



# How to win with topic clusters

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London | Singapore | Germany | South Africa

# Today's hosts



**Jim Beckham**

**SEO**



**Aaron Carpenter**

**Content**



**Dean Swanich**

**HubSpot**

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# Agenda

- Why is SEO important?
- Topic clusters are the solution
- Achieving success with topic clusters
- HubSpot Implementation
- Success Stories

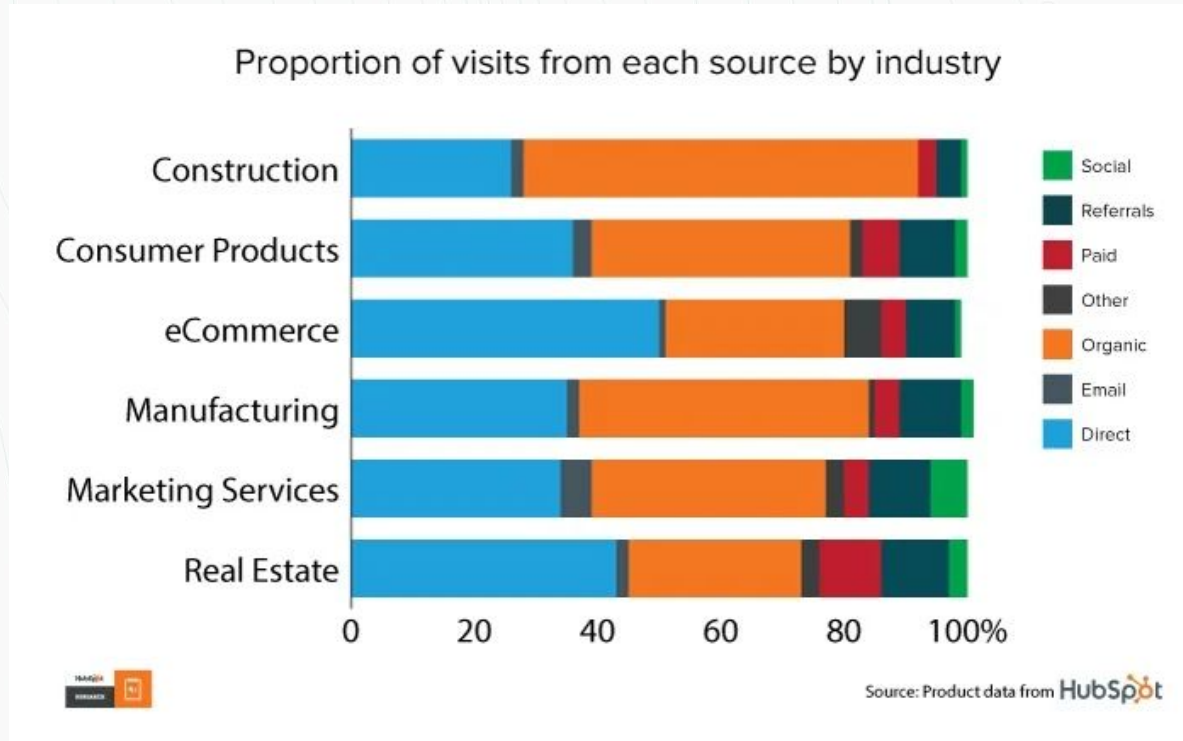


# Why is SEO important?



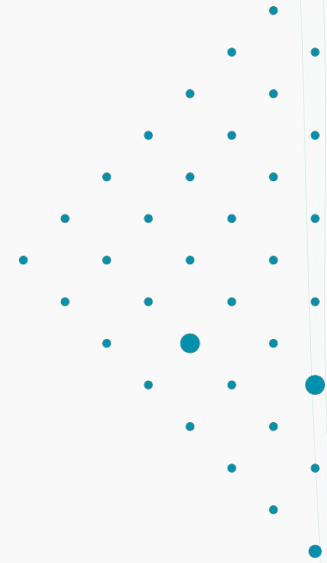
# Why is SEO important?

**Organic Search** makes up 33% of traffic



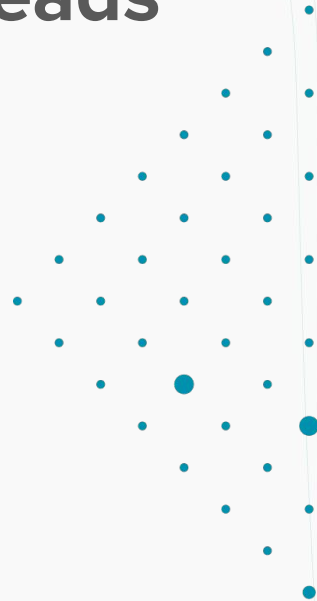
# Why is SEO important?

It reaches people **actively looking** for something



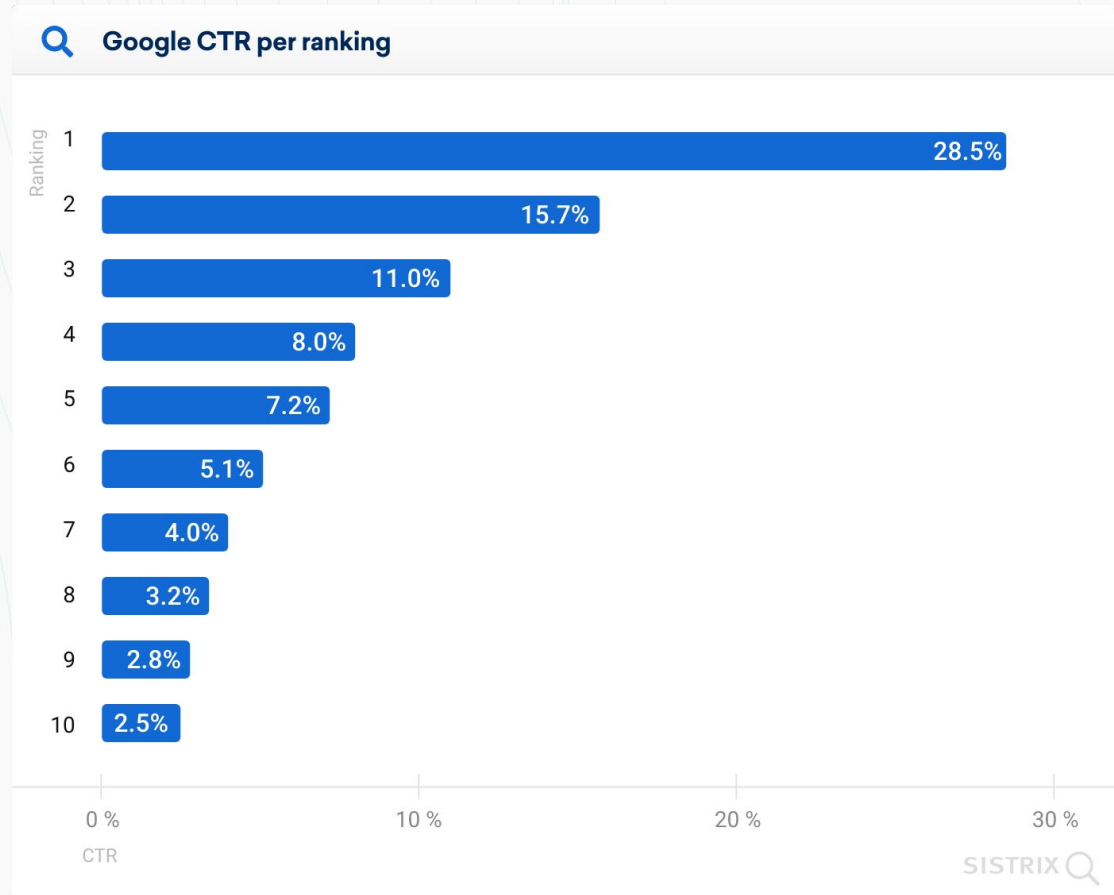
## Why is SEO important?

It is an **evergreen source** of traffic & leads



# Why is SEO important?

High rankings  
= Traffic





## SEO & CONTENT



Is looking at two main signals



## SEO & CONTENT

# Google RELEVANCE

Keyword usage

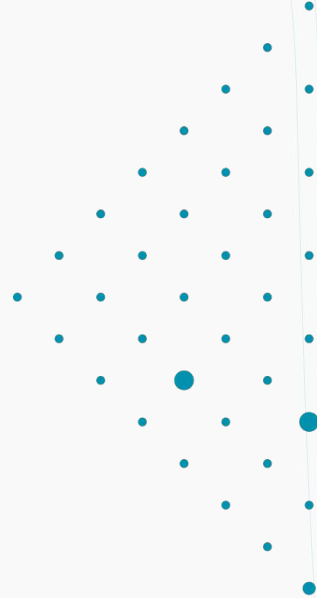
Copy

URLs

Meta Data

Headers

Internal links



## SEO & CONTENT

# Google TRUST

Domain Authority

External Link Quantity

Link Quality & Relevance

Content Freshness

Related Content

Depth & Expertise

**SEO IS GETTING TOUGHER**

# SEO & CONTENT

More people are **ticking off the basics**

Keyword Optimisation

Sitemaps

Broken Links

Meta Data

Internal Linking

Redirects



# SEO & CONTENT

Everyone is writing about the **obvious topics**

Google

blog.simplestrat.com › what-is-hubspot ▼  
**What Is Hubspot and What Can I Do with It? - Simple Strat Blog**  
11 Jan 2019 - HubSpot is an inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers. You can use their ...

evenbound.com › what-is-hubspot ▼  
**What is HubSpot? A Plain English Guide to HubSpot's ...**  
26 Feb 2019 - HubSpot is a cloud-based CRM designed to help align sales and marketing teams, foster sales enablement, boost ROI and optimize your ...

lead2.thecenterforsalesstrategy.com › blog › what-is-h... ▼  
**What is HubSpot and What Does It Do?**  
18 Aug 2017 - In 2006, HubSpot launched software designed to help organizations execute their inbound marketing strategies. Fast-forward to 2017 and ...

www.impulsecreative.com › blog › what-is-hubspot  
**What is HubSpot? - Impulse Creative**  
At its core, HubSpot is a software that helps businesses communicate with their leads, customers, and even ...  
24 May 2019 - Uploaded by HubSpot Sprocket Talk

www.digital22.com › insights › should-i-use-hubspot-r... ▼  
**'Should I use HubSpot?' 36 fundamental reasons why you ...**  
HubSpot's email offering helps you gain deep insights into your prospects. You'll also get the right information to the right people at the right time by automating ...

www.impactbnd.com › blog › what-is-hubspot ▼  
**What is HubSpot and what the heck does it do, anyway?**  
5 Feb 2020 - Put simply, marketing automation solutions like HubSpot (and Marketo) quite literally host and automate marketing activities under a single digital ...

Google

www.techradar.com › best › best-accounting-software ▼  
**Best accounting software in 2020: free and paid versions to ...**  
20 May 2020 - Best accounting software. FreshBooks. Accounting software for small businesses. QuickBooks. Cloud-based accounting software for all small business needs. Xero. Powerful small business accounting software. Sage Business Cloud Accounting. Veteran small business accounting solution. Kashoo. Zoho Books. KashFlow.  
QuickBooks · Sage Business Cloud ... · Kashoo · KashFlow

www.businessnewsdaily.com › ... › Financial Solutions ▼  
**Best Accounting Software and Invoice Generators of 2020 ...**  
13 May 2020 - Here are Business News Daily's best accounting software picks and a summary of what each application claims to offer. FreshBooks Accounting Software. Intuit QuickBooks Online. Wave Financial. Xero. Zoho Books. KPMG Spark.

blog.hubspot.com › sales › small-business-accounting-s... ▼  
**19 Accounting & Bookkeeping Software Tools Loved by Small ...**  
15 Apr 2020 - Best Accounting Software for Small Business. Intuit QuickBooks Online. FreshBooks. Pabbly. Wave. Sage 50cloud. Xero. Zoho Books. GoDaddy Bookkeeping.

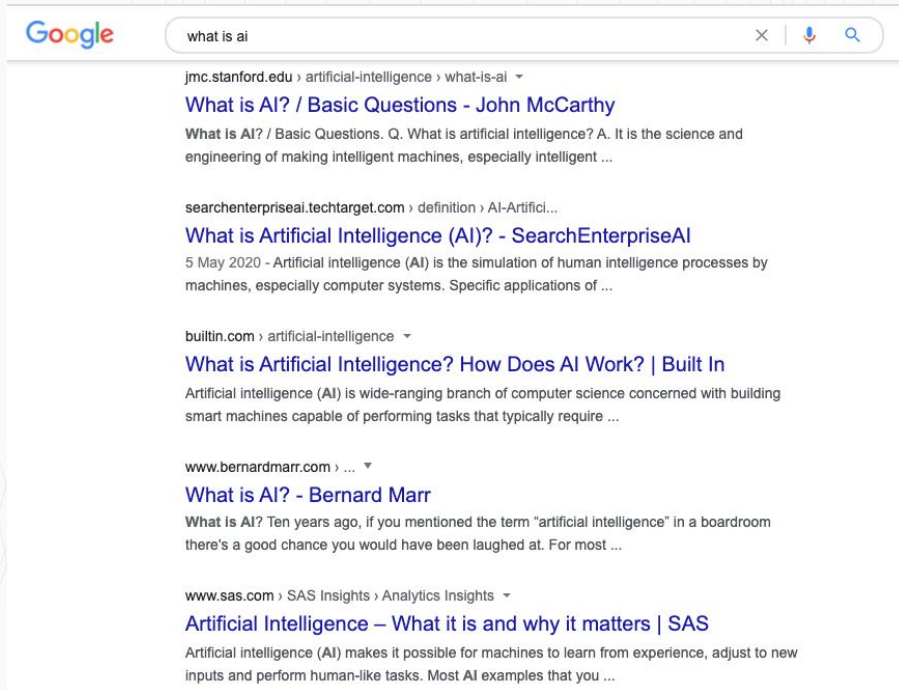
www.capterra.co.uk › directory › accounting › software ▼  
**Accounting Software - Pricing and Reviews - Capterra UK**  
Compare all accounting software products and check more than +1M verified user reviews in all software categories. ... Stay on top of your financial information!

www.simplybusiness.co.uk › articles › 2020/03 › best-a... ▼  
**Best accounting software for UK small business 2020 ...**  
5 Mar 2020 - If you're self-employed, accounting software can make it much simpler to manage your finances. Compare the best accounting software for ...

www.thebalancesmb.com › ... › Processes & Procedures ▼  
**The 8 Best Accounting Software Options of 2020**  
Read reviews and buy the best accounting software from top companies, including Intuit Quickbooks, Xero, Zoho Books and more.

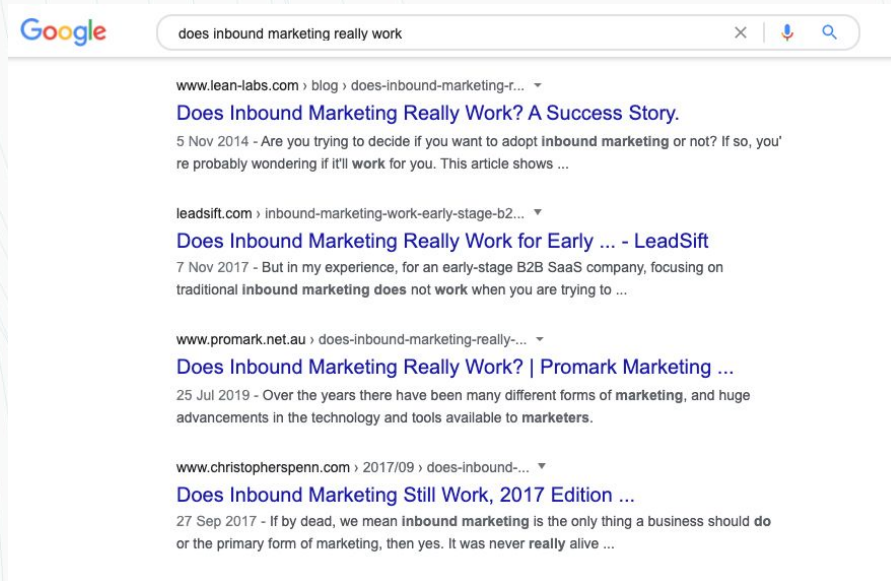
# SEO & CONTENT

Everyone is writing about the **obvious topics**



Google search results for "what is ai". The search bar shows "what is ai" with a microphone icon and a search icon. The results list several articles:

- [jmc.stanford.edu › artificial-intelligence › what-is-ai](#)  
**What is AI? / Basic Questions - John McCarthy**  
What Is AI? / Basic Questions. Q. What is artificial intelligence? A. It is the science and engineering of making intelligent machines, especially intelligent ...
- [searchenterpriseai.techtarget.com › definition › AI-Artifici...](#)  
**What is Artificial Intelligence (AI)? - SearchEnterpriseAI**  
5 May 2020 - Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of ...
- [builtin.com › artificial-intelligence](#)  
**What is Artificial Intelligence? How Does AI Work? | Built In**  
Artificial intelligence (AI) is wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require ...
- [www.bernardmarr.com › ...](#)  
**What is AI? - Bernard Marr**  
What Is AI? Ten years ago, if you mentioned the term "artificial intelligence" in a boardroom there's a good chance you would have been laughed at. For most ...
- [www.sas.com › SAS Insights › Analytics Insights](#)  
**Artificial Intelligence – What it is and why it matters | SAS**  
Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you ...



Google search results for "does inbound marketing really work". The search bar shows "does inbound marketing really work" with a microphone icon and a search icon. The results list several articles:

- [www.lean-labs.com › blog › does-inbound-marketing-r...](#)  
**Does Inbound Marketing Really Work? A Success Story.**  
5 Nov 2014 - Are you trying to decide if you want to adopt inbound marketing or not? If so, you're probably wondering if it'll work for you. This article shows ...
- [leadsift.com › inbound-marketing-work-early-stage-b2...](#)  
**Does Inbound Marketing Really Work for Early ... - LeadSift**  
7 Nov 2017 - But in my experience, for an early-stage B2B SaaS company, focusing on traditional inbound marketing does not work when you are trying to ...
- [www.promark.net.au › does-inbound-marketing-really-...](#)  
**Does Inbound Marketing Really Work? | Promark Marketing ...**  
25 Jul 2019 - Over the years there have been many different forms of marketing, and huge advancements in the technology and tools available to marketers.
- [www.christopherspenn.com › 2017/09 › does-inbound-...](#)  
**Does Inbound Marketing Still Work, 2017 Edition ...**  
27 Sep 2017 - If by dead, we mean inbound marketing is the only thing a business should do or the primary form of marketing, then yes. It was never really alive ...



# SEO & CONTENT

The higher results **have something unique**

[www.nectafy.com](#) › [blog](#) › [what-is-hubspot](#) ▼

## What Is HubSpot, & What Is It Not? An Unbiased Explanation

17 Apr 2020 - Well, It's Actually A Little More Complicated. **HubSpot** defines their software as: "...an inbound marketing software platform that helps companies ...

[blog.simplestrat.com](#) › [what-is-hubspot](#) ▼

## What Is Hubspot and What Can I Do with It? - Simple Strat Blog

11 Jan 2019 - **What is HubSpot?** **HubSpot** is an inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers.

[www.zdnet.com](#) › [article](#) › [what-is-ai-everything-you-n...](#) ▼

## What is AI? Everything you need to know about Artificial ...

12 Feb 2018 - AI systems will typically demonstrate at least some of the following behaviours associated with human intelligence: planning, learning, ...

[www.pcmag.com](#) › ... › [Accounting](#) › [SMB Accounting](#) ▼

## The Best Small Business Accounting Software for 2020 | PCMag

If you're running a small business, then keeping a tight grip on finances is critical for success. Our reviews cover the **best** small business **accounting** tools to help ...  
[FreshBooks](#) · [Zoho Books](#) · [Intuit QuickBooks Online](#) · [Wave Review](#)

[www.techradar.com](#) › [best](#) › [best-accounting-software](#) ▼

## Best accounting software in 2020: free and paid versions to ...

14 Jul 2020 - **FreshBooks**. Accounting software for small businesses. **QuickBooks**. Cloud-based accounting software for all small business needs. **Xero**. Powerful small business accounting software. Sage Business Cloud Accounting. Veteran small business accounting solution. Kashoo. **Zoho Books**. KashFlow.  
[QuickBooks](#) · [Sage Business Cloud ...](#) · [Kashoo](#) · [KashFlow](#)

Yes. **Inbound marketing really works** ... if you're willing to put in the time and effort. ... **Inbound** is all about creating content that informs, empowers, and attracts current and potential customers. 16 Aug 2017

[www.oliveandcompany.com](#) › [blog](#) › [does-inbound-ma...](#) ▼

## Does Inbound Marketing Really Work? Experts Weigh in ...



## SEO & CONTENT

One page targeting one keyword  
is **no longer good enough**

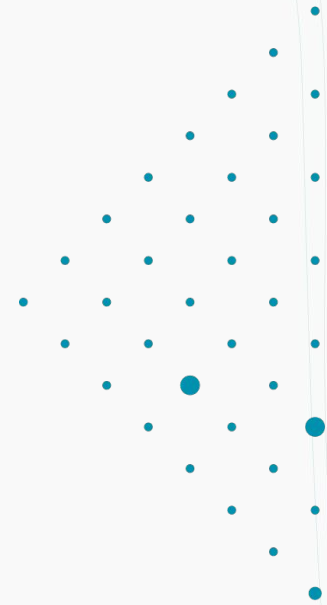
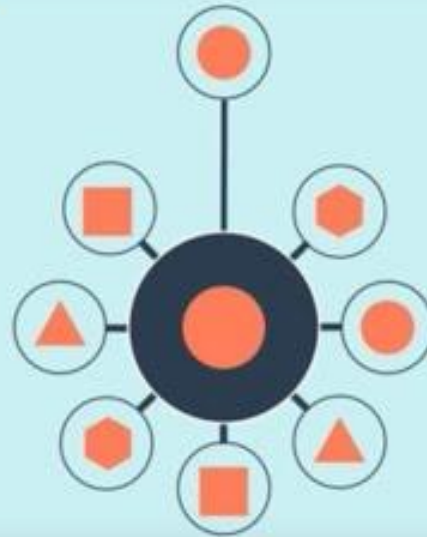


# Topic clusters are the solution



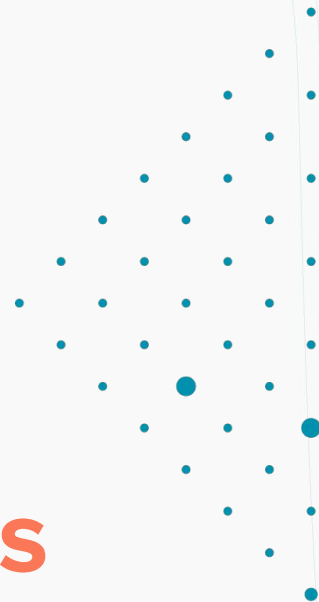
# TOPIC CLUSTERS

Topic Clusters:  
The Next Evolution of  
Content Strategy



## TOPIC CLUSTERS

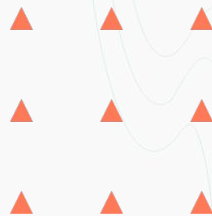
**Better quality content**  
that is helpful, informative  
and more effective at  
**attracting & engaging users**



# Achieving success with topic clusters



**Brainstorming and keyword research**



# Brainstorming great topic clusters

## Area of focus

- Product/service
- Strategy or process
- Industry issue

## Aim or objective

- Lead generation
- Awareness
- Sales

## Deconstructing the topic

- What makes up the topic?
- What questions would a prospect ask?
- What might prospects be struggling with?
- How have others addressed the topic?
- What have others missed?

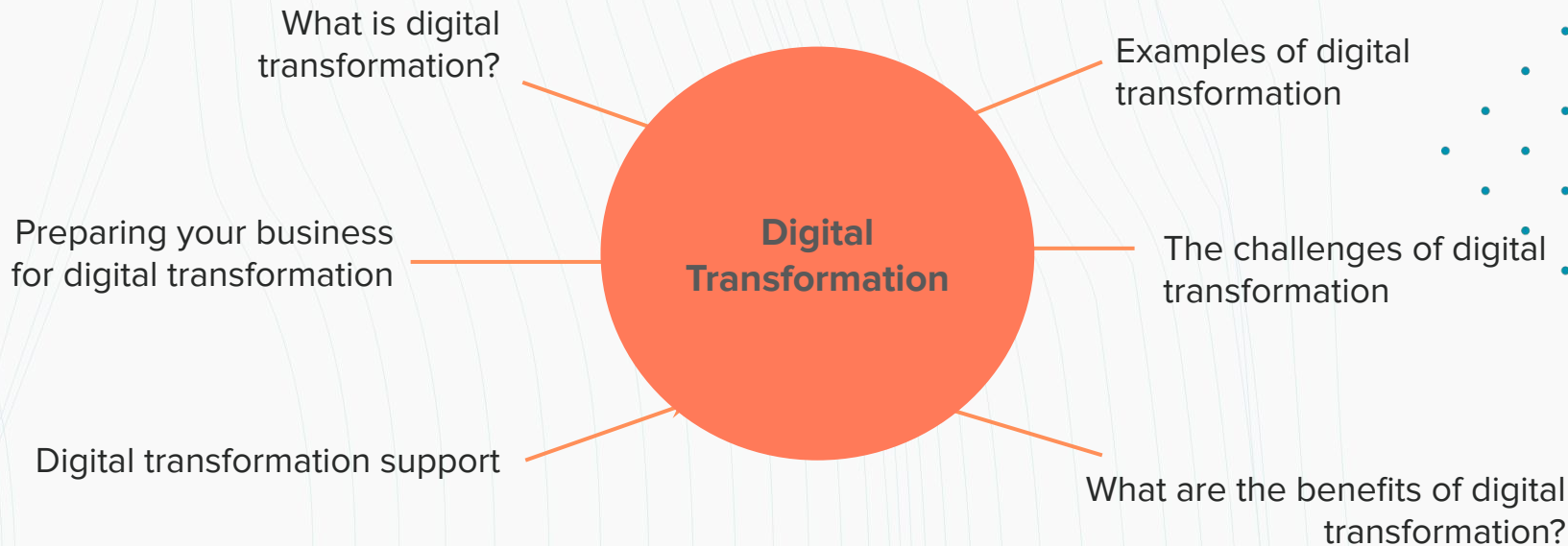


# Outlining the pillar page



# Expanding your area of focus

Let's say you've got a topic cluster idea and you want to raise awareness, what next?



Pillar page outline complete – let's talk...

## **Cluster content**

# Thinking about Cluster Content



- Tools to help with digital transformation
- How we helped X to transform its business
- What new technology can do for your organisation
- Building a framework for the future
- Change management 101: things to look out for
- The state of the technology market
- X ways to optimise business processes
- Why bother with digital transformation?
- How to manage a digital transformation project
- Measuring the ROI of digital transformation

**Digital transformation**

# Building & Launching Content in HubSpot



Content has been produced...now what?

# **HubSpot Implementation**

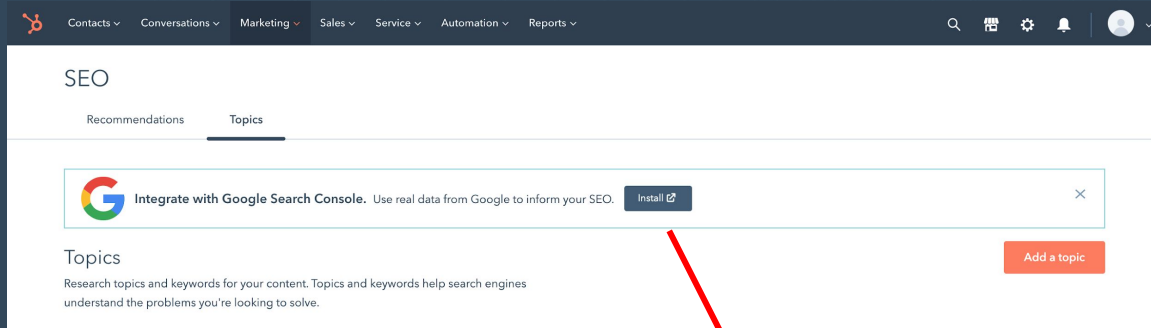
# Step-by-step guide to building out a topic cluster

1. Integrate with Google Search console
2. Create a new topic
3. Add subtopic keywords and supporting content
4. Analyse topic performance at least every 3 months
5. Make improvements
6. Keep adding subtopic keywords



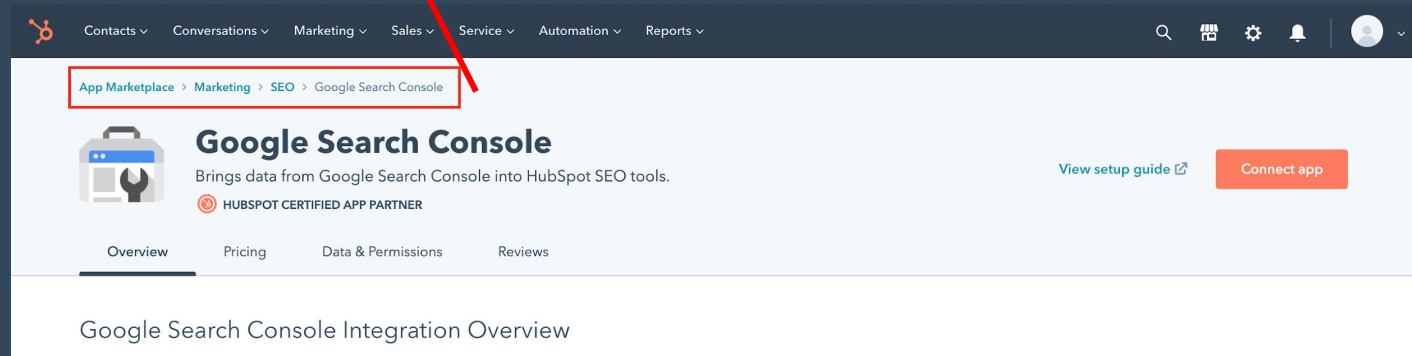
## 0. Integrate with Google Search Console

Marketing → Planning and Strategy → SEO → Topics Tab → Install



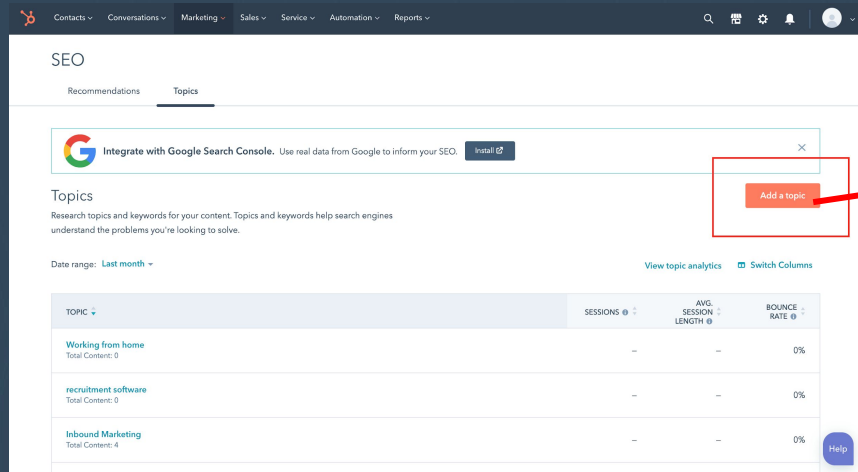
What is Google Search Console?

Why? Page analytics & Query Analytics



# 1. Creating a new topic

Marketing → Planning and Strategy → SEO → Topics Tab



SEO

Recommendations Topics

Integrate with Google Search Console. Use real data from Google to inform your SEO. [Install](#)

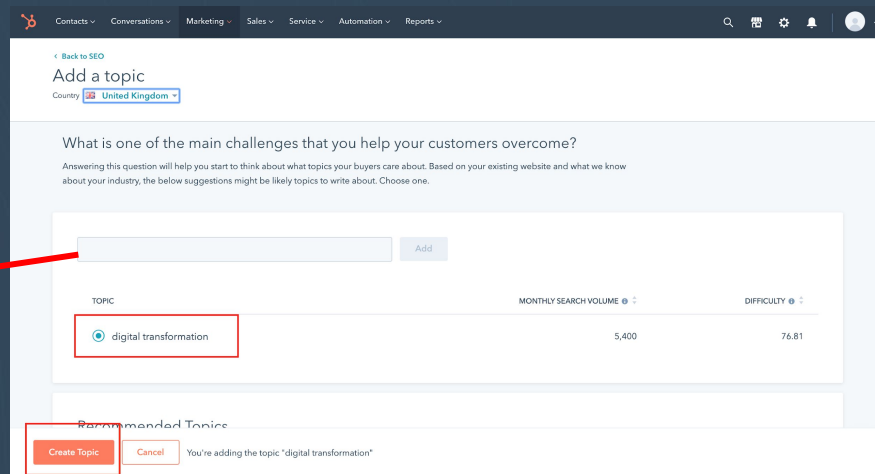
Topics

Research topics and keywords for your content. Topics and keywords help search engines understand the problems you're looking to solve.

Date range: Last month View topic analytics Switch Columns

TOPIC	SESSIONS	AVG. SESSION LENGTH	BOUNCE RATE
Working from home Total Content: 0	—	—	0%
recruitment software Total Content: 0	—	—	0%
Inbound Marketing Total Content: 4	—	—	0%

Help



Back to SEO

### Add a topic

Country: [United Kingdom](#)

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.

[Add](#)

TOPIC	MONTHLY SEARCH VOLUME	DIFFICULTY
<input checked="" type="radio"/> digital transformation	5,400	76.81

Recommended Topics

[Create Topic](#) [Cancel](#) You're adding the topic "digital transformation"



## 2. Add subtopic keywords and supporting content

Marketing → Planning and Strategy → SEO → Topics Tab

The collage illustrates the workflow for adding subtopic keywords and supporting content. The top screenshot shows the 'digital transformation' page with a red box highlighting the 'Add subtopic keyword' button. The bottom left screenshot shows the 'Manage Subtopic' modal for 'best practices for digital transformation', with a red box highlighting the 'Link to pillar page' button. The bottom right screenshot shows the 'Add Subtopic Keyword' modal, which includes a table of keywords and their monthly searches.

KEYWORD	MONTHLY SEARCHES
digital transformation best practices	10
best practices for digital transformation	20
best practices in digital transformation	-

### 3. Analyze topic performance

Review performance of all topics - high level

Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reports ▾ Asset Marketplace ▾ Partner ▾

## SEO

Recommendations Topics

### Topics

Research topics and keywords for your content. Topics and keywords help search engines understand the problems you're looking to solve.

Date range: Last month ▾

[View topic analytics](#) [Add a topic](#) [Switch columns](#)

TOPIC ▾	SESSIONS ▾	AVG. SESSION LENGTH ▾	MONTHLY SEARCH VOLUME ▾	AVG. POSITION ▾	AVG. CLICK THROUGH RATE ▾
<b>test</b> Total Content: 0	—	—	1,000,000	—	0%
<b>Lead generation</b> Total Content: 3	—	—	4,400	51.3	0%
<b>JJ SEO Test</b> Total Content: 0	—	—	—	—	0%
<b>Inbound Marketing</b> Total Content: 1	—	—	2,400	—	0%
<b>Inbound marketing</b> Total Content: 0	—	—	2,400	—	0%

#### Choose which columns you see

Choose which columns are displayed by default. Choose 5 columns.

##### COLUMN OPTIONS

- ☒ Sessions
- ☒ Avg. session length
- ☐ Bounce Rate
- ☒ Monthly Search Volume

Requires Google Search Console Integration:

- ☒ Avg. position
- ☐ Total impressions
- ☒ Avg. click through rate

##### SELECTED COLUMNS

- Sessions ×
- Avg. session length ×
- Monthly Search Volume ×
- Avg. position ×
- Avg. click through rate ×

Save

Cancel

### 3. Analyze topic performance continued...

Review performance of an individual topic - high level

[Back to SEO](#)  
**HubSpot Website**  
Country: United Kingdom  
Topical Coverage: Content Performance  
[Add subtopic keyword](#) [Find related content](#)  
Date range: Last month [Switch Columns](#)

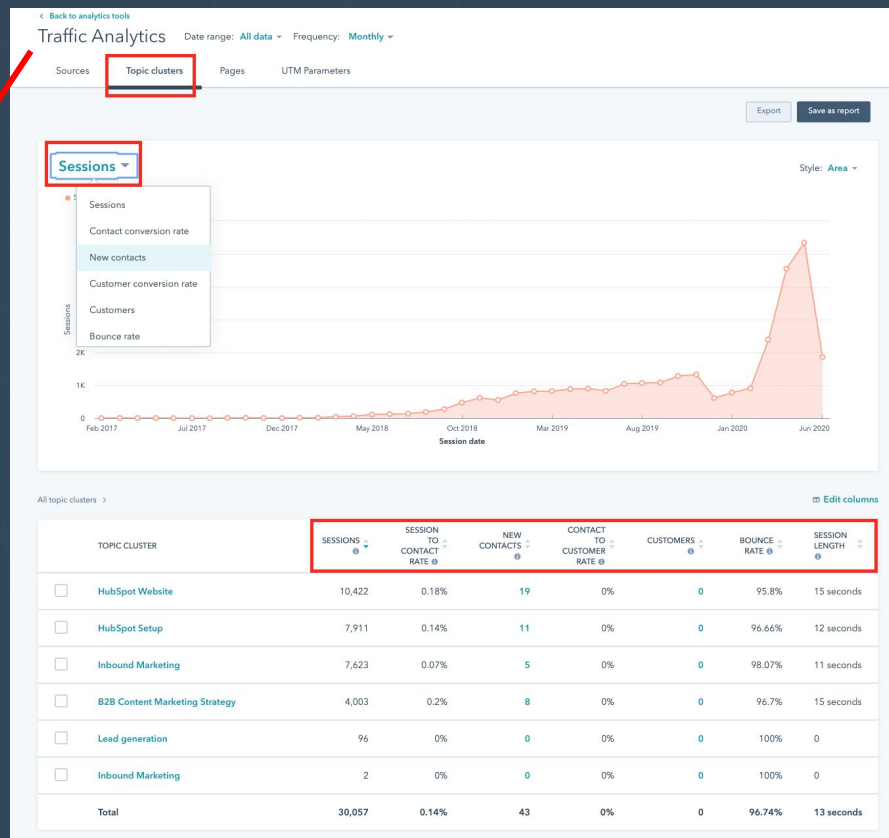
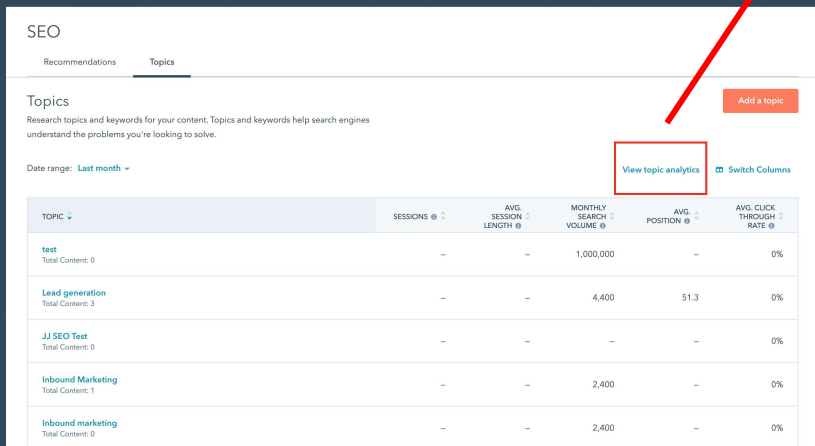
<b>Pillar Page</b>					
B2BML 2017 - HubSpot Website Pillar Page <a href="#">Edit</a>					
Published					
TIME PER PAGE VIEW	BOUNCE RATE	AVG. POSITION	AVG. CLICK THROUGH RATE		
a minute	94%	43.25	0.28%		

**Subtopic content**

CONTENT	SUBTOPIC KEYWORD	TIME PER PAGE VIEW	BOUNCE RATE	AVG. POSITION	AVG. CLICK THROUGH RATE
<a href="#">What is Growth-Driven Design?</a> Published	Growth-driven design	a minute	96%	—	—
<a href="#">Four ways to improve your website</a> Published	Improve your website	—	—	—	—
<a href="#">The Benefits of Leasing Your Website and Where to Start</a> Published	Leasing your website	7 minutes	89%	—	—
<a href="#">Five things you need to know about HubSpot Website Design</a> Published	HubSpot Website De...	—	100%	25.69	0.4%

### 3. Analyze topic performance continued...

Review performance of all your topics with the topic analytics element of the traffic analytics tool



# The results





## Examples

# Tech client #1

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How we **helped them**  
**compete with the likes of**  
**Microsoft**



# THE CLIENT

## Goals

To develop a pillar page on the topic of the 'Modern Workplace' and compete with Microsoft

## Strategy

Devising a comprehensive keyword and linking strategy to build a strong page that would attract a considerable amount of traffic



# Content strategy workshop

01

We agreed with the client the topic they wanted to focus on and brainstormed content ideas around that topic.

Factors we took into account when brainstorming ideas:

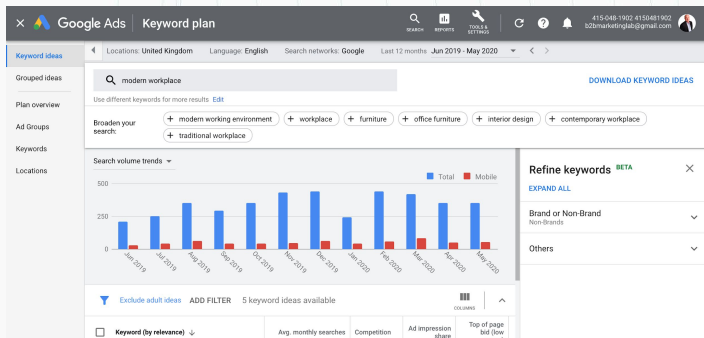
- Content audit to identify missing gaps
- Buyer personas and their pain points
- Competitor content — just how well was it answering the main questions?
- Market trends — what's topical, what's “evergreen” ?

**Agreed topic**

Modern Workplace







# Keyword Research

## 02

Modern Workplace as a topic has 140 searches a month in the UK. The long tail keywords we were able to identify relating to the modern workplace that had some searches in the past 12 months are listed below.

However, we were unable to find any that had more than 10 monthly searches.

This is usually our minimum requirement for recommending the creation of a piece of content to target a keyword.

We therefore moved on to look at long tail keywords relating to the following shorter tail keyword topic ideas.

From the results of the research, the longtail keywords most closely associated with the Modern Workplace topic are highlighted in Green below. Despite the lower search volumes, keep in mind that by creating content on these topics, we will also be targeting shorter tail and semantically linked searches as well. It is positive to see volumes for such specific searches in a niche topic area.

The other keywords in this list might also be ideas for future content, if a suitable angle can be found to link it to the Modern Workplace topic cluster. Or they could be used in future topic clusters.

Modern Workplace keywords	UK Monthly Search Volume	Short tail keywords	UK Monthly Search Volume
modern workplace	140	industry 4.0	27400
modern workplace audit	0	business transformation	720
modern workplace challenges	0	workplace challenges	720
modern workplace in banking	0	workplace culture	480
modern workplace in education	0	future workplace	320
modern workplace in finance	0	Digital data	210
modern workplace in the financial sector	0	business disruption	170
modern workplace strategy	0	change in the workplace	140
		collaboration in the workplace	140
		big data analytic tools	90

Long tail Keywords	UK Monthly Search Volume
ai and the future of work	30
ai and the workplace	10
artificial intelligence strategy to increase productivity at the workplace	10
digital workplace benefits	10
digital workplace office 365	10
digital workplace tools	10
future of digital transformation	10
future workplace trends	10
modern technology in the workplace	10
tech in the workplace	10

# Content plan

## 03

Type	Current Title	Target Keyword	New Title	New URL
Blog	Why Your Success Depends on the Modern Workplace	modern workplace trends	The Modern Workplace Trends You Need to Know About	
Blog	Make it Happen: How to Drive Cultural Success	workplace culture culture change in the workplace	Make it Happen: How to Drive a Culture Change in the Workplace. NOW: Make it Happen: How to Drive Cultural Change in Your	
Blog	Getting the Most from Microsoft 365: What You Need to Know (Part One)	microsoft 365 guide	A Guide to Getting the Most from Microsoft 365: Part 1	
Blog	Getting the Most from Microsoft 365: What You Need to Know (Part Two)	microsoft 365 guide	A Guide to Getting the Most from Microsoft 365: Part 2	
Blog	Getting the Most from Microsoft 365: What You Need to Know (Part Three)	microsoft 365 guide	A Guide to Getting the Most from Microsoft 365: Part 3	
Blog	What Do Your Peers Think About The Modern Workplace?	the modern workplace	What Do Your Peers Think About The Modern Workplace?	
Blog	Empower Every Person: Inclusion and Accessibility in the Workplace	accessibility in the workplace inclusion in the workplace	How Microsoft Empowers Inclusion and Accessibility in the Workplace	
Service page	Microsoft 365 – Thoughtful and Intelligent Modern Workplace Design by IT Lab	modern workplace design	Microsoft 365: Thoughtful & Intelligent Modern Workplace Design by IT Lab	
Landing page (for a service offering) –	Your Microsoft Modern Workplace Audit: Start your journey	modern workplace audit	Your Microsoft Modern Workplace Audit: Start Your Journey	
Pillar page	A Modern Workplace with Microsoft	modern workplace	A Modern Workplace with Microsoft	
eBook	Modernising Your Workplace with Microsoft	microsoft modern workplace (140 but very high competition)	Modernising Your Workplace with Microsoft: A Strategic Guide for IT Directors and CIOs	
eBook	Microsoft Teams: Your Definitive Guide for 2019	microsoft teams guide (50)	The Definitive Microsoft Teams Guide for 2019	
eBook	Office 365: Whats Ahead in 2019	office 365 2019 (140)	What's Ahead for Office 365 in 2019?	
Online Assessment	Modern Workplace Assessment	Modern Workplace Assessment	Modern Workplace Assessment	
Blog	Don't let tech silos ruin your productivity, collaboration and communication	breaking down silos (50)	Breaking down silos of tech to improve your productivity & collaboration	
Blog	Connecting tasks and people for optimal collaboration	improve collaboration (20) collaboration in the workplace (14)	How to connect tasks and people to improve collaboration in the workplace	
Blog	Move beyond remote working and into a digital workspace	There's lots of remote working keywords, but nothing connected to digital workspace. I think we should write as planned and just make sure to include sentences talking about taking the next step beyond remote working.		
Blog	Solving the UK's productivity crises	britain low productivity (140)	Solving the Britain's low productivity crisis with (IT LAB solution being promoted).	

## MODERN WORKPLACE PILLAR PAGE

Target keyword: **modern workplace**

Monthly Searches: 140

Country: UK

Title (Max 60 characters): A Modern Workplace with Microsoft

Meta Description: Read our in-depth guide to learn what a **modern workplace** is and how it can transform your business and help you tackle today's digital challenges.

URL:

H1: A **Modern Workplace** with Microsoft

H2: What You Need to Know, How You Can Build it

[\[Table of Contents\]](#)

You're fighting battles every day: developing the business, beating the competition, surviving. If your technology isn't supporting you or your users, you're on the back-foot before your day has even started.

### What is a **Modern Workplace**

A **modern workplace** is a digital and physical space that meets the needs of your business and users. It eliminates the problems many of us are familiar with.

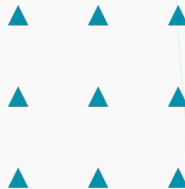
*[Drop graphic in here – Tom to include and illustrate pain points – in purple - below]*

**Poor communication:** information is exchanged across disparate channels, leading to a lack of visibility, control, and misunderstandings.

**Clunky processes:** two or more systems used for the one job. Re-keying data, increasing the potential for error. Low level tasks performed manually because of a lack of automation.

# Content production

# 4



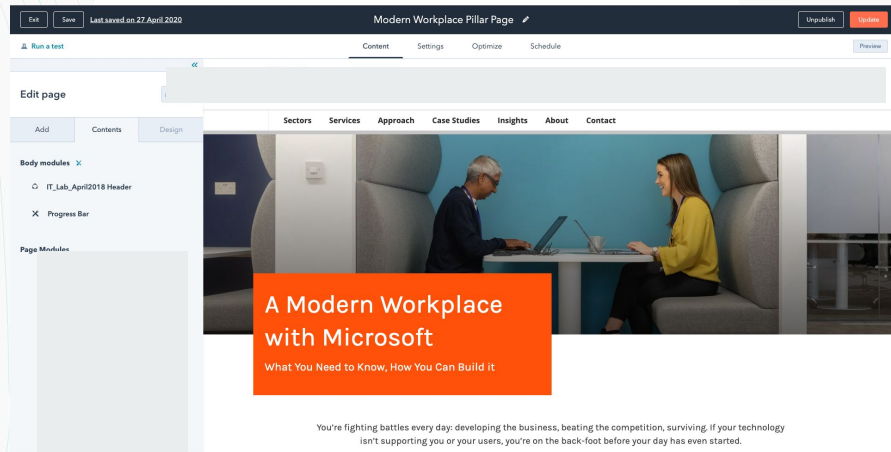
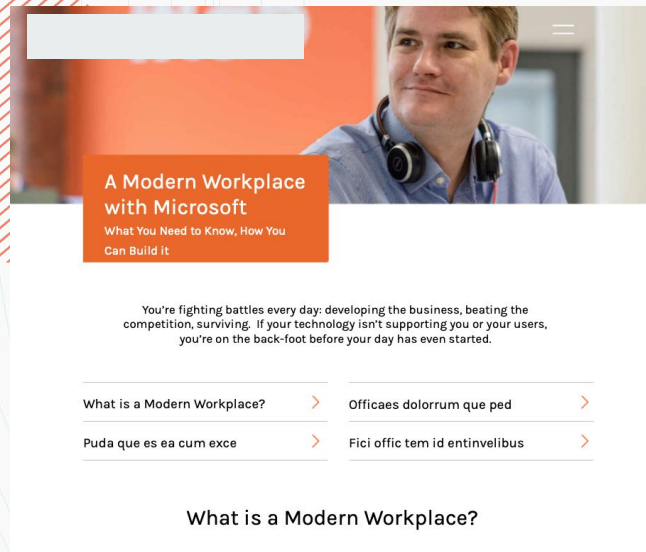
# Built a new pillar page

## 05

We created a brand new pillar page following best practices.

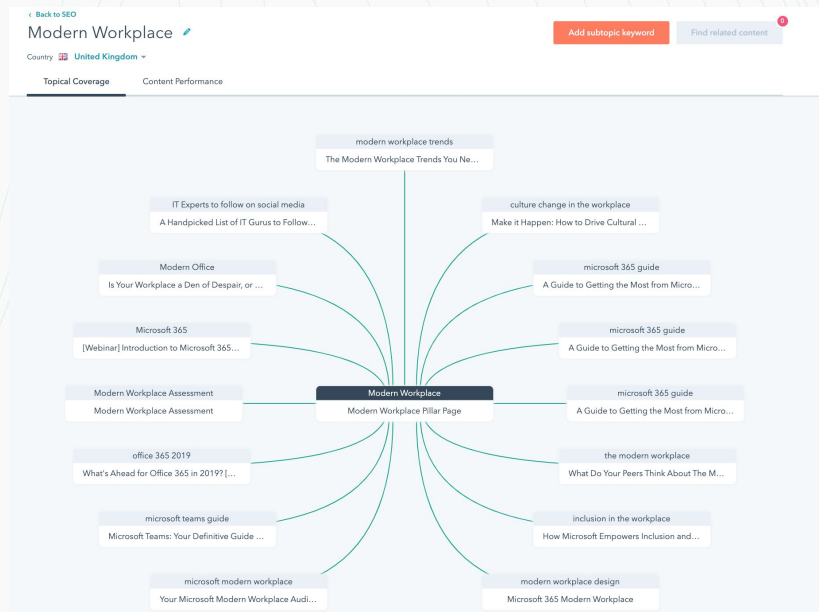
### Some best practices that we used:

- Internal linking strategy - hyperlink CTAs and button CTAs
- Good use of white space to separate ideas and subtopic concepts
- Table of contents
- Included multiple conversion points
  - CTA area modules and pop-up form
- Progress bar
- Good mix of media - imagery, video, pull out quotes



# Built topic cluster in HubSpot

06



Sectors Services Approach Case Studies Insights About Contact

Late in 2018, the Greater Manchester Chamber of Commerce invited business leaders representing five sectors to a round-table event. They shared what the modern workplace means to them. Read what they said here: [What do Your Peers Think About The Modern Workplace?](#)

What does your workplace look like? We take a peek in this tale of an everyday office: [Is Your Workplace a Den of Despair, or a Beacon of Light?](#)

And did you know that nearly 20% of us live with a disability? We believe that no business is truly modern until it's accessible and inclusive to all. Catch our blog: [How Microsoft Empowers Inclusion and Accessibility in the Workplace](#) for practical steps you can take today to make your workplace more accessible.

Download our Guide to the Modern Workplace

A Strategic Guide for IT Directors and CIOs on how to transform your organisation with Microsoft 365.

Download now

Sectors Services Approach Case Studies Insights About Contact

It's an office space which meets the new and evolving needs of a business. It facilitates productivity and collaboration, but it's not the focus. The modern workplace helps people work effectively and deliver higher value.

**The Commercial Banking Sector View**

It's all about flexibility. The modern workplace is compatible with lifestyle while maintaining engagement - e.g. remote working. It's vital not to lose the shared group aspect through which we learn best. By allowing a balance, it helps shape the most efficient and flexible working environment.

[How close are you to the modern workplace ideal? Complete our free online assessment to find out.](#)

**How Can Technology Promote a Positive Workplace?**

**The Technologists' View**

Download our Guide to the Modern Workplace

A Strategic Guide for IT Directors and CIOs on how to transform your organisation with Microsoft 365.

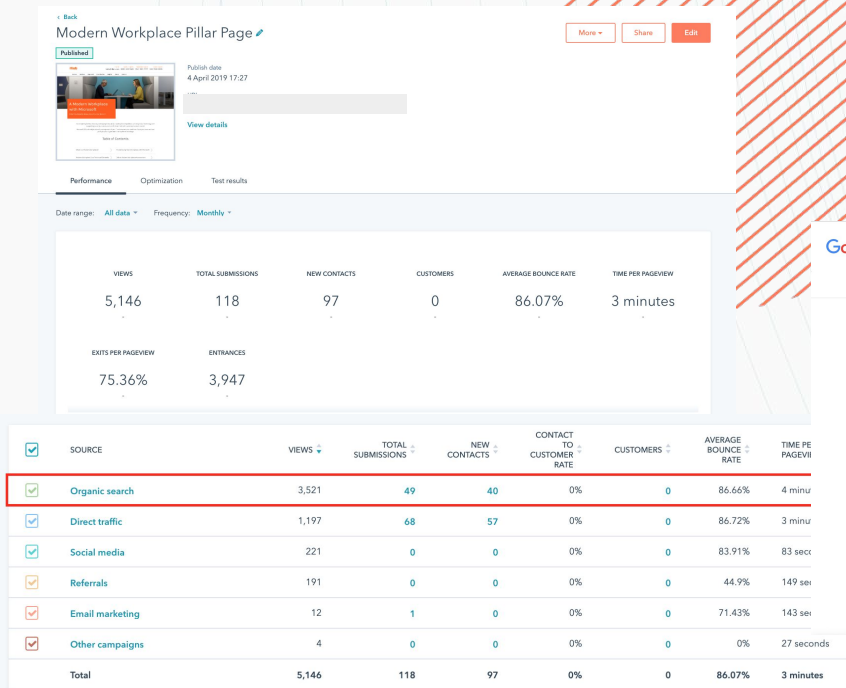
Download now

valued and frees them to work productively. It's important they're not let down by your digital unit for engagement and productivity.

connectivity is crucial. For example, 80% of Manchester Airport's workforce isn't office based.

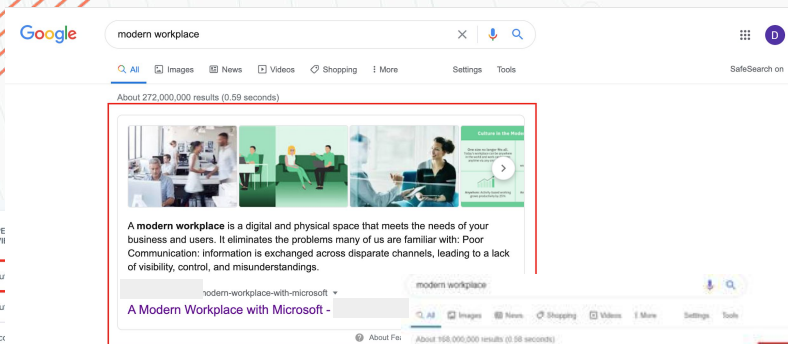
office and the employee population, ensuring consistency, engagement and efficiency.





# Results

- Page 1 ranking for “Modern Workplace” on Google
- Generated **118 conversions**, of which 97 were new
- Top performing channel is **organic search**



## People also ask

What is Microsoft modern workplace?

Building a modern workplace that's complete, intelligent, and ...  
<https://www.microsoft.com/en-us/showcase/microsoft-365>  
 The modern workplace is evolving at lightning speed, with distributed teams, brand new business models, and complex security issues. The right digital tools connect and support employees, wherever they are, to encourage productivity, engagement, and collaboration. Learn more about ...

## People also ask

What is Microsoft modern workplace?

What are the characteristics of modern office?

What are the challenges in the contemporary workplace?

What is a contemporary workplace?

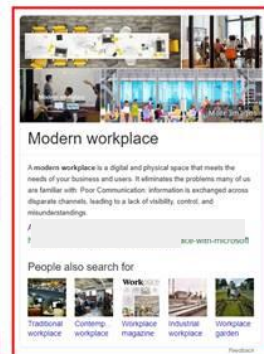
## Modern Workplace | Microsoft Business Video Series

<https://www.microsoft.com/en-gb/microsoft-365/modern-workplace>  
 Stay on the cutting edge of technology and business innovation with our monthly video series. Each episode features expert perspectives from some of today's most successful entrepreneurs and thought leaders. Watch past episodes of Modern Workplace to gain insights into key areas of ...

## A Modern Workplace with Microsoft -

<https://www.itlab.com/a-modern-workplace-with-microsoft/>

A modern workplace is a digital and physical space that meets the needs of your business and users. It eliminates the problems many of us are familiar with: Poor Communication: Information is exchanged across disparate channels, leading to a lack of visibility, control, and misunderstandings.



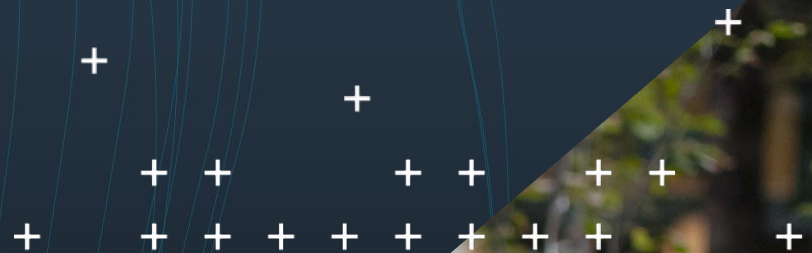


## Examples

# Tech client #2

---

How we helped them rank  
on **Page 1 of SERPS** for 3  
broad keywords



# THE CLIENT

## Goals

Attract traffic & increase visibility for keywords related to its core services

## Strategy

Create 4 Topic Clusters

- Dynamics 365 Business Central
- Dynamics Nav
- Navision
- Enterprise Resource Planning

Different versions of the same software





# Ranking for related keywords

In just 3 months, the website **appeared on page 1 for broad keywords** including:

*Enterprise Resource Planning (18,100),*

*Microsoft Dynamics Nav (720)*

*Business Central (880)*

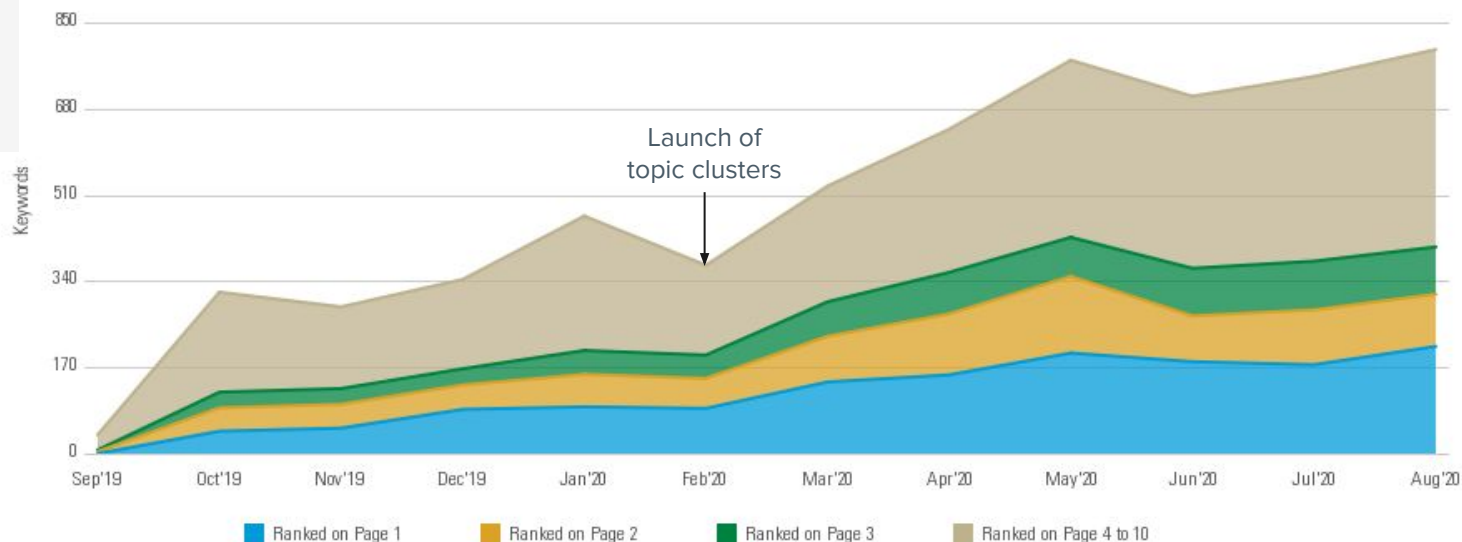
& other related variants.

796 ↑7%

Total Organic Keywords

211 ↑21%

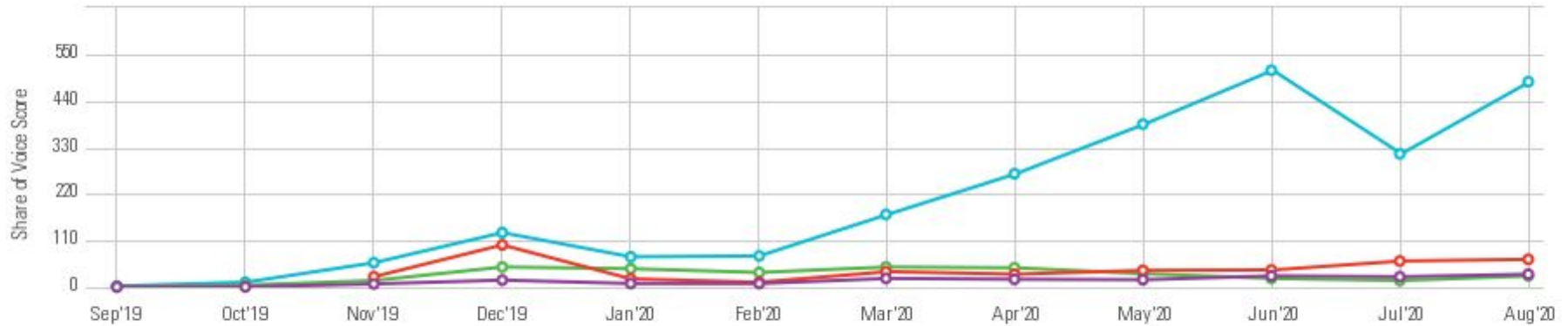
Ranked on Page 1



# Share of Voice vs. Competitors

## Increases in competitive share of voice and visibility

They are now leading in both **Share of Voice** and number of **keywords on Page 1** vs. their 3 main competitors



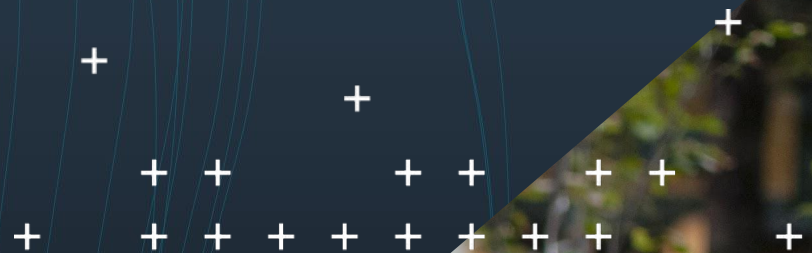


Examples

# Huble Digital

---

How we became the **go-to resource** for B2B content marketing strategy



## THE CLIENT

### Huble Digital

#### Goals

Build awareness around content marketing services and attract more traffic.

#### Strategy

Create a new topic cluster

- B2B Content Marketing Strategy

The logo for Huble Digital. The word "huble" is in a large, white, lowercase sans-serif font. The dot of the letter "o" is replaced by a solid orange circle. Below "huble", the word "digital" is written in a smaller, orange, lowercase sans-serif font. To the left of the text, there is a thin orange line that forms a bracket shape, extending from the top of the "huble" text down to the "digital" text. In the top right corner of the slide, there is a grid of 48 small, light blue "x" marks arranged in 6 rows and 8 columns.

huble  
digital

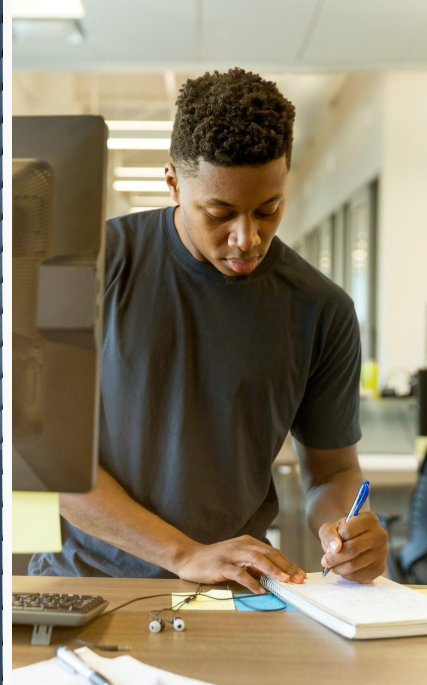
# Agreed the topic

01

Identifying **four** key service areas to create topic clusters for:

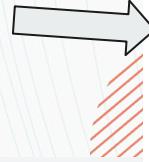
- B2B Lead Generation
- Inbound Marketing Strategy
- HubSpot Enterprise
- **B2B Content Marketing Strategy**

These pages would showcase our expertise and encourage prospects to work with us.





We actually own this!

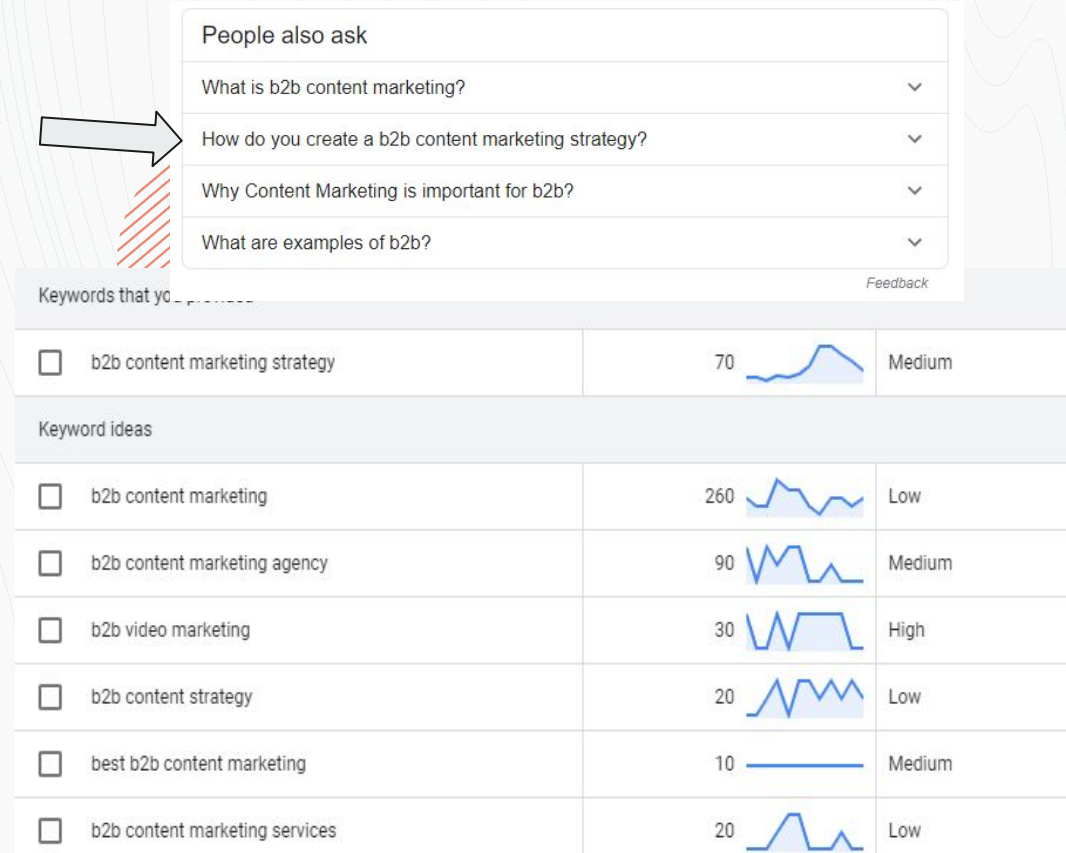


# Keyword Research

## 02

Comprehensive keyword research to identify the most suitable & lucrative keyword terms.

We also outlined what we would discuss on the pillar page, helping us to signpost the content and map relevant terms to each segment.



# Creating the pillar page

03

We broke “B2B Content Marketing Strategy” into its main parts (everything you need to do to create a content strategy).

This created a list of everything the reader needed to consider. We then expanded upon each item in detail.

## What do you want to know?

The right way to think about planning your B2B content marketing strategy

- Who are you creating content for?
- What are the problems you are trying to solve?
- What makes your content unique?
- What keywords do you want to be found for?
- What content types are you going to use?
- Do you have a CMS to create and publish content?
- What channels will you use for promotion?
- What are your main KPIs?
- Do you have content you can repurpose to start with?

# Content plan

## 04

Content	Title	Pillar	Status
<b>Pillar Page</b>	<b>B2B Content Creation / Content Marketing Strategy</b>	B2B Content Creation	Live
	None		
Blog 1	<a href="#">How market research fuels content creation at scale</a>	B2B Content Creation	Live
Blog 2	<a href="#">How much does a pillar page cost?</a>	B2B Content Creation	Live
	None		
Blog 3	<a href="#">Five problems with keeping your B2B content creation in-house</a>	B2B Content Creation	Live
Blog 4	<a href="#">Should you gate your next eBook?</a>	B2B Content Creation	Live
Blog 5	<a href="#">Content amplification and why social media matters</a>	B2B Content Creation	Live
Blog 6	<a href="#">What kind of content generates leads?</a>	B2B Content Creation	Live
Blog 7	<a href="#">Five problems with outsourcing your B2B content creation</a>	B2B Content Creation	Live
Blog 8	<a href="#">How to improve website load speed in HubSpot with image compression</a>	B2B Content Creation	Live
Blog 9	<a href="#">How to choose a B2B content creation agency</a>	B2B Content Creation	Live
Blog 10	<a href="#">An honest review of using the HubSpot social media tools</a>	B2B Content Creation	Live
	None		
Blog 11	<a href="#">Best five ways to get the most out of an eBook</a>	B2B Content Creation	Live
Blog 12	<a href="#">500-word blogs v 1,000 word blogs - which perform better?</a>	B2B Content Creation	Live
Blog 13	<a href="#">How to prove the return on investment (ROI) of content</a>	B2B Content Creation	Live
Blog 14	<a href="#">How to develop a video content strategy</a>	B2B Content Creation	Live
Blog 15	<a href="#">B2BML + MPULL Strategic Partnership blog</a>	B2B Content Creation	Live
Blog 16	<a href="#">The top mistakes of B2B content creators</a>	B2B Content Creation	Live
Blog 17	<a href="#">HubSpot PieSync acquisition</a>	B2B Content Creation	Live

Creating four new blog posts a week to support the Pillar Page

These blogs **all** related to the topic of B2B content creation, covering everything from conducting a content audit to proving the ROI of content.

Creating two-way links between the Pillar Page and Cluster Content, adding content to the pillar as needed.



# Built topic cluster in HubSpot

05

20 pieces of **cluster content** to support the pillar page.



## Results - Topic Cluster

<input checked="" type="checkbox"/>	SOURCE	VIEWS
<input checked="" type="checkbox"/>	Organic search	4,065
<input checked="" type="checkbox"/>	Direct traffic	1,265
<input checked="" type="checkbox"/>	Social media	64
<input checked="" type="checkbox"/>	Email marketing	44
<input checked="" type="checkbox"/>	Referrals	34

- More than **4,000 visits via organic traffic**
- Top performing channel is **organic search**

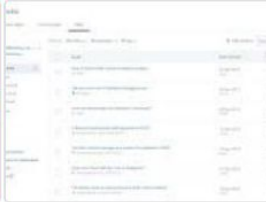
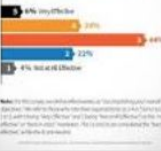


# Results - Topic Cluster

## Documented Strategy for Managing Content as a Business Asset



## How B2B Marketers Rate the Effectiveness of their Organization's Use of Content Marketing



## Where do you start with a B2B content marketing strategy?

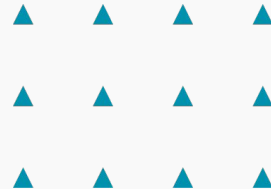
- Set goals.
- Create buyer personas.
- Run a **content** audit to identify gaps.
- Brainstorm **content** ideas.
- Keywords and search intent.
- Use topic clusters in your **content strategy**.
- Other **content** brainstorming methods you can use.
- Choose the right **content** types.

[More items...](#)

[www.hubledigital.com](http://www.hubledigital.com) > [blog](#) > [how-to-build-a-b2b-co...](#) ▼

[How to build a B2B content marketing strategy - Huble Digital](#)

- **1st result on Google Desktop**
- for “B2B content marketing strategy”
- **Featured Snippet Result**



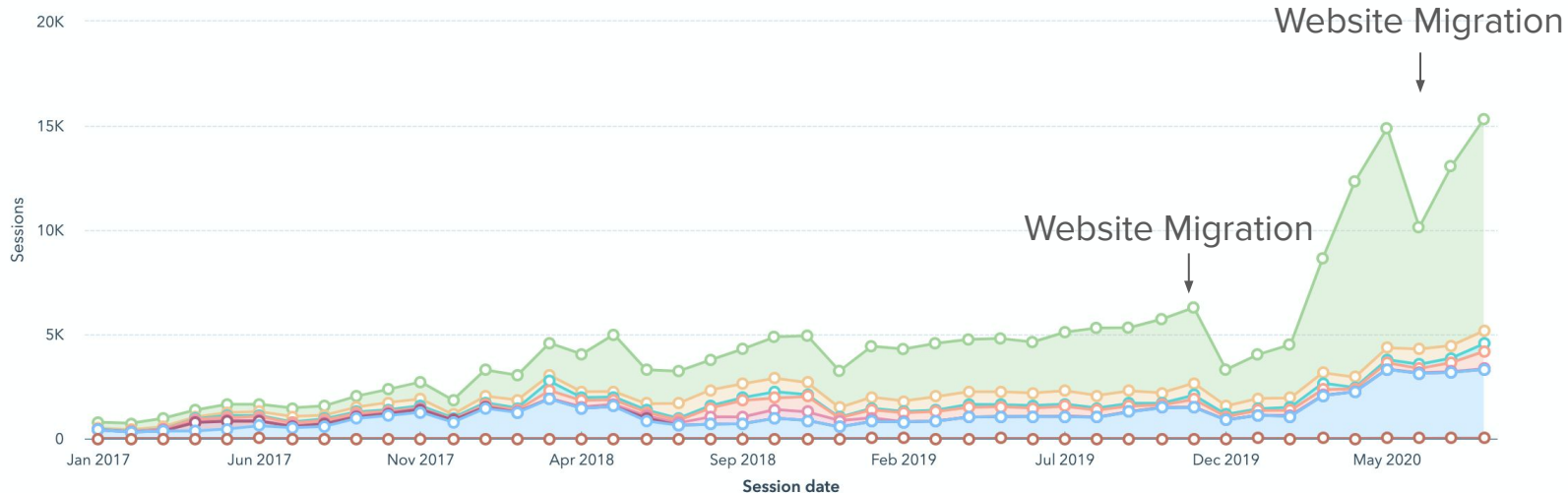
# Results - Overall

- Content creation and topic cluster production increased to **2-3 posts per week**.
- **6 posts** with **1,000+ views** last quarter
- **1 post** with **10,000+ views** this quarter
- **66%** of total traffic from **Organic** in August
- Mitigated the impact of two **website migrations**

## Sessions

Style: Area

Organic search Referrals Social media Email marketing Paid search Paid social Direct traffic Other campaigns



# **TAKEAWAYS & BEST PRACTICE**

# TAKEAWAYS

1

**SEO is an important marketing channel but is getting more competitive each year.**

2

**Clusters of content establish you as a thought leader in the eyes of prospects and search engines.**

3

**A structured approach, forward planning, better decision making, well researched content.**

4

**This is a long term strategy with long-lasting results, but it can take time to build momentum.**

+  
+ +

# OUR TRIED & TESTED PROCESS

## Planning

- Agree Objectives, Goals & KPIs
- Buyer Persona Review
- Existing Content Audit
- Agree Topic Area of Focus
- Rough Content Plan
- Keyword Research
- Map Keywords to Content Ideas
- Finalised Content Calendar

## Execution

- Build out Topic Cluster in HubSpot's SEO Strategy Tool
- Update & Optimise Existing Pages
- Pillar Page Creation
- Cluster Content Creation
- Pillar Page Expansion & Updates
- Monthly Reporting
- Quarterly Strategic Reviews
- Updates to the Content Calendar

**BETTER CONTENT =  
INCREASED TRAFFIC!  
ENGAGED USERS!  
MORE LEADS!  
MORE BUSINESS!**



**Thank you!**