

# A Proven Way of Crafting Content that Performs

## Attract Your Target Audience and Boost Authority

Pillar pages are the cornerstone of a strong content marketing strategy. With a firm grasp of SEO tactics and the topics your buyers are interested in, we can develop targeted blogs that form the basis of a pillar page.



## How Pillar Pages Work

A pillar page is the culmination of each of the SEO blogs you write on a topic, combined into one long-form guide that establishes you as the expert on a topic about issues that interest your buyers. It's the in-depth and comprehensive coverage of a pillar page that elevates you in search results *and* benefits your audience:



### Increase Traffic

Pillar pages serve as the central hub for a cluster of related content pieces. Through strategic internal linking, pillar pages connect to supporting content pieces, directing visitors to additional relevant information within your website. This enhances the user experience and encourages visitors to explore more pages on your site, increasing overall visits.

### Improve Authority

They help drive an increase in high-quality backlinks from reputable sources as they gain recognition and authority within your industry. Higher quality backlinks can positively influence domain authority and begin to propel more views.

### Drive Conversions

They can be delivered as both ungated and gated, functioning as a powerful conversion asset.

### Sustain Growth

They function as evergreen content assets that continue to attract traffic over time. Unlike content that may lose relevance over time, pillar pages address enduring topics and remain valuable resources for visitors, contributing to sustained traffic growth.

## Keep Up with SEO Changes

Search engine algorithms are constantly changing. Over the last several years, Google has rolled out the "helpful content update" and the "EEAT update" to reward people-focused content that delivers a satisfying experience to website visitors, emphasizing "expertise, experience, authority, and trust."

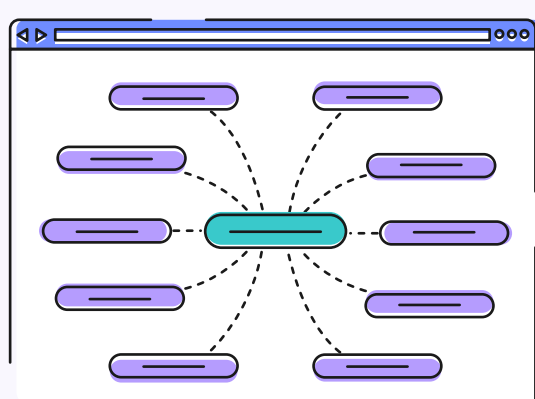


**Combining this approach with a highly relevant keyword strategy is a proven way to drive the right traffic to your site. For example:**

- ✓ We tailor blogs to resemble the type of content that ranks in the top ten and SERP results.
- ✓ We'll identify keywords that your competitors are ranking for and design a strategy to determine what keywords you'll need to go after and how to differentiate your brand.
- ✓ The key to gaining traction is to consistently publish blogs at a regular cadence. We recommend publishing a minimum of four to six blogs a month for optimal performance.

## Get Insights from HubSpot's SEO Tool

Once you've worked with Spot On to build your first pillar page, we work behind the scenes with HubSpot's SEO Tool to create a topic cluster with blog posts related to your pillar page. Using this tool will help us mine the important data that gives insights into your audience's preferences and engagement with topics.



**This helps us to continually use data-driven insights to refine user-tailored content that is more likely to convert:**

- ✓ Track the performance of pillar pages and individual content pieces within the tool. This includes metrics such as page views, engagement metrics, and rankings in search engine results pages (SERPs).
- ✓ Automatically show existing blog posts related to the pillar page and reveal where there might be gaps in your content.

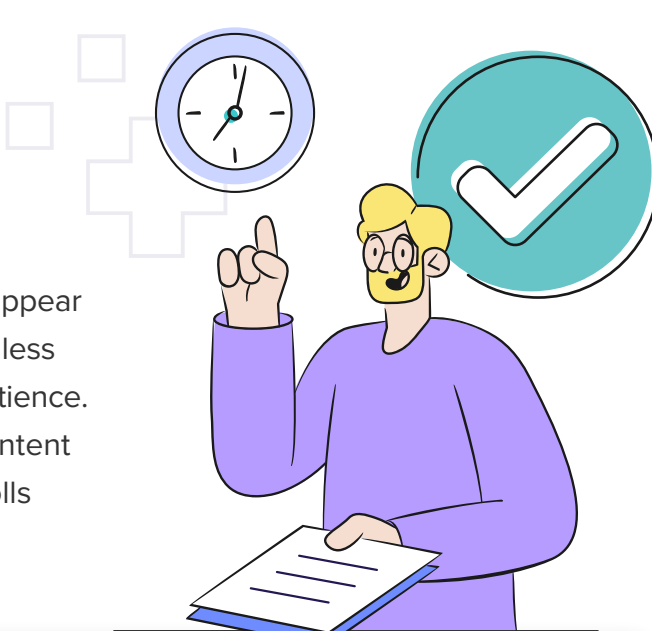
**This is determined by:**

- Domain Authority
- Monthly Search Volume
- Relevancy
- Core Topic Similarity

### What to Expect?

## A Long-Term Effort for Lasting Results

The results of a pillar page typically take months to appear – it's a long game with lasting results that cost much less than other marketing efforts. But it requires some patience. Think of it like a snowball effect – the longer the content is out there, the "more snow" it accumulates as it rolls downhill. How will you know if it's working?



**HubSpot displays the most important metrics surrounding your topics, including:**



Total views



Bounce rate



Customers viewed



Backlinks



Time on page



Contacts viewed



Conversion rates

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.