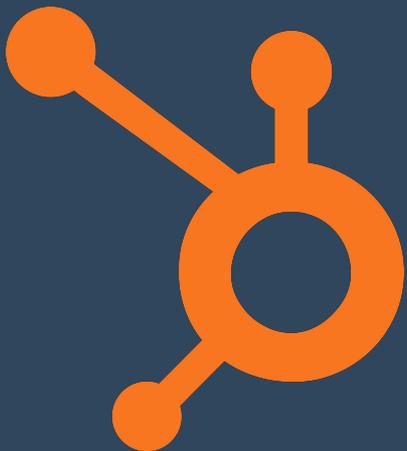


Content Strategy Workshop

Brisbane HUG 2018

Casey McGaw | Senior Customer Success Manager





Launching a content strategy

Agenda

1. The purpose of content strategy
2. The base of your content strategy?
3. Remember what Google was like?
4. The future of content strategy
5. Introducing the Content Strategy Tool
6. Measuring success
7. Execution

What is the purpose of Content Strategy?

To generate more qualified traffic through planning and executing a content strategy built for the way the modern search engine works.



**INCREASED
AUTHORITY**

**INCREASED
VISIBILITY**

**INCREASED
WEBSITE TRAFFIC**

**INCREASED
LEADS**

The Base of Your Content Strategy

Awareness Stage

Consideration Stage

Decision Stage



Blog Posts

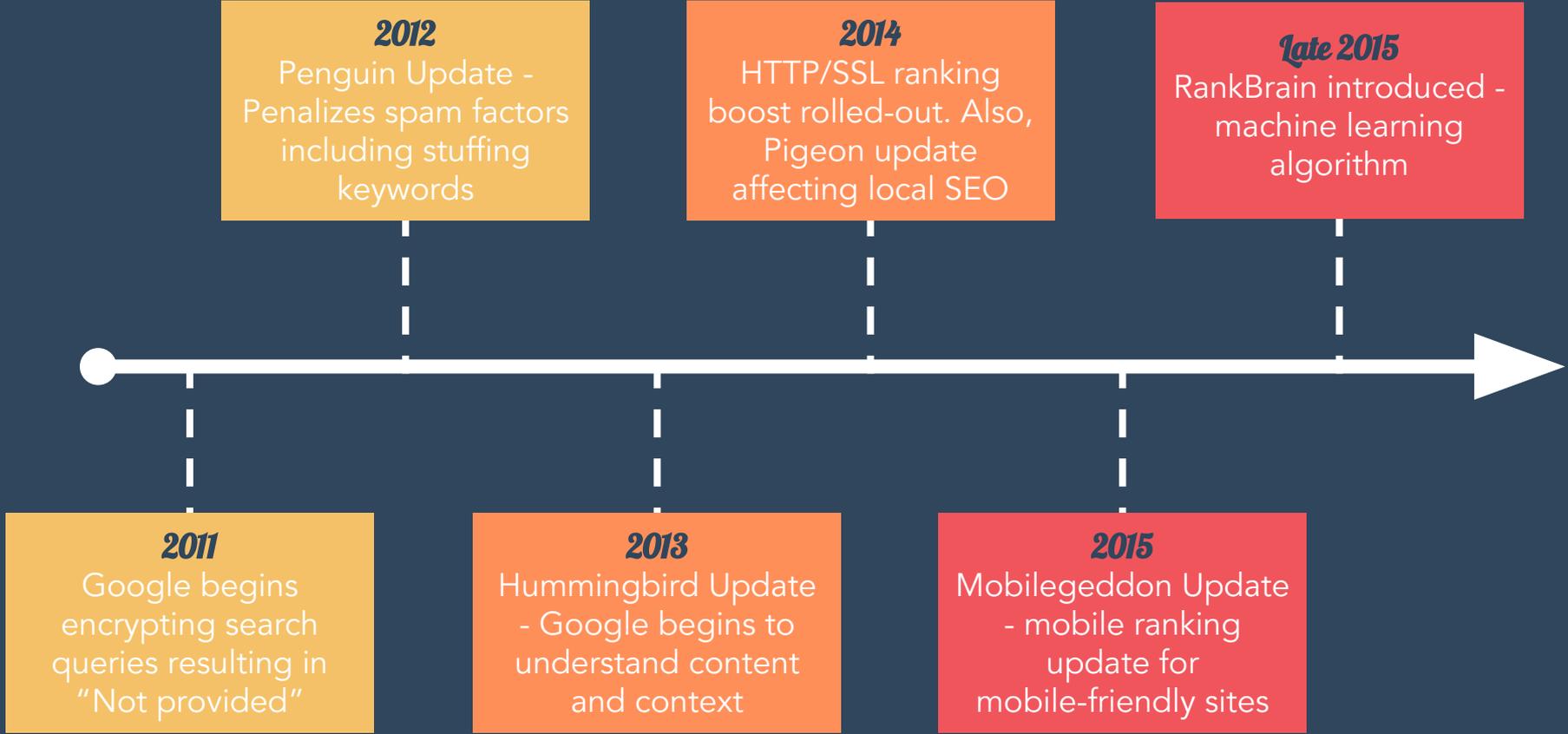


Content Offers



Emails/Nurturing

*Think about what **Google**
was like 10 years ago....*



GOOGLE where to eat pizza

All Maps Shopping Images News More Search tools

About 26,000,000 results (0.91 seconds)



Rating Price Hours

Good Eats Pizza & Subs
4.2 ★★★★★ (17) · \$\$ · Pizza
Compact spot for pies & sandwiches
1002 Tremont St

Galleria Umberto
4.5 ★★★★★ (91) · \$ · Pizza
Long-running Sicilian-style pizzeria
289 Hanover St
Closed now

Antico Forno
3.8 ★★★★★ (103) · \$\$ · Italian
Low-key spot for brick-oven pizzas
93 Salem St

GOOGLE how to retweet

All Videos Images News Shopping More Search tools

About 71,700,000 results (0.43 seconds)

How to Manually Retweet in 4 Easy Steps

1. Step 1: Copy the entire tweet, including the Twitter username of the person who sent it.
2. Step 2: Paste that information into a brand new tweet. ...
3. Step 3: Edit the tweet as needed so it's fewer than 140 characters and/or allows for comment space. ...
4. Step 4: Add your two cents.

[How to Retweet the Right Way \(With a Comment\) on Twitter - HubSpot](https://blog.hubspot.com/.../How-to-Retweet-the-Right-Way-in-4-Easy-Steps.asp...)
blog.hubspot.com/.../How-to-Retweet-the-Right-Way-in-4-Easy-Steps.asp... HubSpot, Inc. ▾

About this result • Feedback

Google has gotten pretty smart.

hubspot.com



blog.hubspot.com

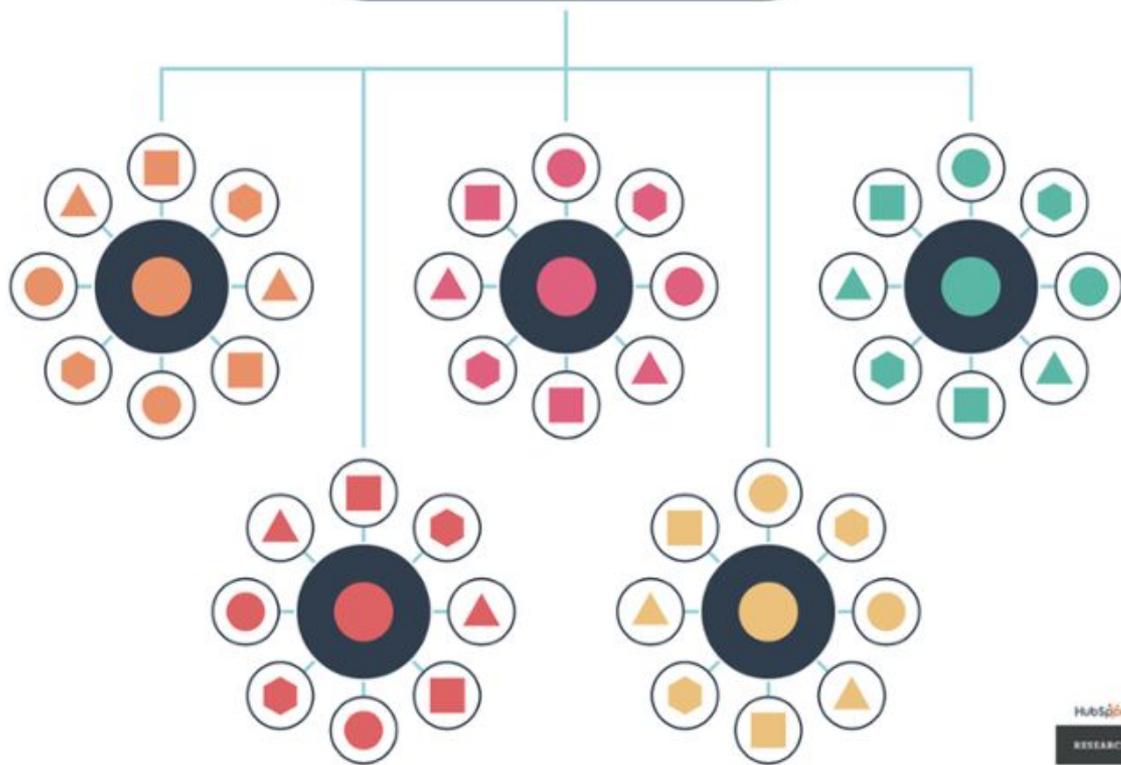
MARKETING

AGENCY

SALES

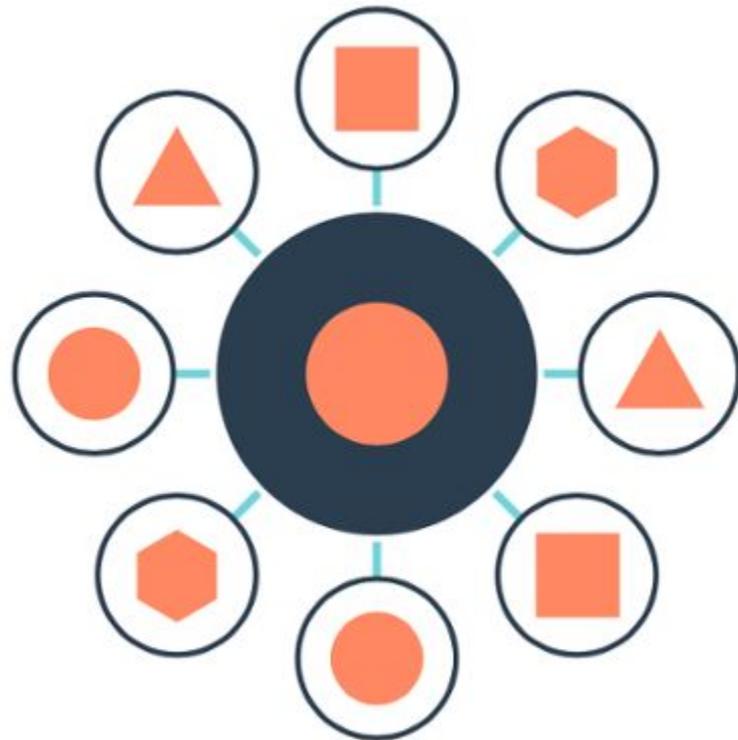


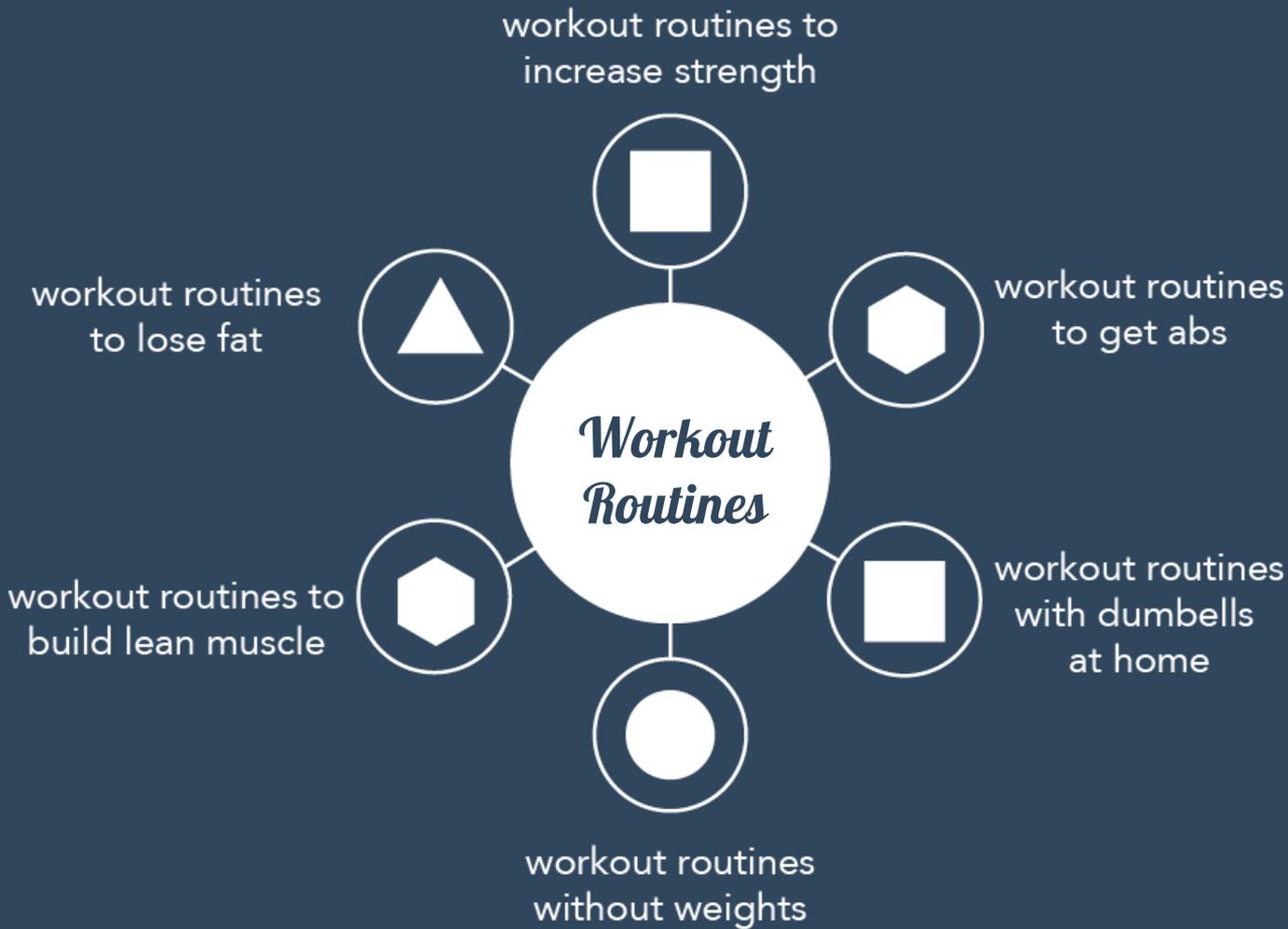
hubspot.com



*So what is **HubSpot** doing about this?*

Topic Clusters





Key Terms

TOPIC CLUSTER

Topic clusters are comprised of a pillar page and subtopic content that you've compiled for each of your core topics.

PILLAR PAGE

A pillar page is a comprehensive resource that covers a core topic in depth. Ideally a pillar page sits on the top level of your website in a space that already gets a lot of organic traffic.

CLUSTER CONTENT

Subtopics are shorter pieces of content that answer a specific question about the core topic covered in your pillar page.

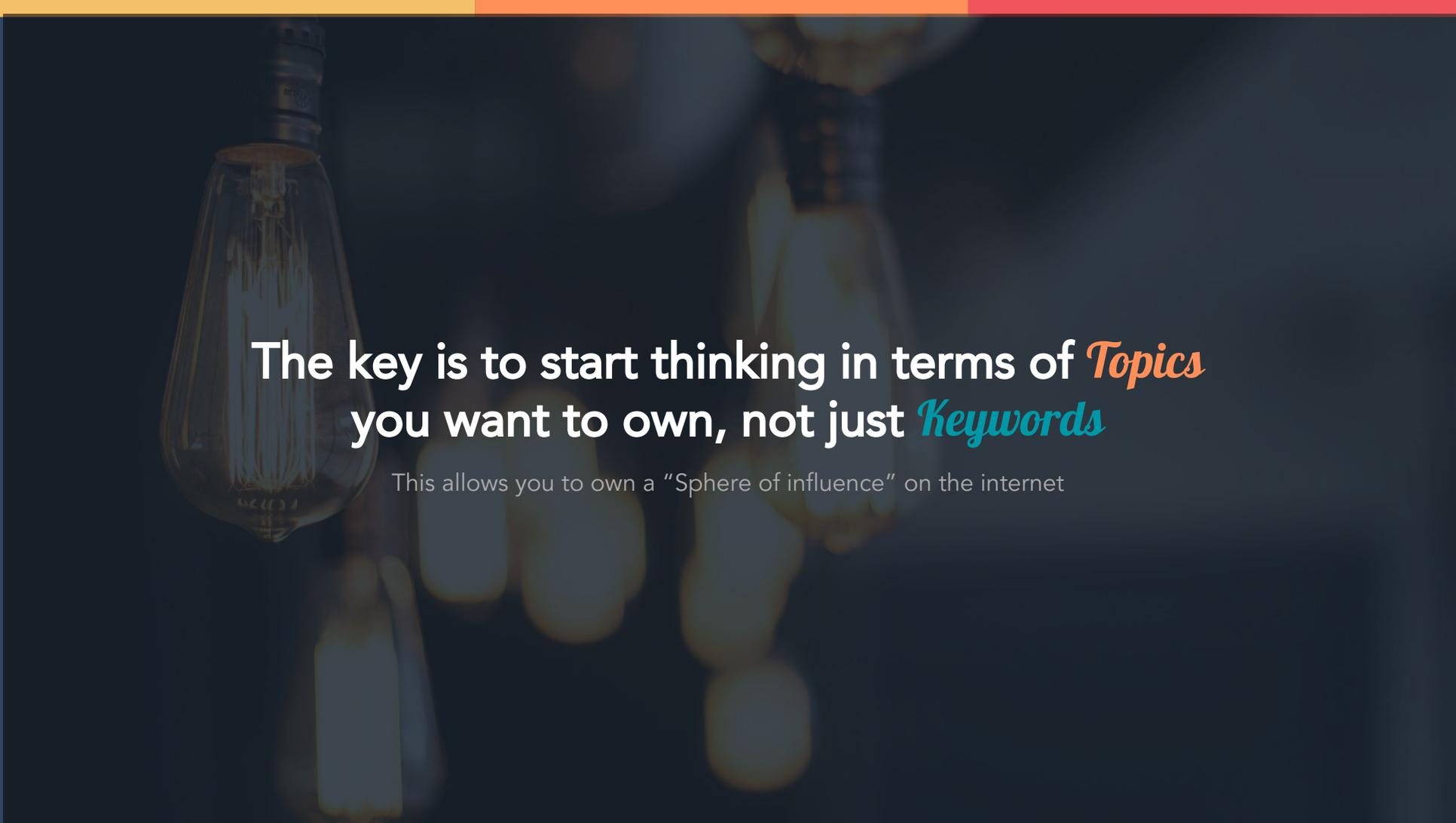
*Let's dive into some **example** pillar pages!*

HUBSPOT <https://www.hubspot.com/digital-marketing>

CAPITALPITCH <https://capitalpitch.com/angel-investors/>

ELVANTO <https://www.elvanto.com/church-management-software>

**COMPLIANCE
COUNCIL** <https://www.compliancecouncil.com.au/standards/iso-9001-quality-management-system>



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

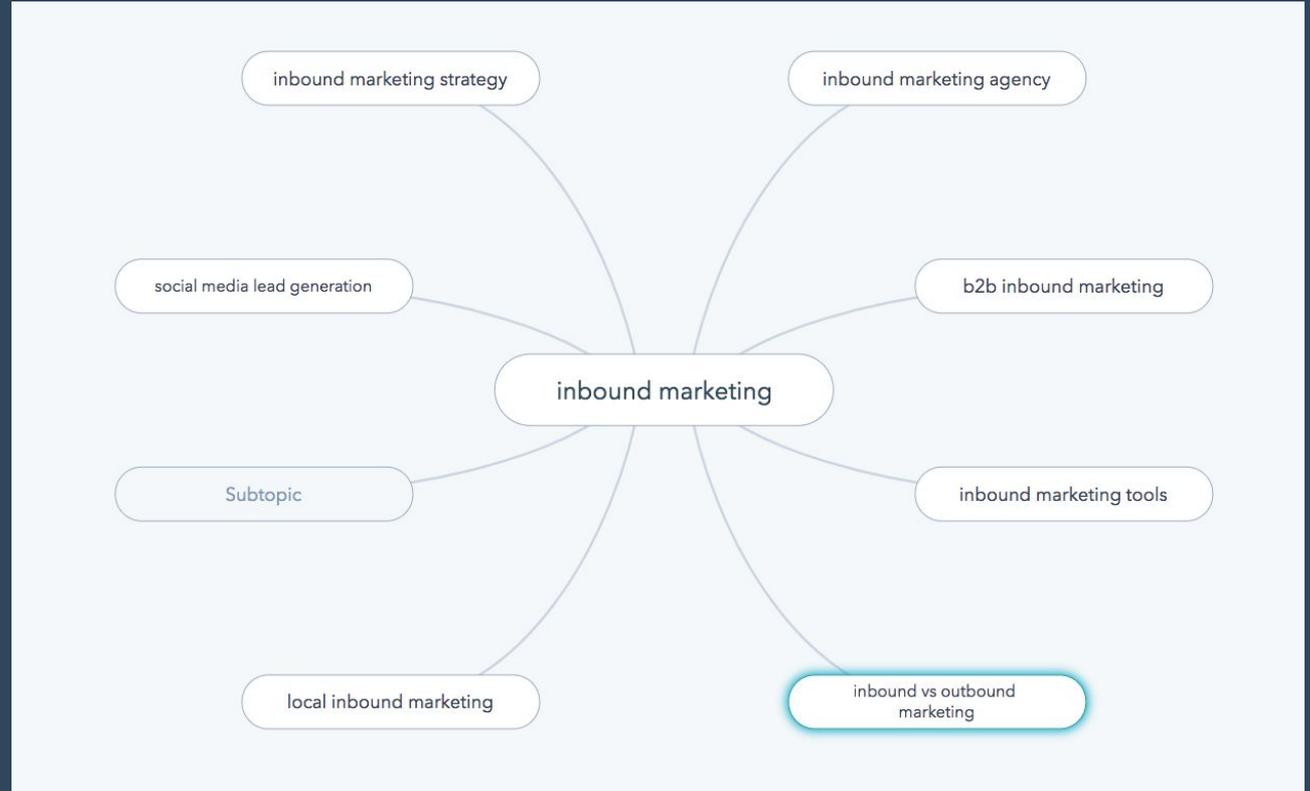
So how do we build this?

Introducing...
CONTENT STRATEGY

What is Content Strategy?

The 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 your topic

What is one of the main challenges that you help your customers overcome?

Answering this question will help you start to think about what topics your buyers care about. Based on your existing website and what we know about your industry, the below suggestions might be likely topics to write about. Choose one.

| TITLE | MONTHLY SEARCH VOLUME | DIFFICULTY |
|---|-----------------------|------------|
| <input type="radio"/> digital marketing | 40,500 | 66 |

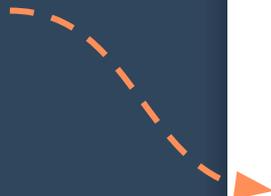
Recommended Topics

| TITLE | MONTHLY SEARCH VOLUME | DIFFICULTY |
|---|-----------------------|------------|
| <input type="radio"/> kate king | 390 | 3 |
| <input type="radio"/> bunheads en pointe | - | - |
| <input type="radio"/> quick guide | 390 | 6 |
| <input type="radio"/> pointe shoes | 27,100 | 90 |
| <input type="radio"/> doing buns for my daughter's ballet | - | - |
| <input type="radio"/> annandale ballet schedule | - | - |

Plan your subtopics

The screenshot shows a web interface for planning content. At the top, a dark blue header contains a back arrow and the text "Back to content strategy" on the left, and "Gym Routines" in the center. Below the header, there's a section for "Build your topic cluster" with a progress bar that is 20% complete. To the left of the progress bar, it says "Country: Search" with a dropdown arrow. The main area is a hub-and-spoke diagram. A central dark blue box labeled "Gym Routines" has an orange button below it that says "Add pillar content". Eight white boxes, each labeled "Add subtopic", are arranged around the center, connected by thin lines. On the left side of the diagram, there are zoom controls: a "+" button, a "-" button, and "100%". At the bottom left, there's a dark blue button that says "What do you think?". At the bottom right, there's a "Help" button with a user profile icon and a red notification bubble with the number "1". A large orange dashed arrow starts from the left side of the image and points towards the "Gym Routines" header.

Validate



The screenshot shows a 'Big data' topic cluster interface. At the top, a dark header contains the text 'Big data'. Below it, a progress bar is labeled 'Build your topic cluster' with a teal circle indicating progress. A teal button labeled 'Add a new subtopic' is in the top right corner. The main area features a central 'Big data' node with several 'Add subtopic' buttons connected to it. A modal window titled 'Add a new subtopic' is open on the right. It has a teal header with a close button. The modal contains a text input field for 'Add a sub topic phrase' with a pencil icon. Below this are two sliders: 'MONTHLY SEARCHES' and 'CORE TOPIC SIMILARITY', both currently set to a minimum value. A section titled 'Need some inspiration? Choose from these suggested subtopic ideas instead of entering your own' lists three radio button options: 'why get started with machine learning', 'why is the hadoop not working', and 'big data certification'. At the bottom of the modal are 'Save', 'Cancel', and 'Delete subtopic' buttons.

Execute

The screenshot shows a content strategy tool interface for the topic "cloud computing training". The main area displays a hub-and-spoke diagram with "cloud computing training" at the center, linked to subtopics like "cloud automation training", "Cloud administration training", and "cloud security training". A red box highlights the "cloud security training" node, which contains the text "Cloud Security Topics Covered in CloudM...". A red arrow points from the "Execute" header to this node. The right sidebar provides metrics for the core topic: "cloud computing training" has a Domain Authority of 23.35 and 260 Monthly Searches. A warning message states "No internal link found." and suggests linking subtopic content to the pillar content. The pillar content list includes the URL "https://carvertc.com/cloudcomputingtraining" as an external URL. A "What do you think?" button is at the bottom left, and a "Clear core topic" button is at the bottom right.

cloud computing training

Country: United States

cloud computing training

cloud automation training

Cloud administration training

cloud security training

Cloud Security Topics Covered in CloudM...

cloud computing training

DOMAIN AUTHORITY 23.35

MONTHLY SEARCHES 260

No internal link found.

Link your subtopic content to your pillar content to help search engines see this as a topic cluster.

Pillar content

https://carvertc.com/cloudcomputingtraining

External URL

What do you think?

Clear core topic



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

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

Stop. Start. Continue.

So what's the difference between my current content strategy and this new one?

Stop. Start. Continue.

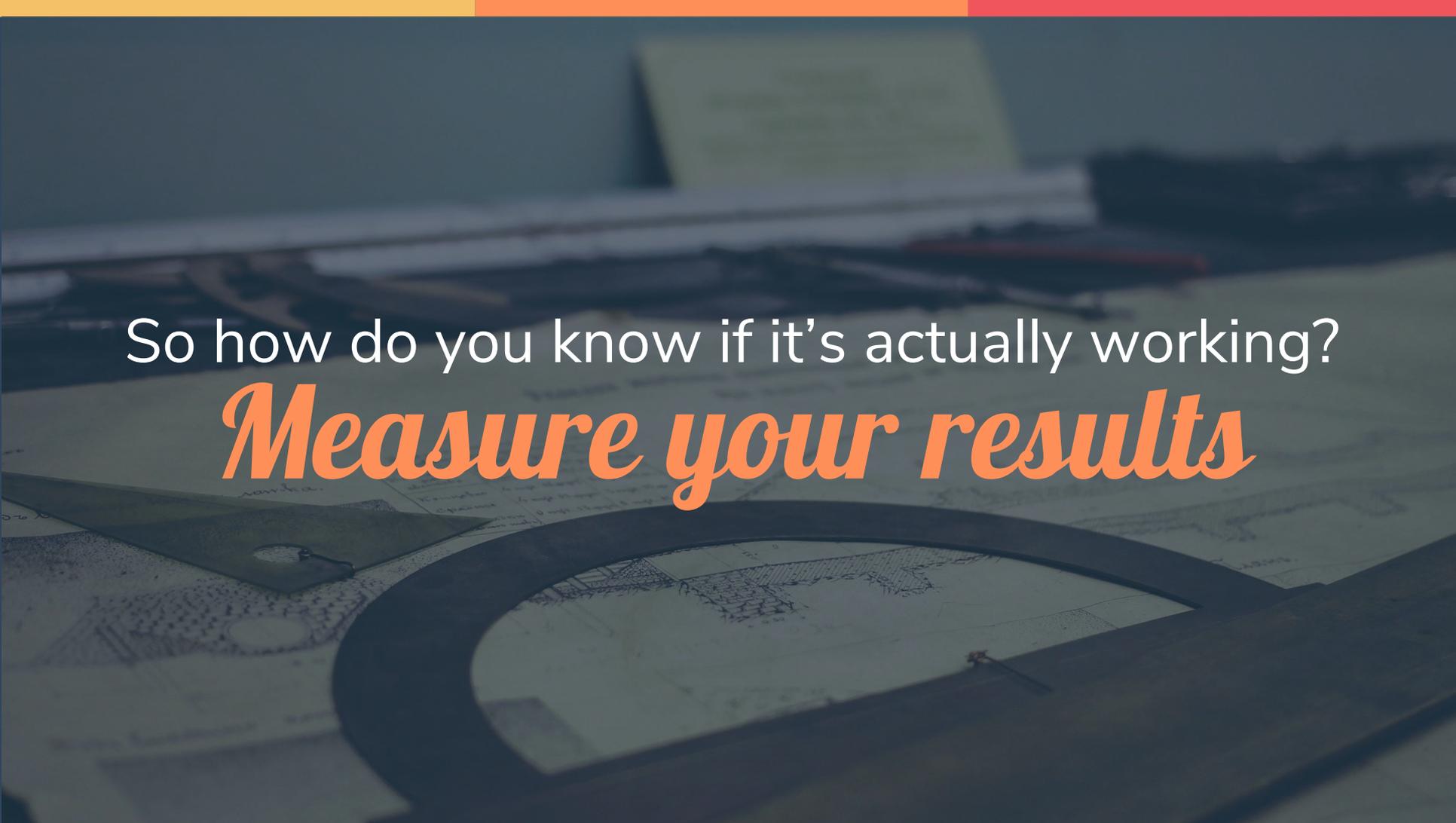
- Focusing purely on keywords.

Stop. Start. Continue.

- Becoming an authority on topics.
- Building pillar content.
- Repurposing existing content

Stop. Start. Continue.

- Considering personas when planning content
- Using keyword research within the tool.
- Awareness > Consideration > Decision



So how do you know if it's actually working?

Measure your results

stakeholder management

SESSIONS ⓘ

4115

NEW CONTACTS (FIRST TOUCH) ⓘ

485

CUSTOMERS ⓘ

4

INBOUND LINKS ⓘ

0

| TOPIC CLUSTER | SESSIONS ▼ | CONTACT CONVERSION RATE ▼ | NEW CONTACTS ▼ | CUSTOMER CONVERSION RATE ▼ | CUSTOMERS ▼ | BOUNCE RATE ▼ | AVG. SESSION LENGTH ▼ |
|---|------------|---------------------------|----------------|----------------------------|-------------|---------------|-----------------------|
| <input type="checkbox"/> public consul... | 156 | 3.85% | 6 | - | - | 87.82% | a few seconds |
| <input type="checkbox"/> stakeholder ... | 44 | 9.09% | 4 | - | - | 81.82% | a minute |
| <input type="checkbox"/> Grievance m... | 5 | - | - | - | - | 80% | 0 |
| Total | 205 | 4.31% | 10 | - | - | 83.21% | a few seconds |

Questions?

Knowledge Check

kahoot.it



Let's build a Topic Cluster together!

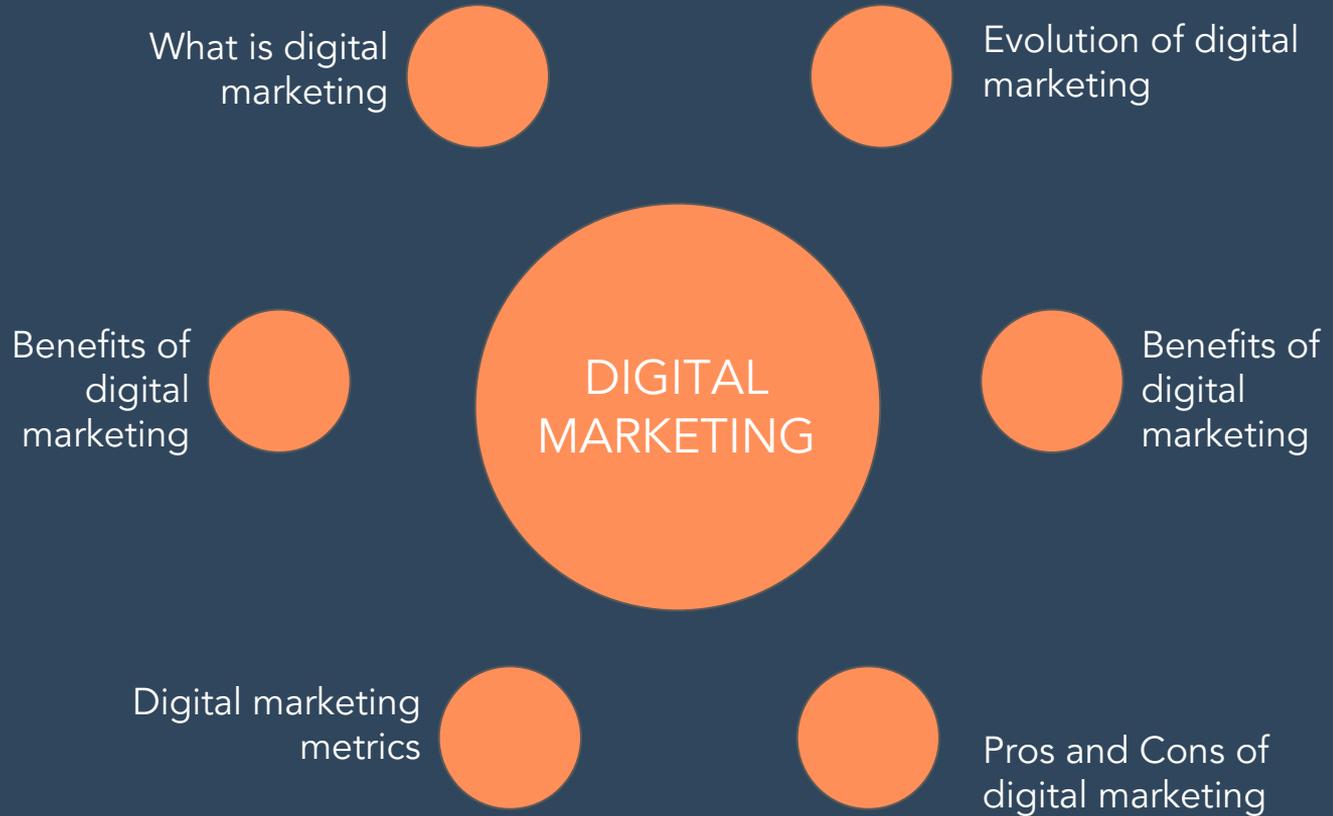


Step 1. Start
with a broad
topic of
interest that
you'd like to
"own"

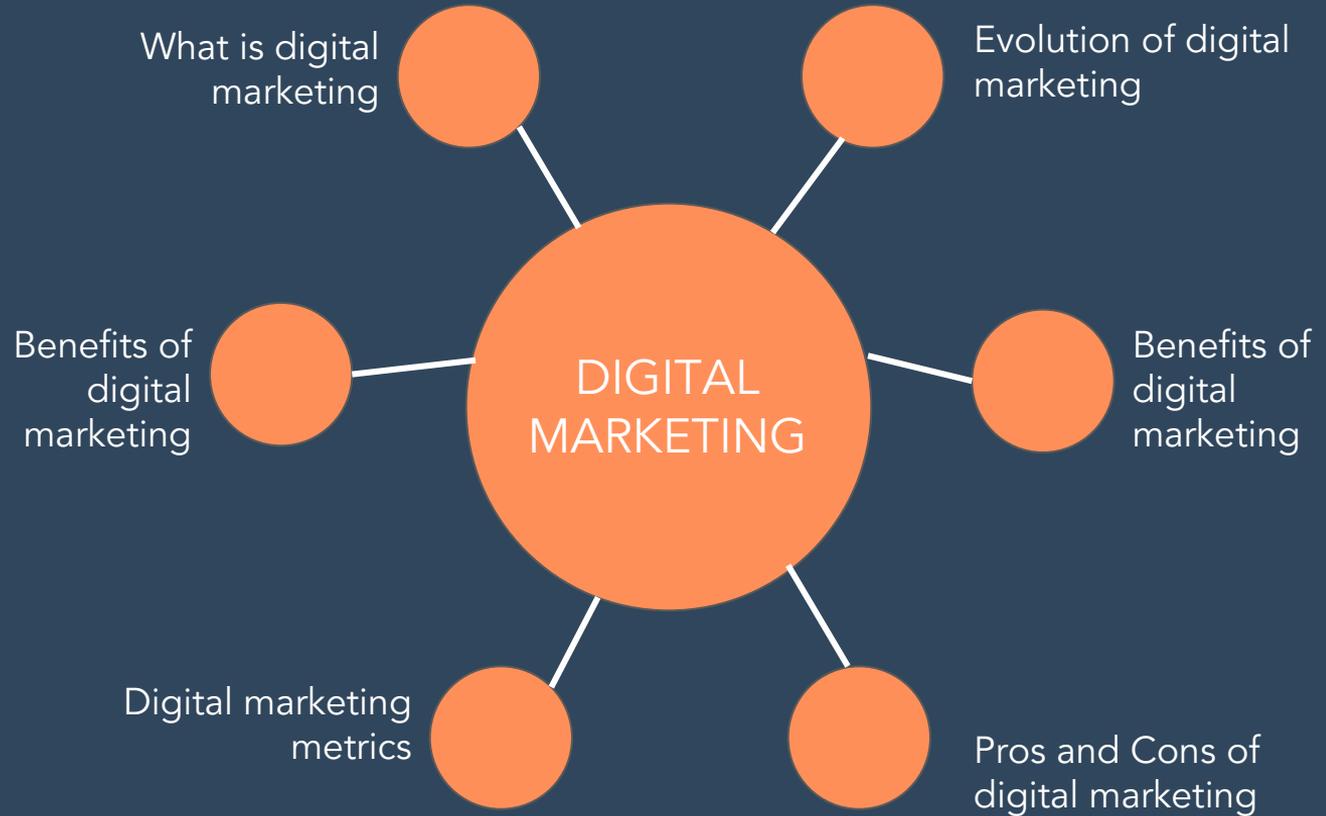


DIGITAL
MARKETING

Step 2.
Identify
subtopics
that support
or discuss
your core
topic in more
detail



Step 3.
Create
hyperlinks
between your
core and
subtopics



What time is it?

What time is it?



Create a Topic Cluster

1. Identify 3-4 key topics you want to be known for
2. Choose one of those core topics and build it out with subtopics using keyword research. Ensure each subtopic aligns closely with your personas/buyer journeys
 - a. <http://answerthepublic.com/>
 - b. [Keywords Everywhere plugin](#)
3. Map out content ideas that align with each of the core topics and corresponding subtopics.
4. Validate each idea with industry and competitive research.

*A quick note on the tool in HubSpot
(if you've never done it before)*

Content Strategy

Add a topic

Get more organic traffic with less content

Grow your organic traffic and capture more leads by simply reorganizing your existing content. If you haven't created any yet, set up a content strategy that will save you time while making your visitors and search engines happy.

[Set up your strategy](#)



Select domains

CHOOSE DOMAINS

CHOOSE TOPICS

REVIEW SAMPLE TOPICS

Choose your domains

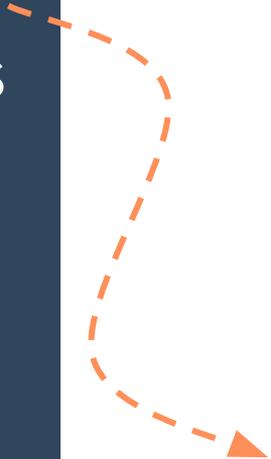
Select the domains that are part of your website.

In the next step we will help you get started by suggesting some topics based on the content at these domains.

If you choose any domains that aren't part of your website or have outdated or sample content, you may see some unexpected or incorrect topics.

Domains 

- www.lipstickandlemonade.org
- www.balletbelles.com
- knowledge.balletbelles.com.au
- blog.balletbelles.com
- knowledge.lipstickandlemonade.org
- cmcgaw.com



Confirm
your core
topics

CHOOSE DOMAINS

CHOOSE TOPICS

REVIEW SAMPLE TOPICS

Start with the topics that matter the most to
your buyers

What are a few of the main challenges that you help your customers
overcome? Answering this question will help you start to think about what
topics your buyers care about.

Based on your existing website content, you seem to be already talking about
the topics below. Edit any topics that aren't quite right for you. You can add
more later.

topics

kate king

ballet buns for my daughter

leotards

pointe shoes

ballet classes

Review suggested clusters

Content Strategy Setup

CHOOSE DOMAINS ✓ CHOOSE TOPICS ✓ REVIEW SAMPLE TOPICS ○ Step 3 of 3

Review your sample topics

Part of your website was audited and grouped based on topics. The columns below represent a few sample topics that you can start with. [What are topics?](#)

Use the checkboxes to select which columns you'd like to keep. You'll be able to create more topics and edit these ones after you save them.

| <input checked="" type="checkbox"/> Save this topic | <input checked="" type="checkbox"/> Save this topic | <input checked="" type="checkbox"/> Save this topic | <input checked="" type="checkbox"/> Save this topic |
|--|---|---|--|
| PILLAR PAGE kate king http://www.balletbelles.com/contact-ka... | PILLAR PAGE pointe shoes http://www.balletbelles.com/whats-the-... | PILLAR PAGE leotards No pillar page found. Don't worry, you can always create one later. | PILLAR PAGE ballet buns for my daught No pillar page found. Don't worry, you can always create one later. |
| SUBTOPIC CONTENT kate king About Us | SUBTOPIC CONTENT ballet belles studio http://www.balletbelles.com/whats-the-... kate king | SUBTOPIC CONTENT | SUBTOPIC CONTENT |

[< Previous](#) [Cancel](#) [Save topics \(5\)](#)

Some great tools to use

Keywords Everywhere

Google

Volume: 301,000/mo | CPC: \$5.25 | Competition: 0.52

All Images News Videos Maps More Settings Tools

About 1,240,000,000 results (0.59 seconds)

Digital Marketing Agency | Data Driven Insights | bonfire.com.au
[ip.bonfire.com.au](#)
Work With A Professional Team Of In-House Experts. Aust's Leading SEM Agency. SEO & AdWords Specialists. Digital Experts Since '96.

Our Digital Report Reveals All | Grow Sales By 900% In 90-Days
[www.kingkong.com.au/Digital-Markets/Free-Report](#)
5 Secrets of Tycoons & Titans To Explode Digital Sales Revealed Here. On-Shore Australian Team. Get Your Free Report Now. 90-Day Results Guarantee. Australia Wide Service.
The Most Costly Mistakes - Free SEO Report - 5 Growth Secrets Revealed - Double Your Sales
New Report Usually \$197 - \$0.00 - Download It Free Today - More

Become A Digital Marketer | 10-Wk Digital Marketing Course
[admissions.generalassemb.ly](#)
Acquire and retain customers. Save your seat. Sign up today! Work at a Tech Start-Up.

HammaJack Digital | Digital Marketing | hammajack.com.au
[www.hammajack.com.au/GETS/DIGITAL](#)
HammaJack Is A Data And Content Agency. Specialising In Data-Driven Marketing. 100% On-Shore.

What is Digital Marketing? Overview & Resources - Marketo
<https://au.marketo.com/digital-marketing/>
At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below.

People also ask

- What are the types of digital marketing?
- What is involved in digital marketing?
- What is the job of digital marketing?
- What are the things included in digital marketing?

Feedback

Digital Marketing Agency Sydney | Facebook, Google, Social, Wordpress
<https://sydneydigitalmarketing.com.au/>
Searching "Digital Marketing Agency Sydney"? Visit us to learn more about our unique Sydney Digital Marketing formula, delivering you results, from day one.

Related Keywords [Export to CSV](#)

| ★ Keyword | Vol | CPC | Comp |
|--------------------------------|--------|---------|------|
| ★ digital marketing course | 49,500 | \$8.08 | 0.87 |
| ★ digital marketing agency | 49,500 | \$15.12 | 0.64 |
| ★ digital marketing jobs | 22,200 | \$1.91 | 0.37 |
| ★ digital marketing definition | 8,100 | \$3.25 | 0.2 |
| ★ digital marketing examples | 4,400 | \$4.32 | 0.3 |
| ★ how to do digital marketing | 2,400 | \$2.82 | 0.42 |
| ★ role of digital marketing | 2,400 | \$3.28 | 0.2 |
| ★ digital marketing wiki | 1,300 | \$2.99 | 0.16 |

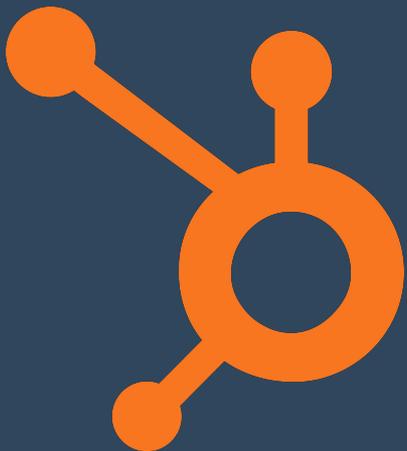
Powered by [Keywords Everywhere](#)

People Also Search For [Export to CSV](#)

| ★ Keyword | Vol | CPC | Comp |
|--|--------|---------|------|
| ★ digital marketing course | 49,500 | \$8.08 | 0.87 |
| ★ digital marketing jobs | 22,200 | \$1.91 | 0.37 |
| ★ digital marketing salary | 8,100 | \$7.55 | 0.17 |
| ★ types of digital marketing | 3,600 | \$2.60 | 0.17 |
| ★ digital marketing pdf | 3,600 | \$2.92 | 0.34 |
| ★ role of digital marketing | 2,400 | \$3.28 | 0.2 |
| ★ how to do digital marketing | 2,400 | \$2.82 | 0.42 |
| ★ seo agency sydney | 1,300 | \$24.89 | 0.42 |
| ★ digital marketing agency australia | 1,000 | \$10.16 | 0.5 |
| ★ digital marketing brisbane | 880 | \$18.54 | 0.45 |
| ★ digital marketing melbourne | 720 | \$13.85 | 0.55 |
| ★ marketing jobs australia | 590 | \$0.99 | 0.28 |
| ★ internet marketing sydney | 320 | \$13.58 | 0.24 |
| ★ digital marketing newcastle | 260 | \$6.02 | 0.41 |
| ★ digital marketing course in australia | 260 | \$15.74 | 0.91 |
| ★ digital marketing trainee | 260 | \$7.15 | 0.48 |
| ★ sem courses | 210 | \$4.45 | 0.5 |
| ★ digital marketing sydney jobs | 170 | \$2.33 | 0.51 |
| ★ digital media jobs sydney | 70 | \$3.98 | 0.29 |
| ★ digital marketing tafe | 70 | \$6.21 | 0.75 |
| ★ digital marketing job description sample | 70 | \$19.64 | 0.13 |

Create a Topic Cluster

1. Identify 3-4 key topics you want to be known for
2. Choose one of those core topics and build it out with subtopics using keyword research. Ensure each subtopic aligns closely with your personas/buyer journeys
 - a. <http://answerthepublic.com/>
 - b. [Keywords Everywhere plugin](#)
3. Map out content ideas that align with each of the core topics and corresponding subtopics.
4. Validate each idea with industry and competitive research.



Optimising your current content

Formatting existing content into clusters

How to manage with existing content

For those of us who have a lot of content already, we *don't* want to scrap it all and start from scratch because ...

How to manage with existing content

For those of us who have a lot of content already, we *don't* want to scrap it all and start from scratch because ... authority

How to manage with existing content

Instead, we need to do an evaluation of where we are right now.

How to manage with existing content

Instead, we need to do an evaluation of where we are right now.

CONTENT AUDIT!

Content Audit Best Practices

- Map each asset to your buyer personas and their respective buyer journeys
- Use a spreadsheet
- Add a column for which core topic they're a part of

Content Audit Best Practices

| Asset title | URL link | Content type | Persona | Journey Stage | Topic |
|---|---|--------------|----------------|---------------|----------------------|
| What is digital marketing | https://blog.hubspot.com... | Blog | Marketing Mary | Awareness | Digital Marketing |
| Inbound sales best practices | https://offers.hubspot... | Ebook | Sales Sam | Awareness | Inbound Sales |
| Getting started with marketing automation | https://offers.hubspot... | Webinar | Marketing Mary | Consideration | Marketing Automation |

After Your Content Audit

Analyse what you have:

- Which stages/personas are really strong?
- Where are the gaps?
- Are there duplicates?
- What about the gaps in your topics/clusters?

All of this will tell you where you're strong and what you're missing.

*Pro tip: your primary persona should
be very strong*

Next steps

1. Prioritise the gaps you need to fill and get cracking
2. Start creating and linking your pillar pages out to existing content

A word on duplicate content

1. Choose the oldest piece and update it with content from the other (s)
2. Create a 301 redirect from the now not-required content to the new updated piece

Pieces that don't fit anymore

Sometimes you will have content that doesn't fit to a topic - you can use it for a short-term social boost

Questions?

A hand is visible at the bottom, holding a lit sparkler. The sparkler is emitting a shower of bright, golden sparks that scatter across the dark blue night sky. The text "Thank you!" is written in a white, elegant cursive font, centered over the sparkler's light. The top of the image features a horizontal bar with yellow, orange, and red segments.

Thank you!