Pillar Pages
THE NEW CONTENT STRATEGY

It's a New Way of Crafting Content

Before

KEYWORD

BLOGGING

LANDING PAGE

vs.

Now

BLOG POST

BLOG POST

BLOG POST — **CORE TOPIC** — BLOG POST

BLOG POST

BLOG POST
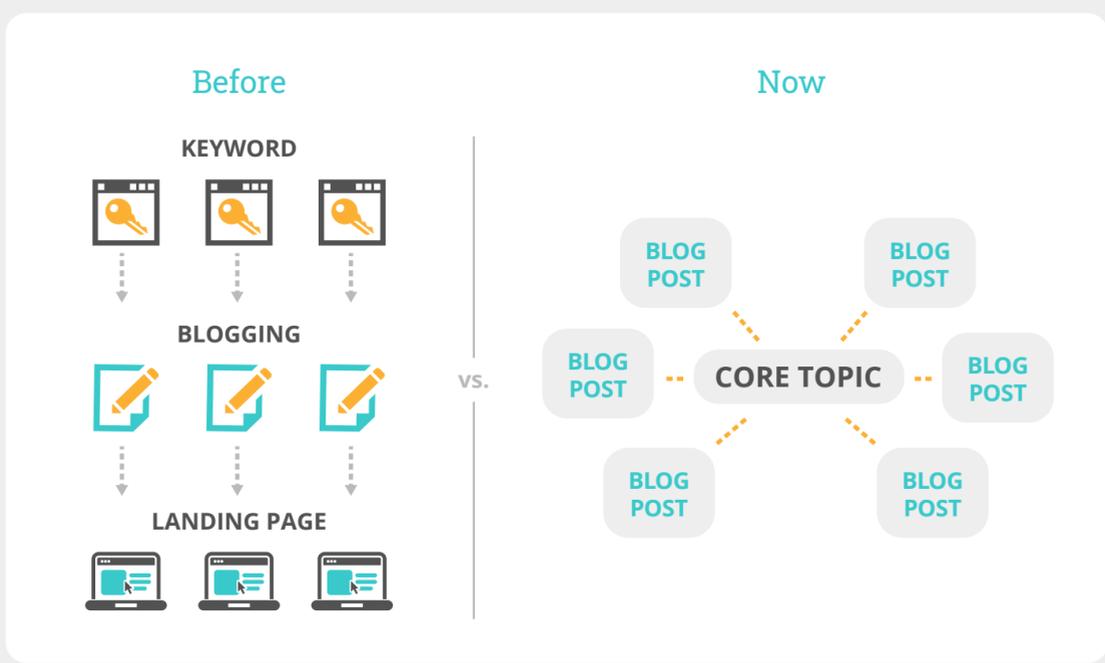
The Way People Search is Changing

Search engine algorithms are constantly changing. Over the last several years, marketers have researched relevant keywords to attract visitors. Now, the way search is being used has changed yet again. For example:

?

People now search with longer, more conversational queries. As search behavior has changed, technologies have begun to evolve as well.

Rather than focusing on returning search results on specific keywords, search engines like Google are aiming to provide people with results that are closely related to their search.

How Pillar Pages Work

Rather than providing you with an infinite number of blog posts that use specific keywords, we partner with you to develop a pillar page that focuses on your expertise in a particular industry topic. A pillar page is:

An authoritative piece on your website, designed to deliver the type of content search engines want to serve – which is the best, most accurate information.

Longer than a blog post. Since search engines are delivering the best results for the searcher, pillar pages will have more information.

On a topic you know best – you're not only optimizing for search engines, you will increase opportunities for visitors to convert to leads on your site.

Topic Clusters

Once you've worked with Spot On to build your first pillar page, we work behind the scenes with HubSpot's Content Strategy Tool to create a topic cluster with blog posts related to your pillar page. Using this tool will:

1. Automatically show existing blog posts related to the pillar page and reveal where there might be gaps in your content.

2. Allow us to build subtopics in the form of 8-20 blog posts. While that might seem like a wide range, it's because some topics may provide more options than others, but the most important thing to remember is that topics should be validated through HubSpot's tool. This is determined by:

☑ Domain Authority
☑ Relevancy
☑ Monthly Search Volume
☑ Core Topic Similarity
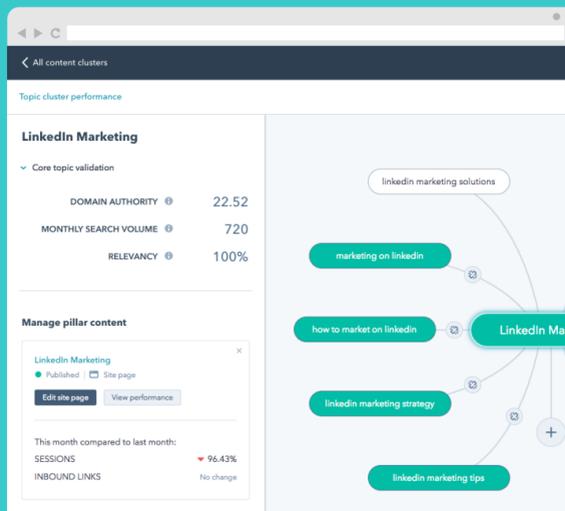
What is the Result?

How will you know if it's working? HubSpot displays the most important metrics surrounding your topics, including:

1. Total Views
2. Contacts Viewed
3. Customers Viewed
4. Backlinks
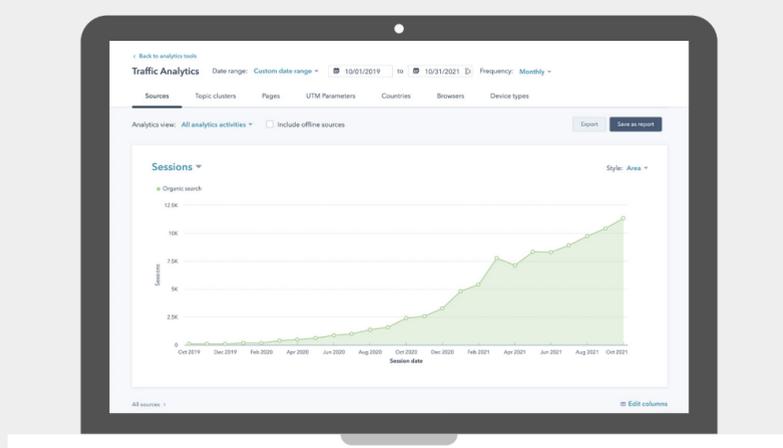
These results will tell our team how well the topic cluster is working, and from there we can tweak and make improvements to ensure your content is not only being viewed, but also converting visitors to leads, and leads to customers.

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