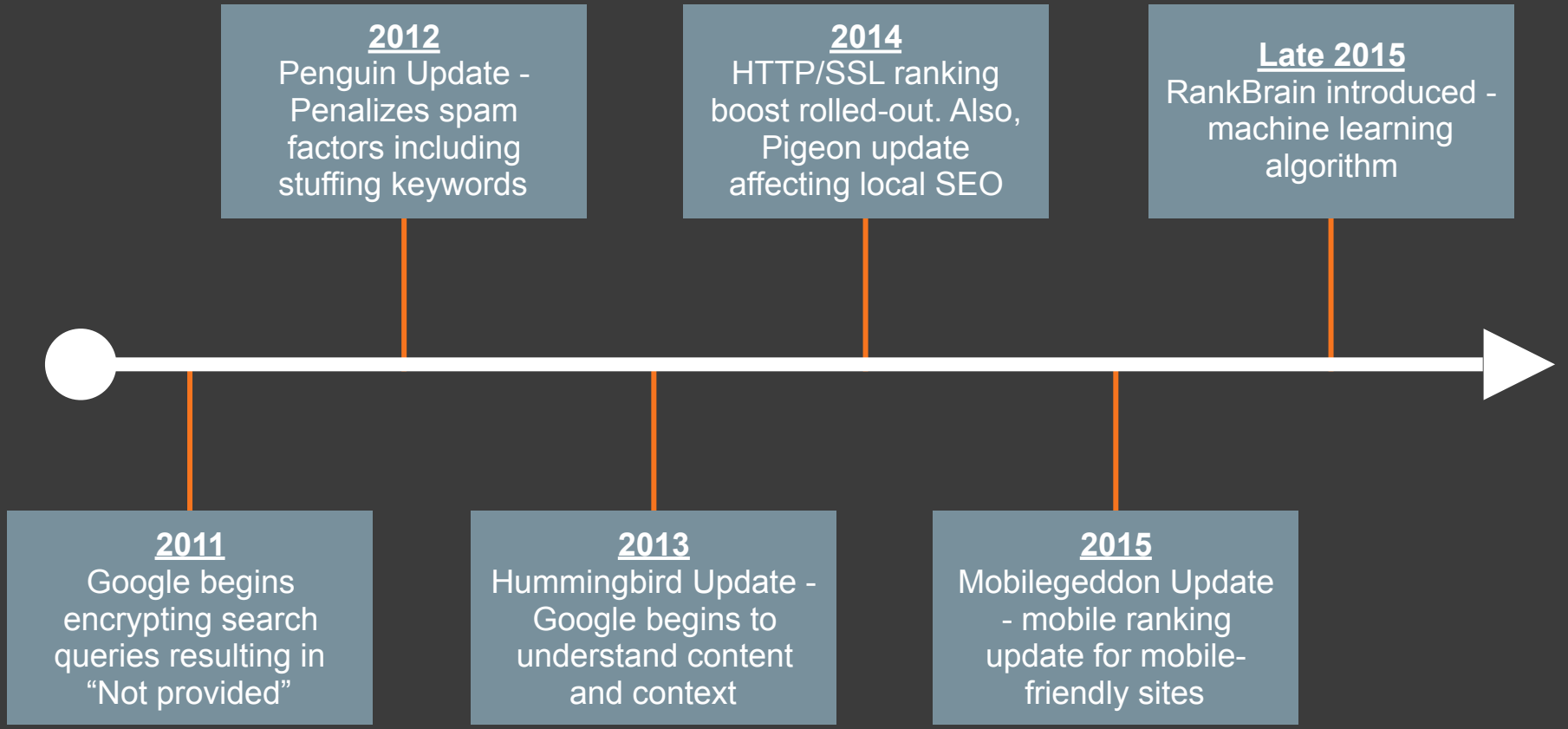
Part One

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

Part Two

...The Problem

1 | Search Engines Have Changed



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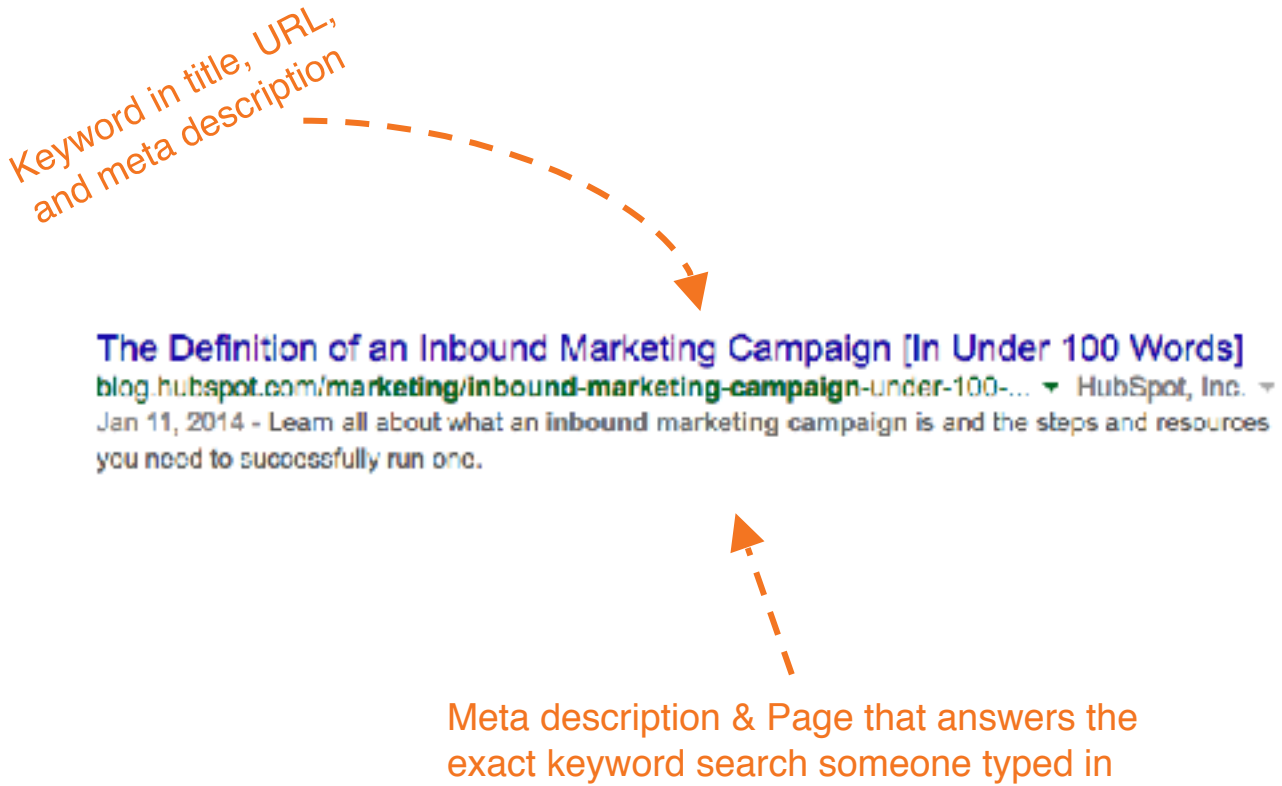
Search engines know your content

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-... 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

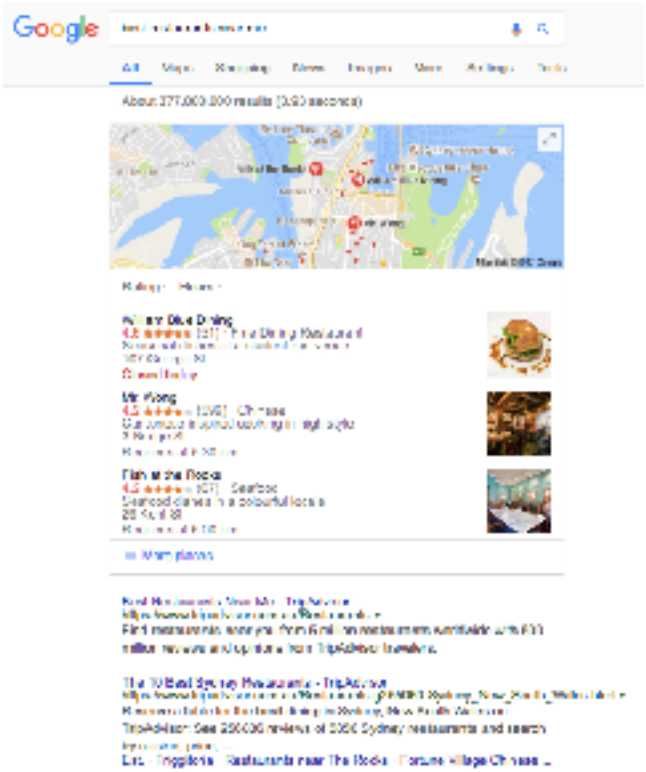
2 | The Searcher Has Changed

“Best restaurants near me”

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



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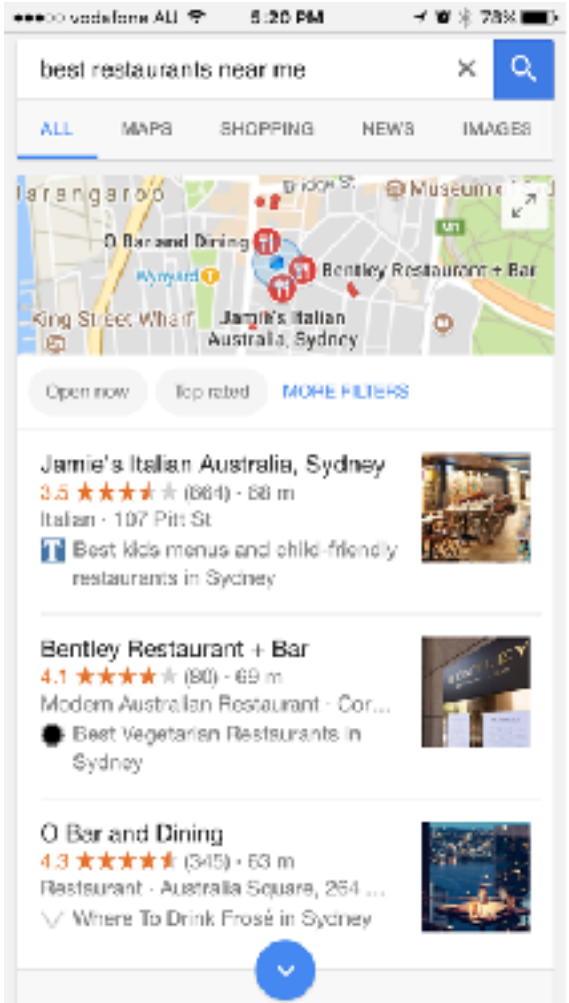


2008 Restaurants, 5 star Yelp, Sydney, Surry Hills

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

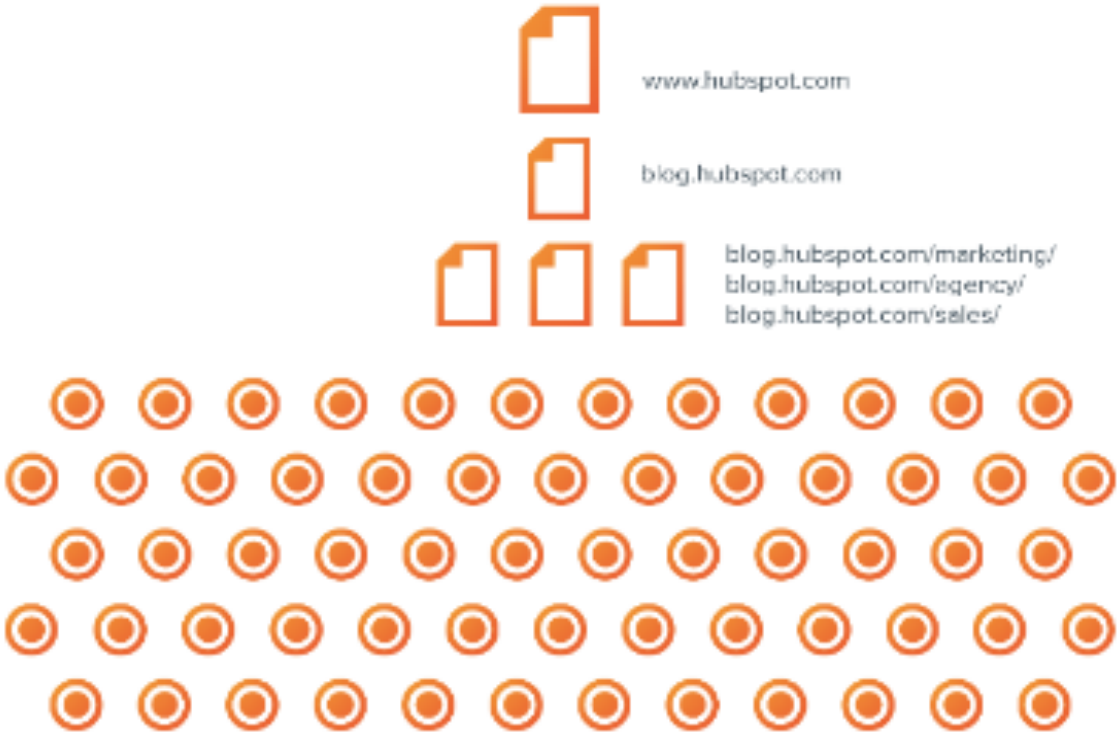
-Sundar Pichai, @ Google I/O 2016

What’s the point?

3 | Content Creation in 2017

It’s time we all got on the same page

Content Creators + HubSpot + Search Engines =

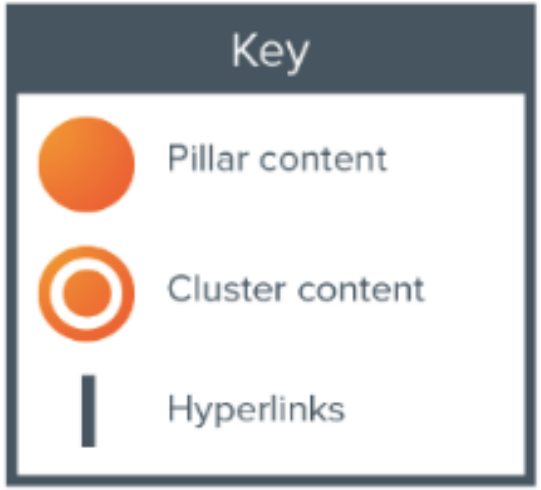


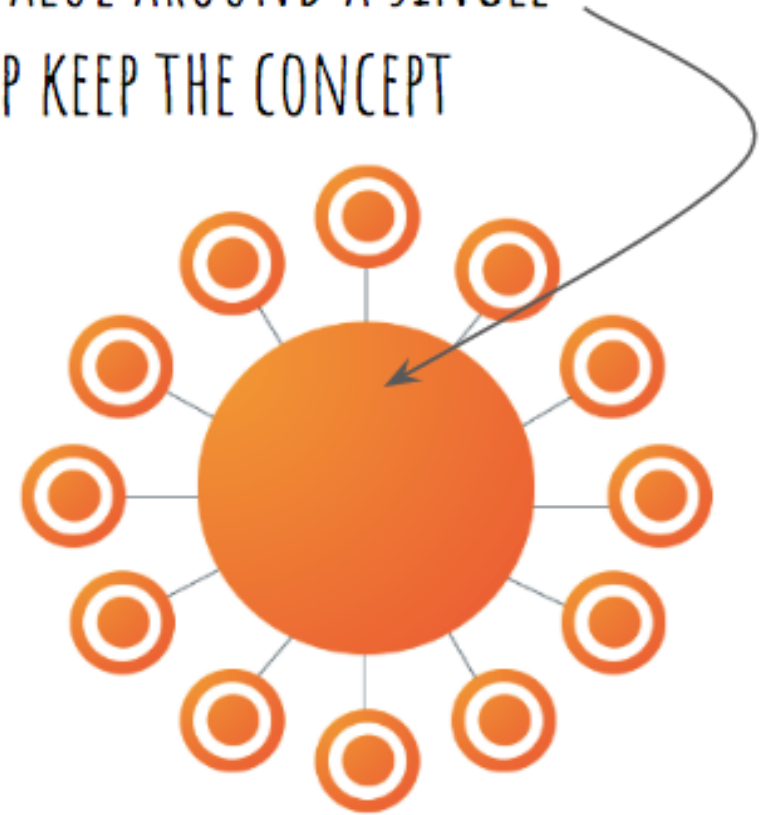
Current Situation

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:

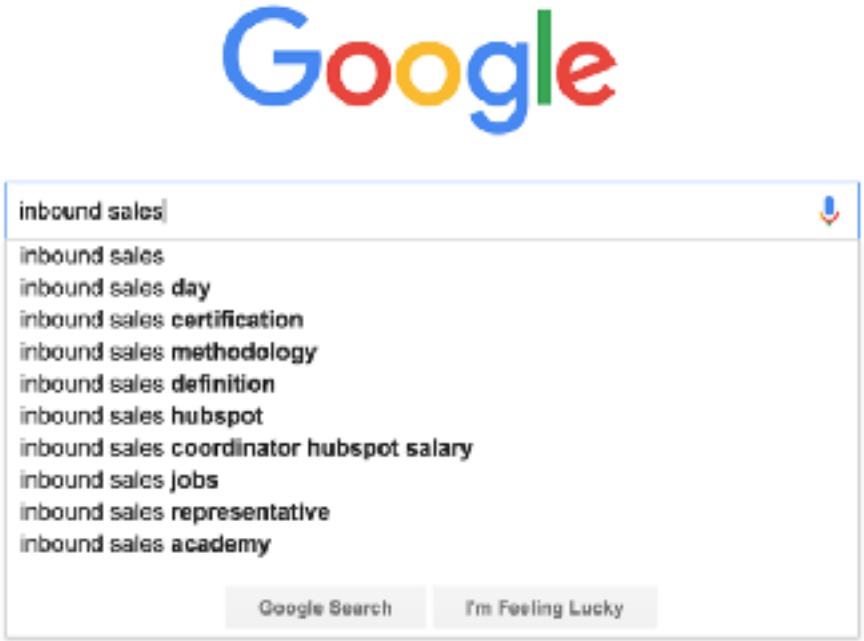
CLUSTER CONTENT:

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?

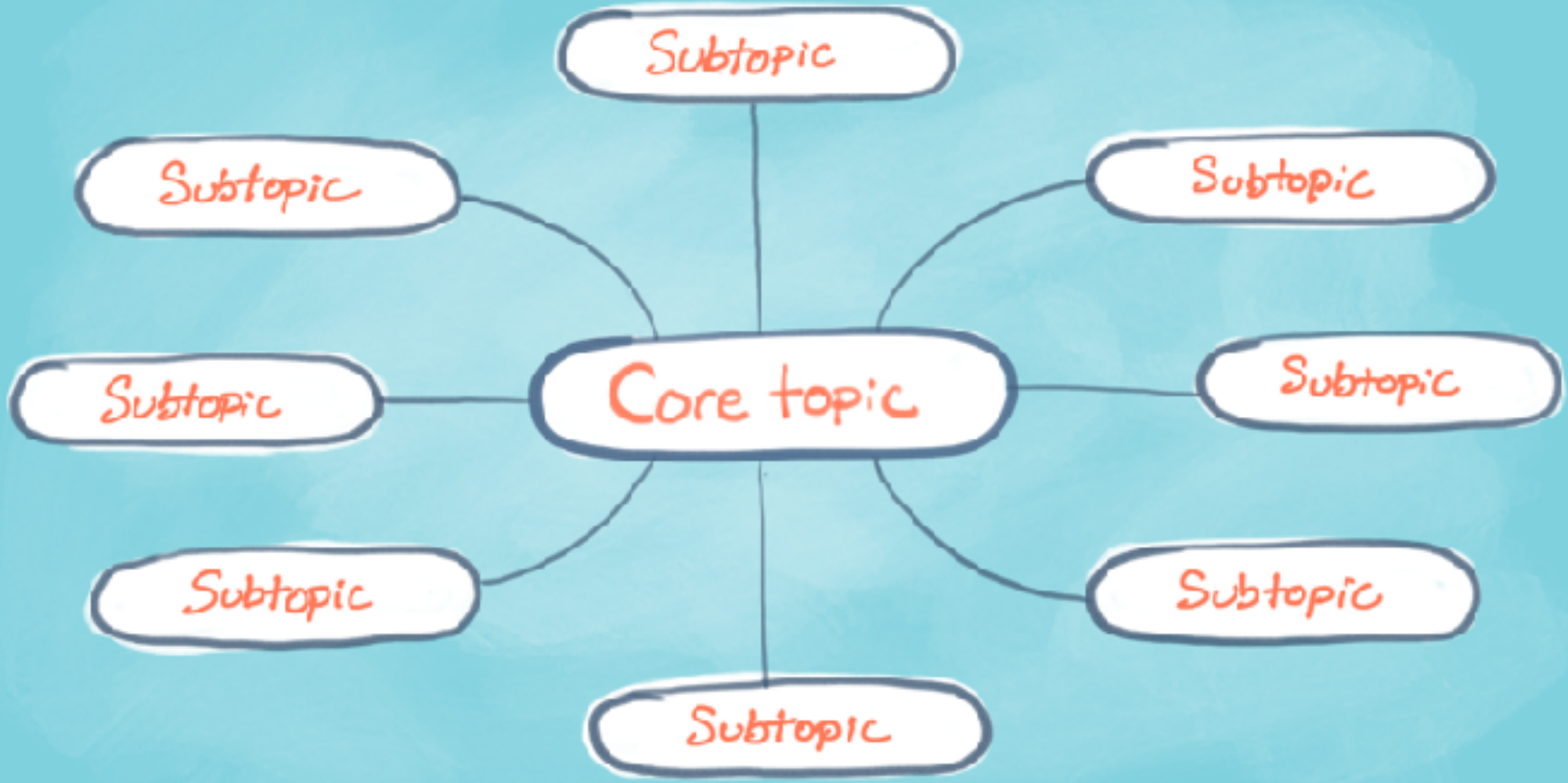


A World of Topic Over Keywords

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?


Subtopic
Subtopic
Subtopic
Subtopic
Core topic
Subtopic
Subtopic
Subtopic
Subtopic

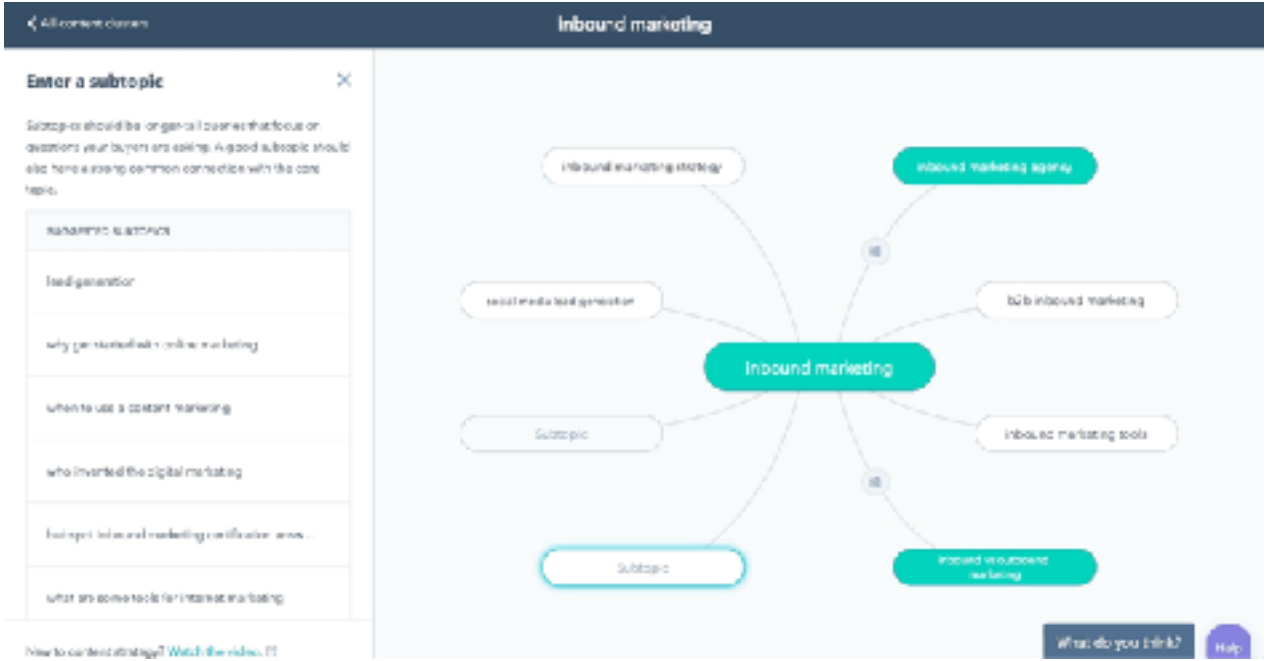
4 | Introducing Content Strategy

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

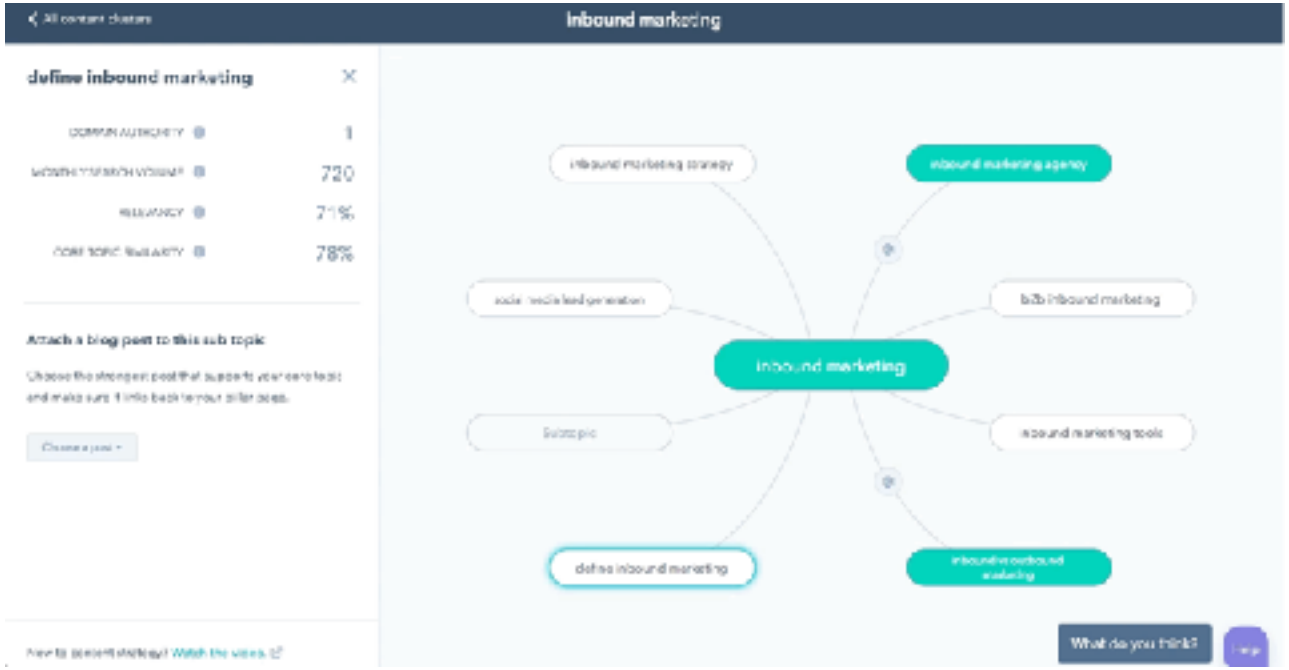
Plan


Inbound marketing
Enter a subtopic
lead generation
Inbound marketing
Subtopic
Subtopic

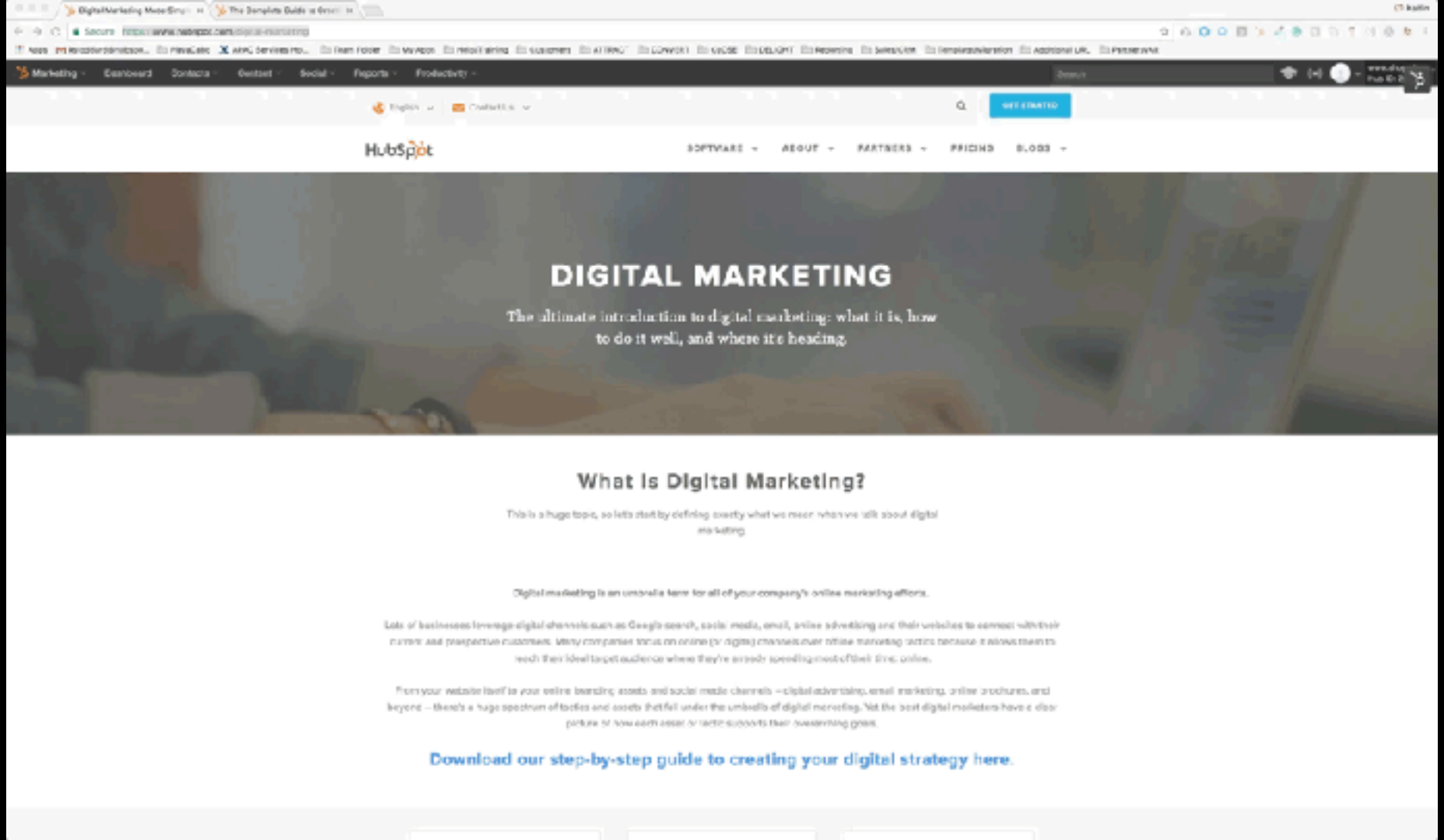
Validate

Inbound marketing
define inbound marketing
720
78%
inbound marketing
inbound marketing agency
B2b inbound marketing
inbound marketing tools
define inbound marketing
what do you think?

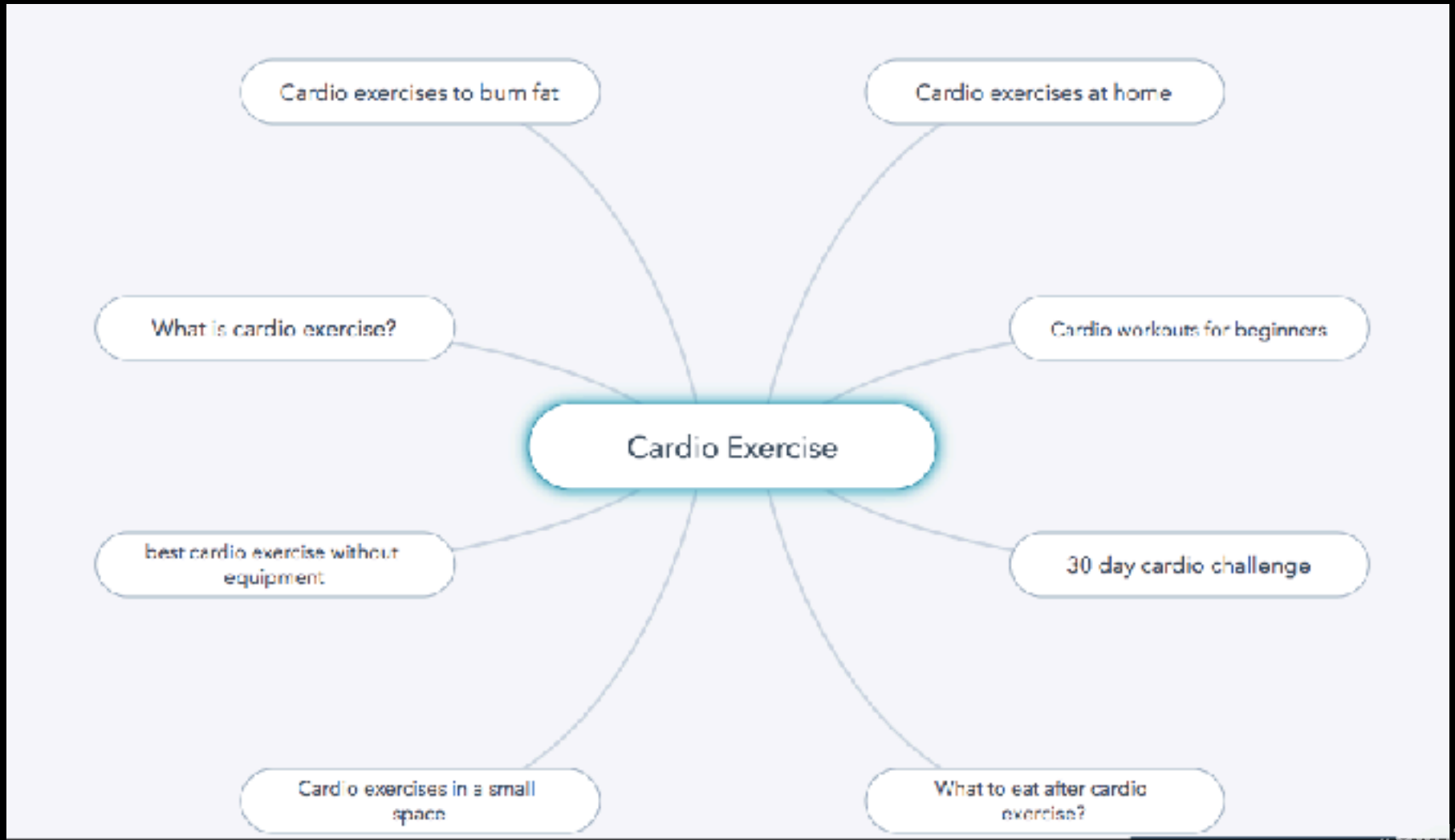
Execute


Inbound marketing
define inbound marketing
720
71%
78%
Attach a blog post to this sub topic
inbound marketing
inbound marketing agency
b2b inbound marketing
define inbound marketing
What do you think?

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

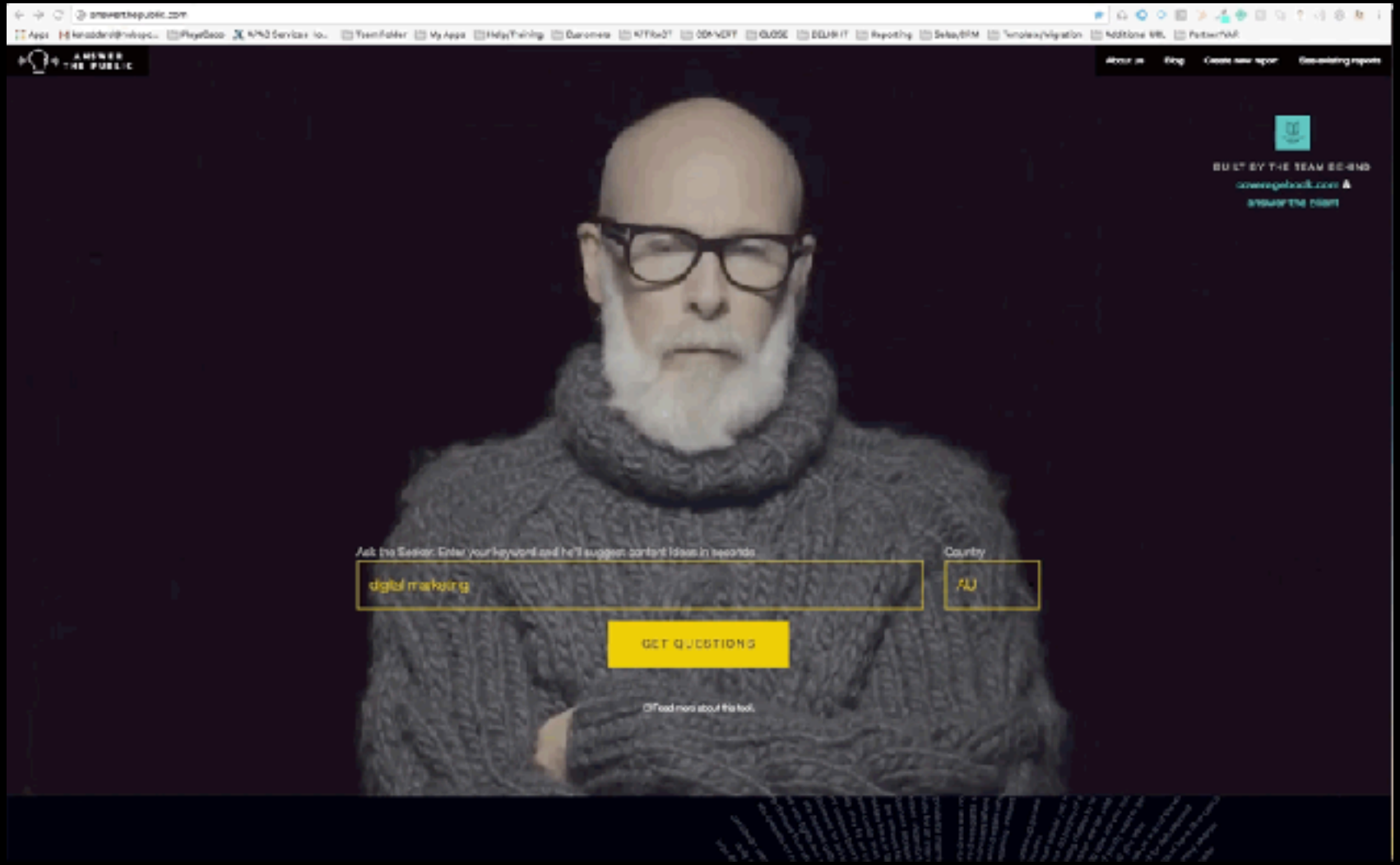

HubSpot
SOFTWARE
ABOUT
PARTNERS
PRICING
BLOGS
DIGITAL MARKETING
The ultimate introduction to digital marketing: what it is, how to do it well, and where it's heading.
What Is Digital Marketing?
This is a huge topic, so let's start by defining exactly what we mean when we talk about digital marketing.
Digital marketing is an umbrella term for all of your company's online marketing efforts.
Download our step-by-step guide to creating your digital strategy here.

Fitness First


Cardio exercises to burn fat
Cardio exercises at home
What is cardio exercise?
Cardio workouts for beginners
Cardio Exercise
best cardio exercise without equipment
30 day cardio challenge
Cardio exercises in a small space
What to eat after cardio exercise?

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.


ANSWER THE PUBLIC
About us
Blog
Create new report
Get existing reports
BUILT BY THE TEAM BEHIND
coveragebook.com
answerthepublic.com
Ask the Seeker: Enter your keyword and he'll suggest content ideas in seconds
digital marketing
Country
AU
GET QUESTIONS
Read more about this tool.

Thanks!

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