hubble digital

How to win with topic clusters

London | Singapore | Germany | South Africa

Today’s hosts

Jim Beckham

SEO

Aaron Carpenter

Content

Dean Swanich

HubSpot

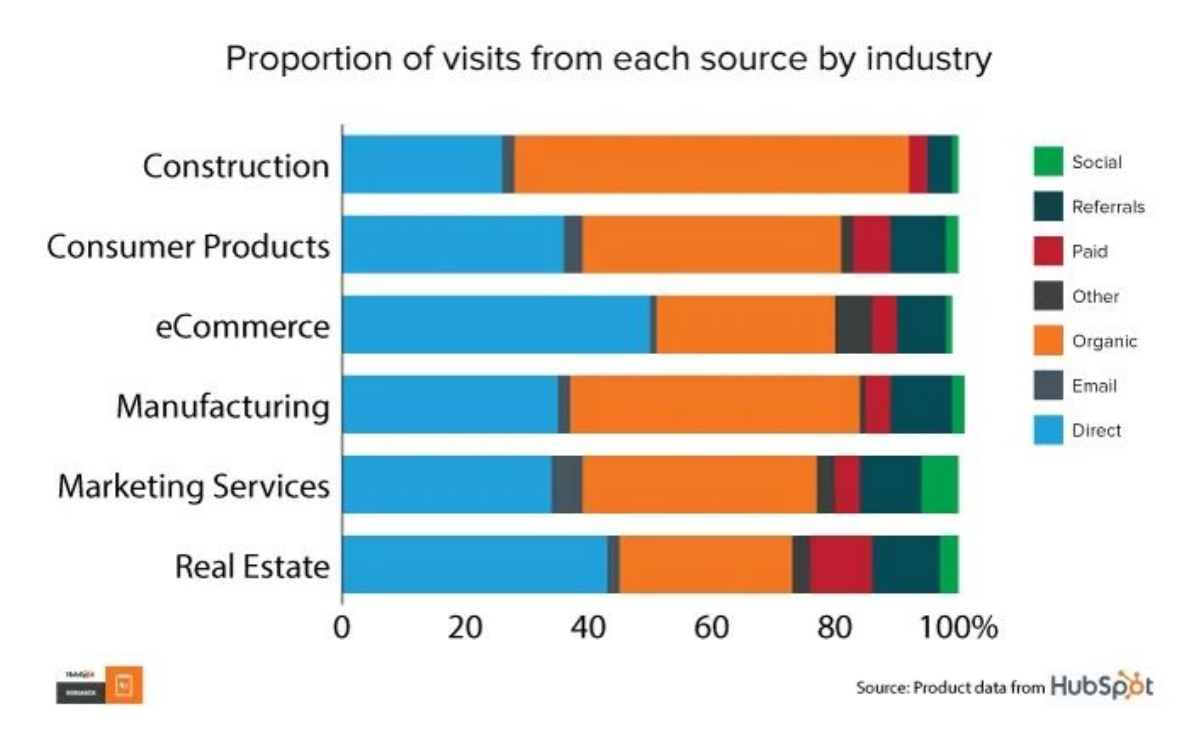
Agenda

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

Why is SEO important?

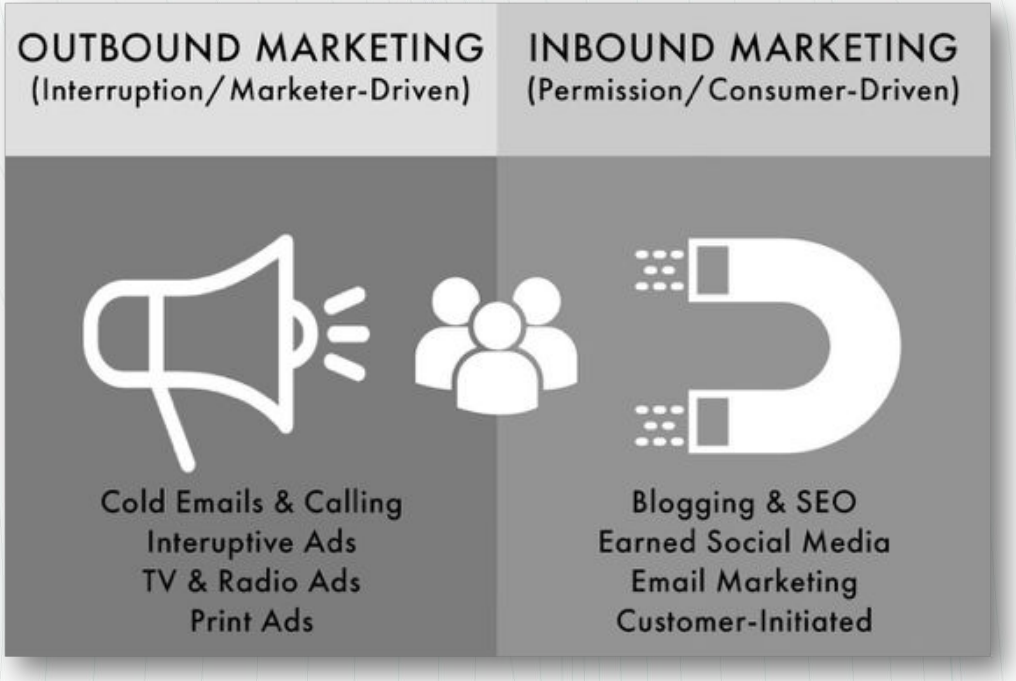
Why is SEO important?

Organic Search makes up 33% of traffic



Why is SEO important?

It reaches people actively looking for something



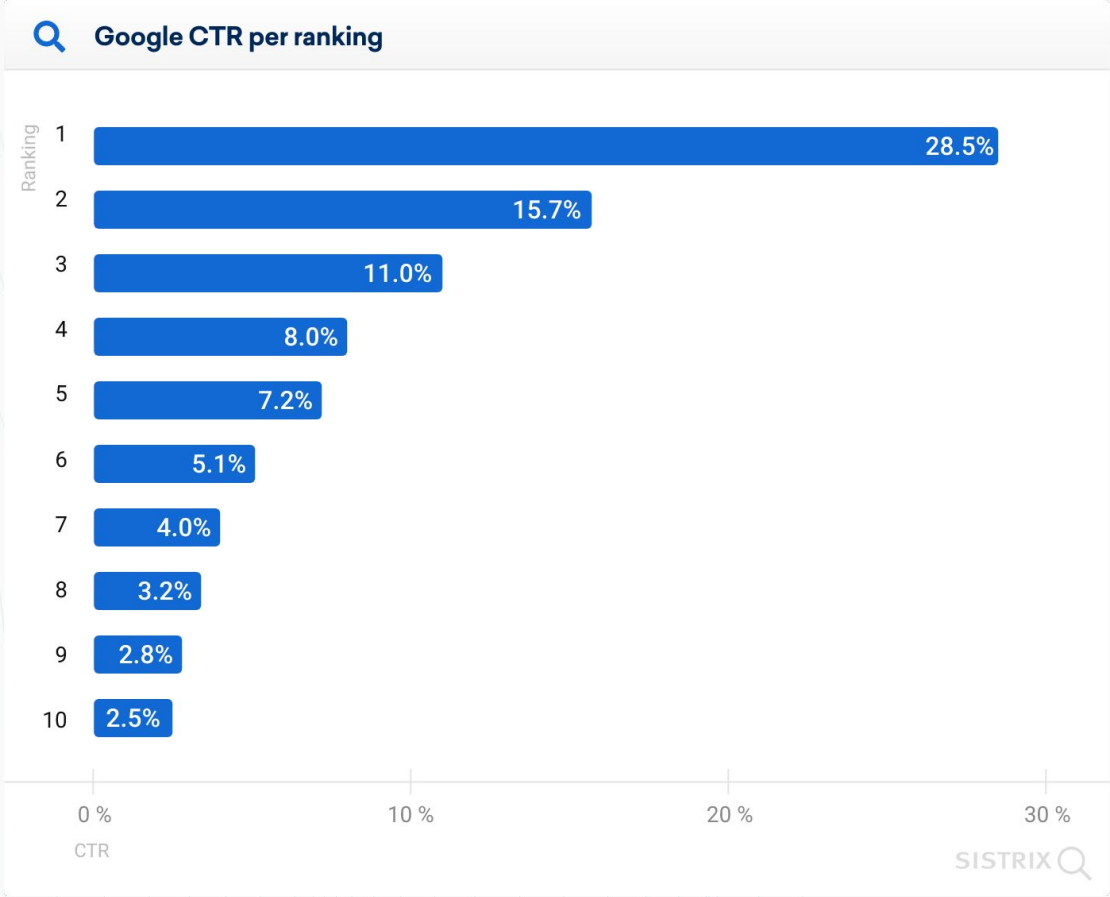
Why is SEO important?

It is an evergreen source of traffic & leads

Why is SEO important?

High rankings

= Traffic



https://www.sistrix.com/blog/why-almost-everything-you-knew-about-google-ctr-is-no-longer-valid/

SEO & CONTENT

Is looking at two main signals

SEO & CONTENT

RELEVANCE

Keyword usage

Copy

URLs

Meta Data

Headers

Internal links

SEO & CONTENT

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

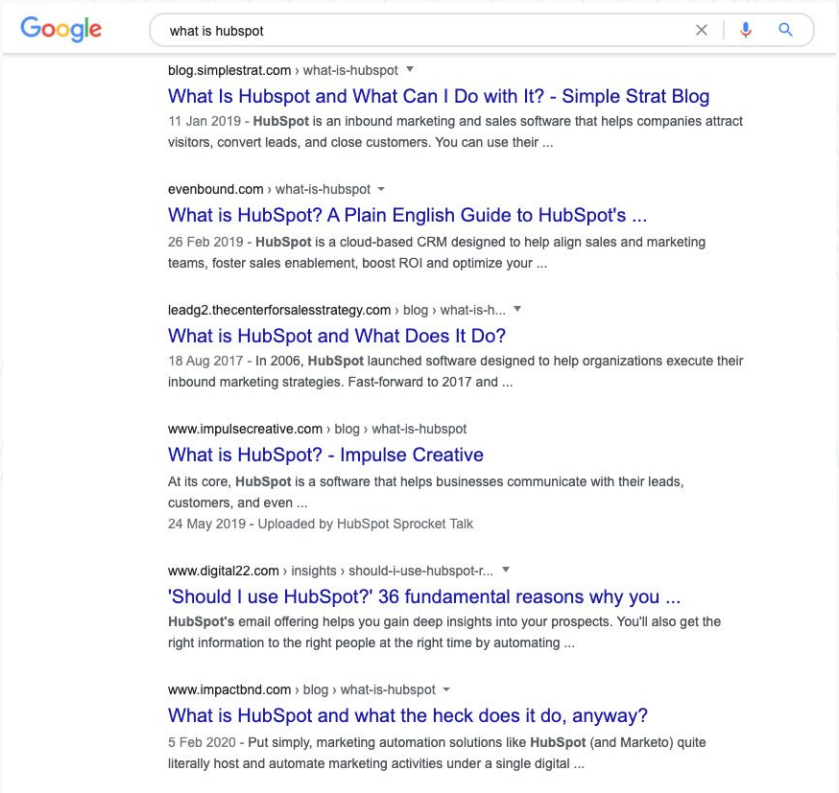
Meta Data

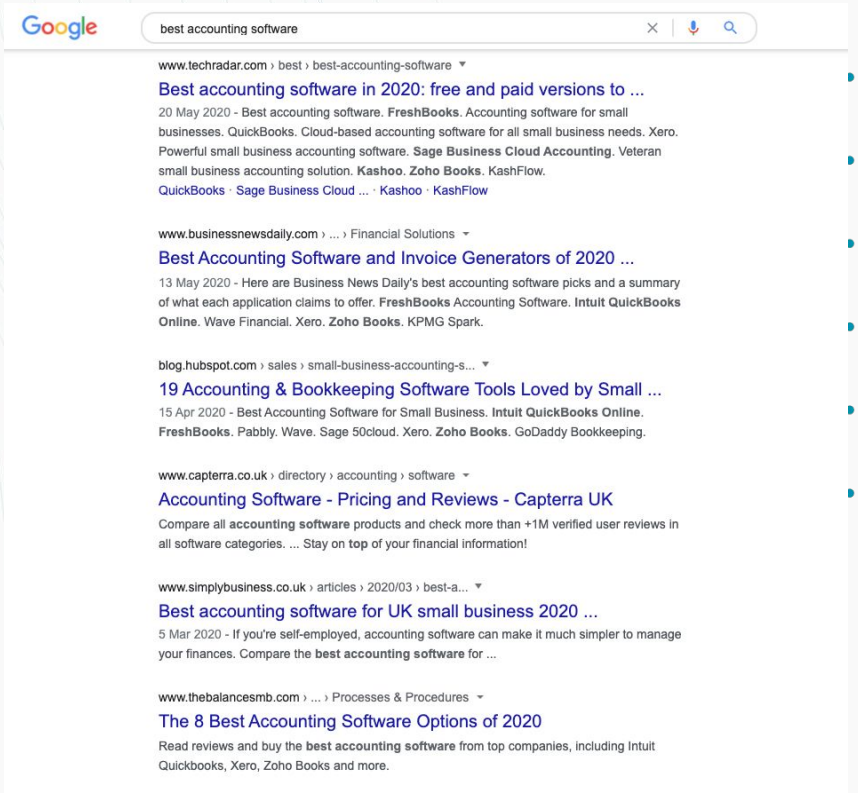
Internal Linking

Redirects

SEO & CONTENT

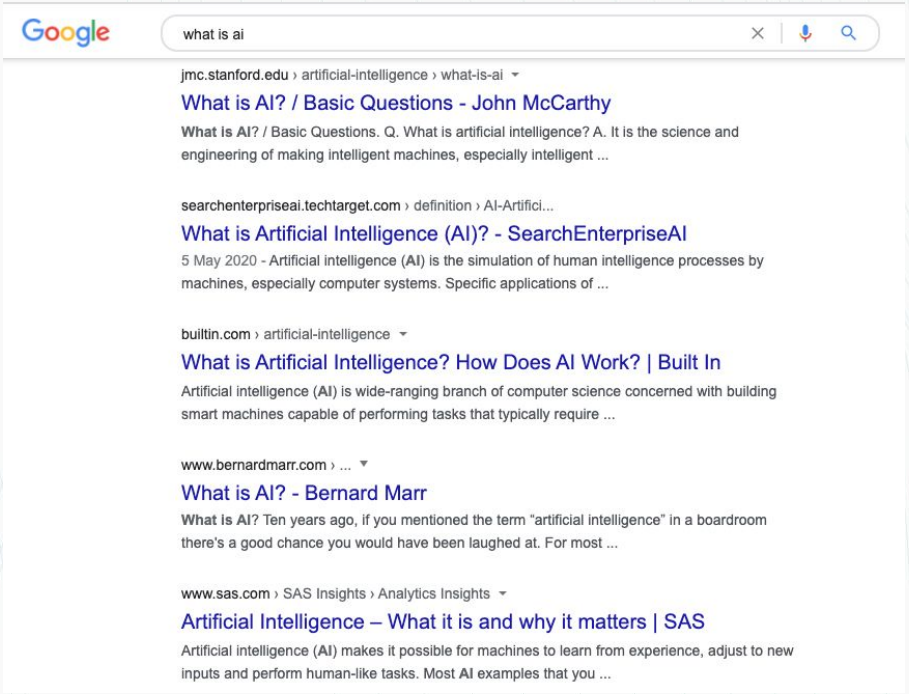
Everyone is writing about the **obvious topics**

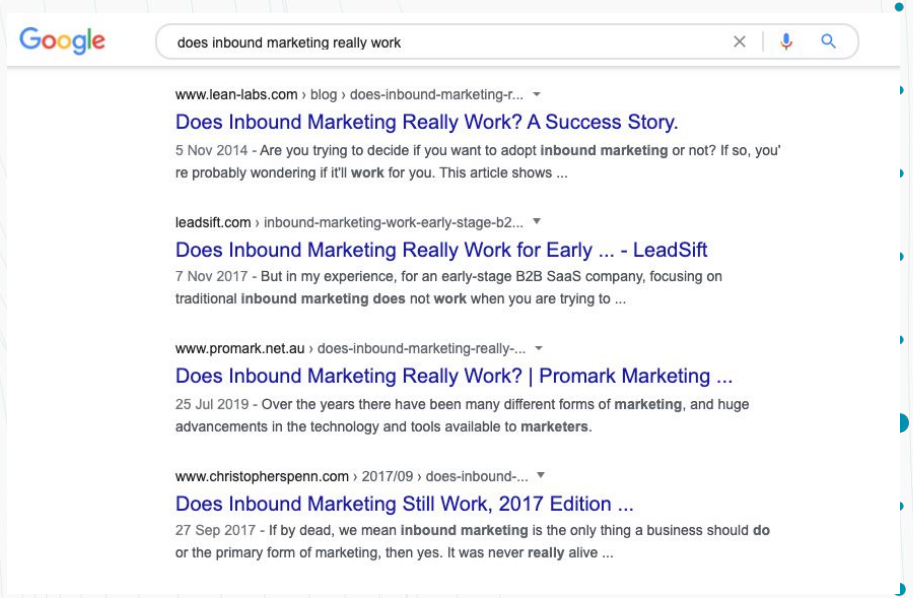




SEO & CONTENT

Everyone is writing about the **obvious topics**





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.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

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, ...

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 ...

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

Topic clusters are the solution

TOPIC CLUSTERS

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

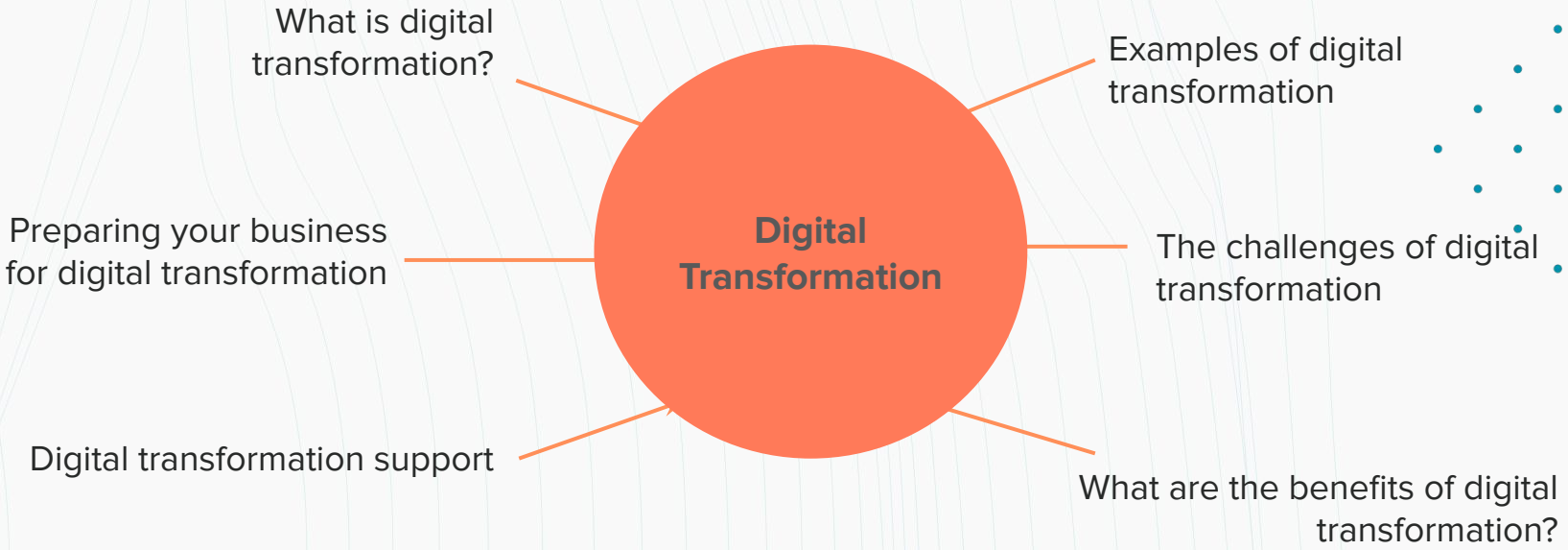
Deconstructing the topic

- 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?



SOURCE: LITMUS, "EMAIL ANALYTICS" MARCH 2013

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?

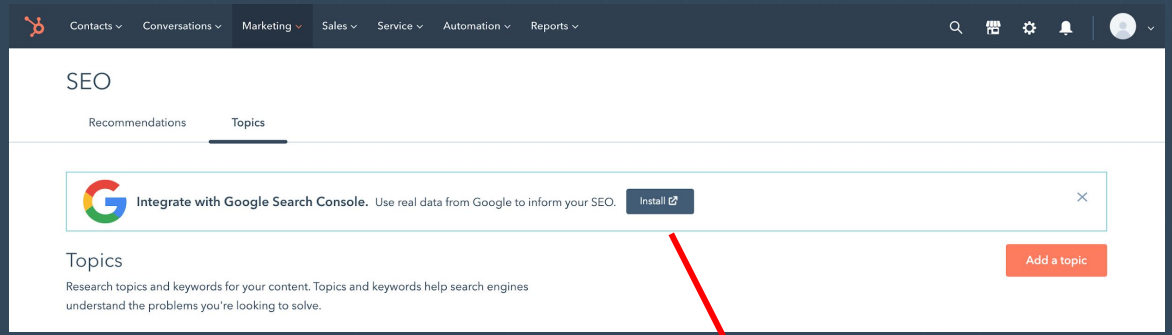
HubSpot Implementation

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

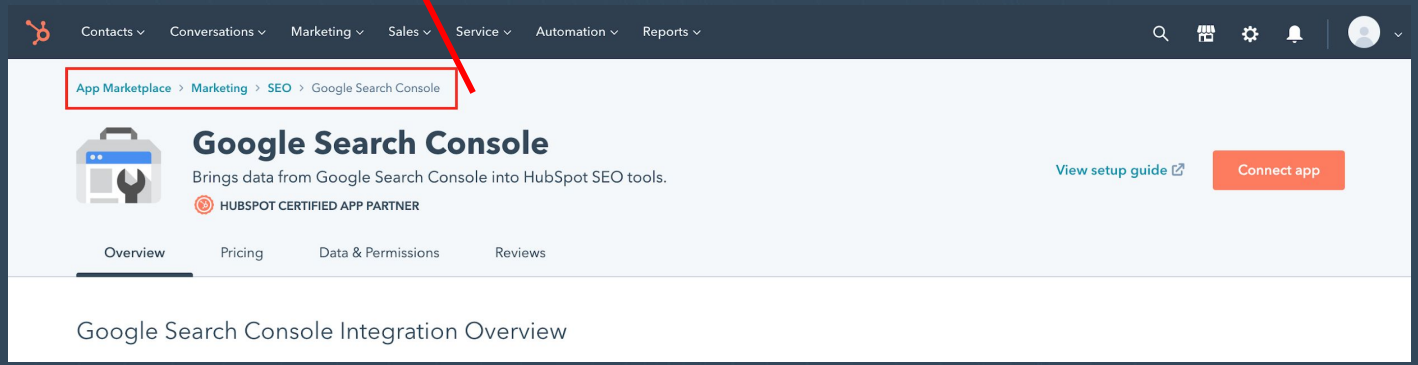
0. Integrate with Google Search Console

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



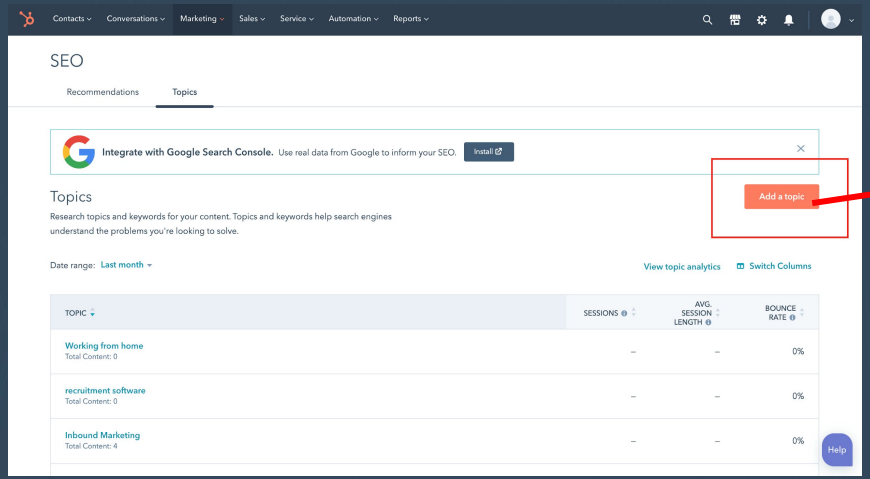
What is Google Search Console?

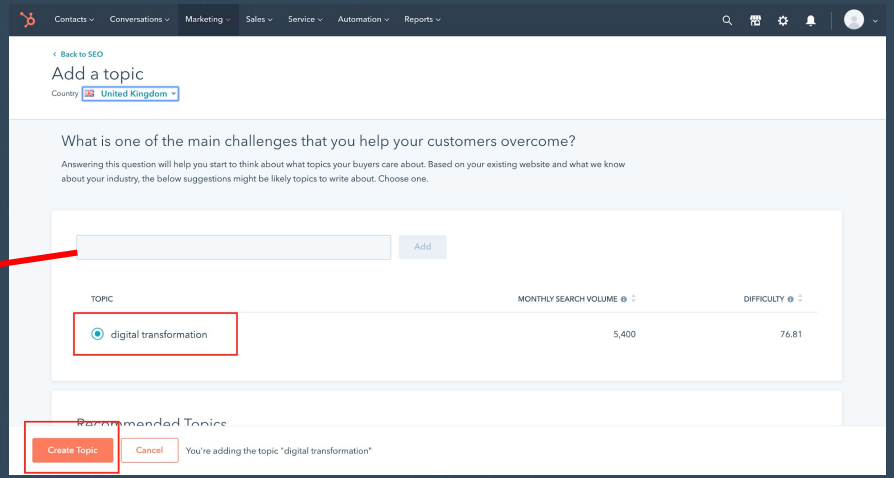
Why? Page analytics & Query Analytics



1. Creating a new topic

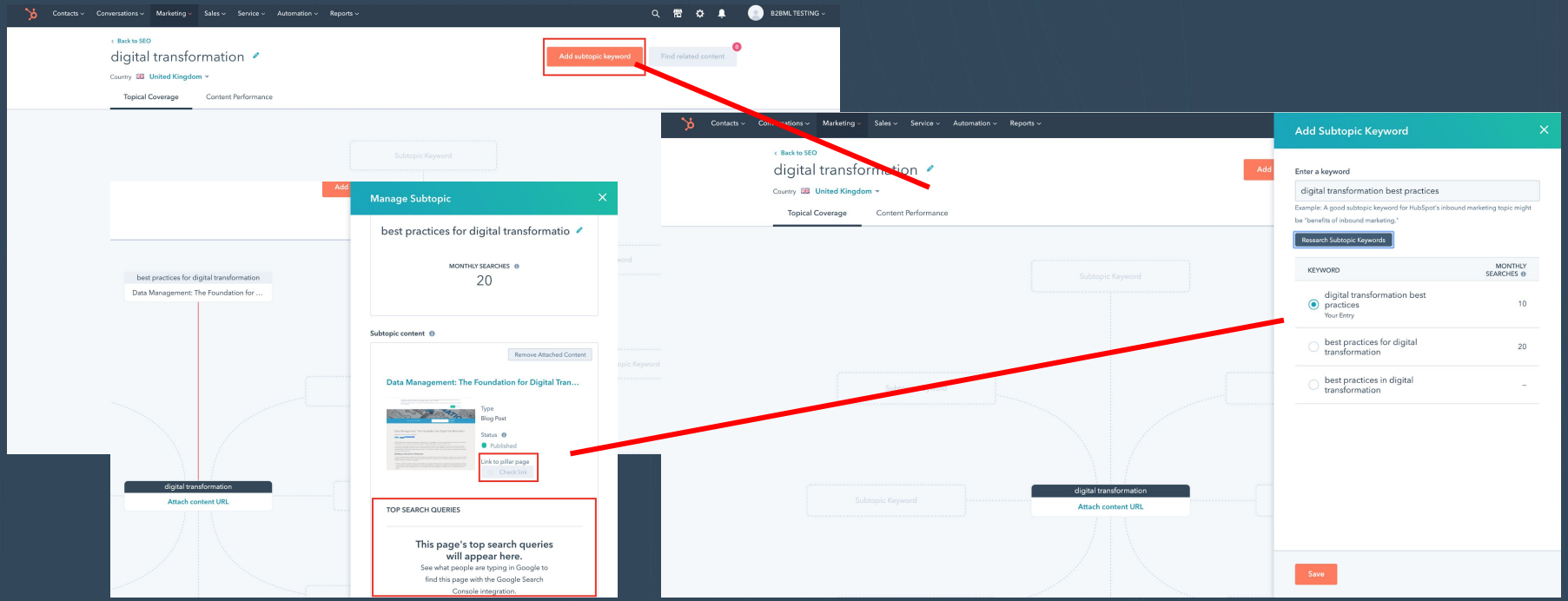
Marketing → Planning and Strategy→ SEO→ Topics Tab





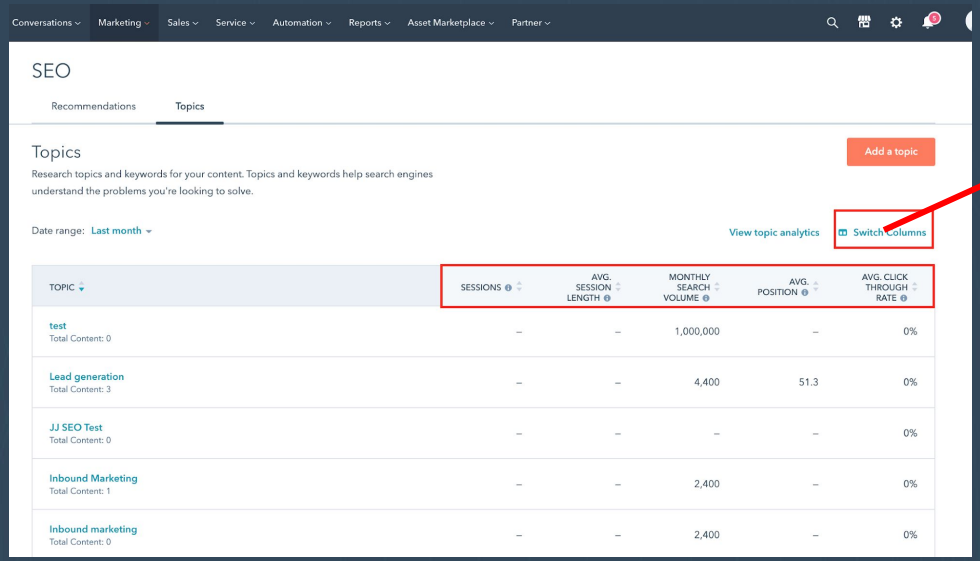
2. Add subtopic keywords and supporting content

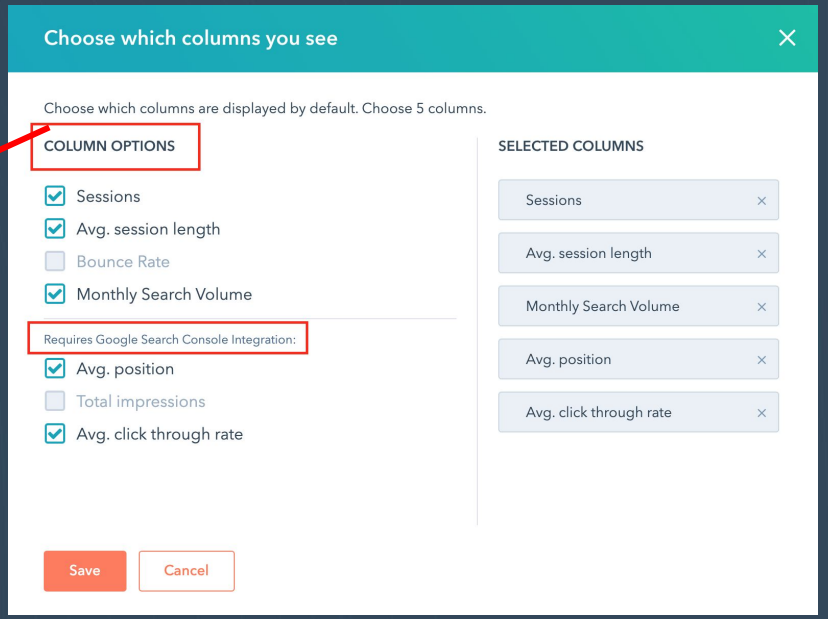
Marketing → Planning and Strategy→ SEO→ Topics Tab



3. Analyze topic performance

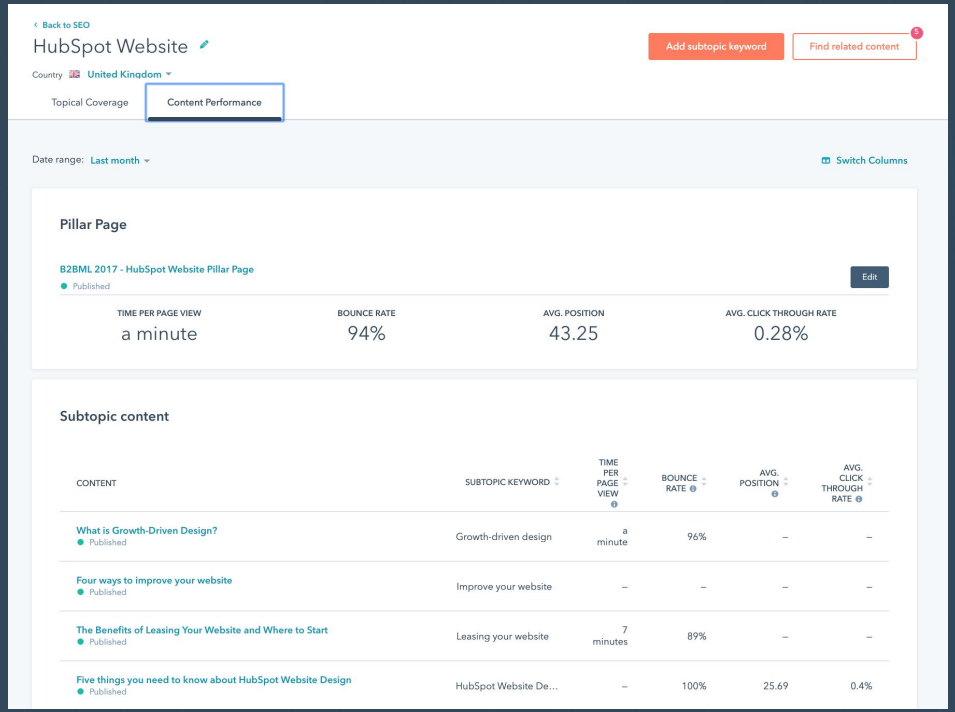
Review performance of all topics - high level





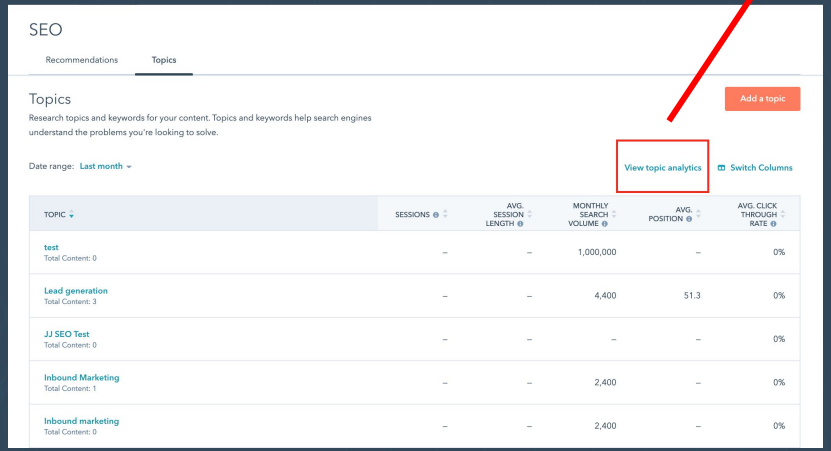
3. Analyze topic performance continued...

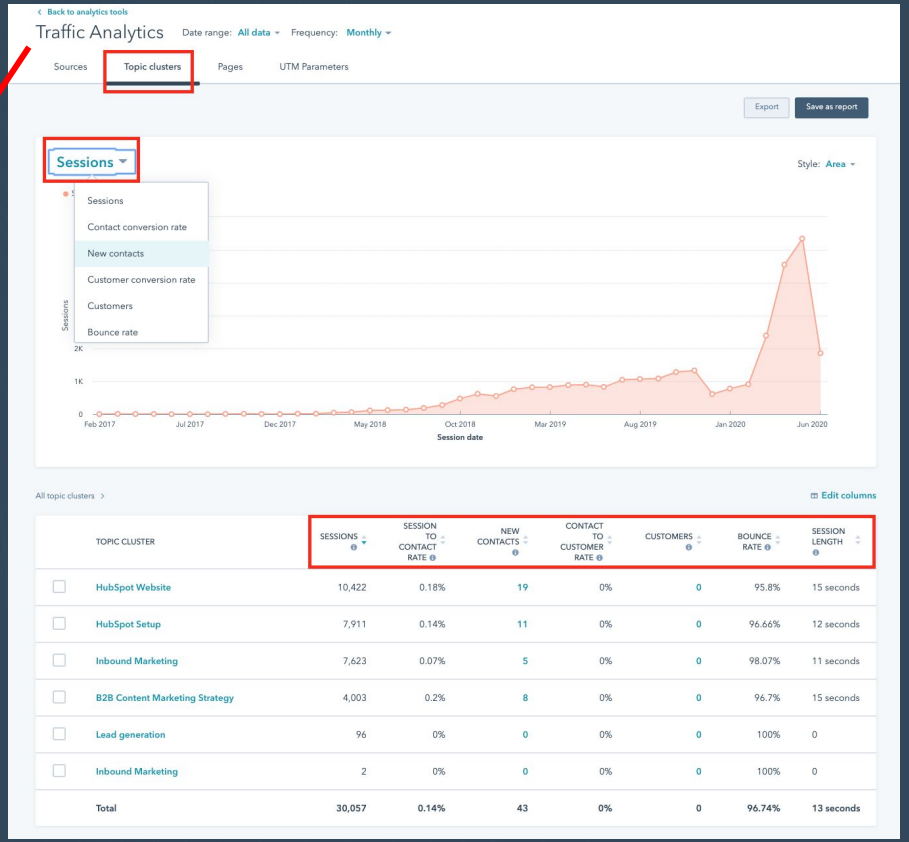
Review performance of an individual topic - high level



3. Analyze topic performance continued...

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





The results

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Examples

Tech client #1

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:

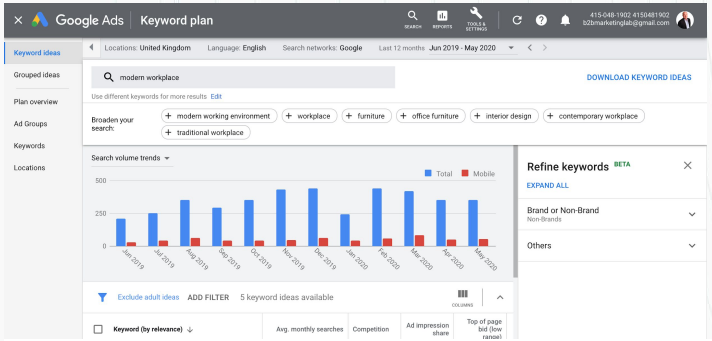
- Content audit to identify missing gaps
- Buyer personas and their pain points
- Competitor content — just how well was it answering the main questions?
- Market trends — what's topical, what's "evergreen" ?

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
modern workplace	140
modern workplace audit	0
modern workplace challenges	0
modern workplace in banking	0
modern workplace in eduaction	0
modern workplace in finance	0
modern workplace in the financial sector	0
modern workplace strategy	0

Short tail keywords	UK Monthly Search Volume
industry 4.0	27400
business transformation	720
workplace challenges	720
workplace culture	480
future workplace	320
Digital data	210
business disruption	170
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 Microsof 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 Microsof 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 compeition)	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).	

Content production

4

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

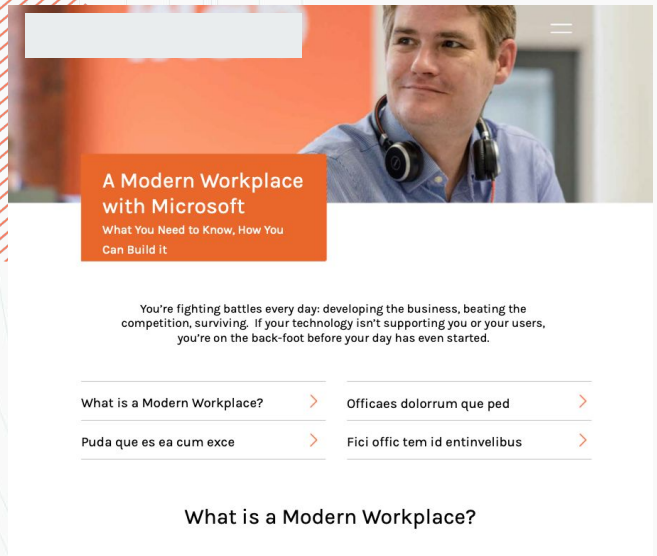
Built a new pillar page

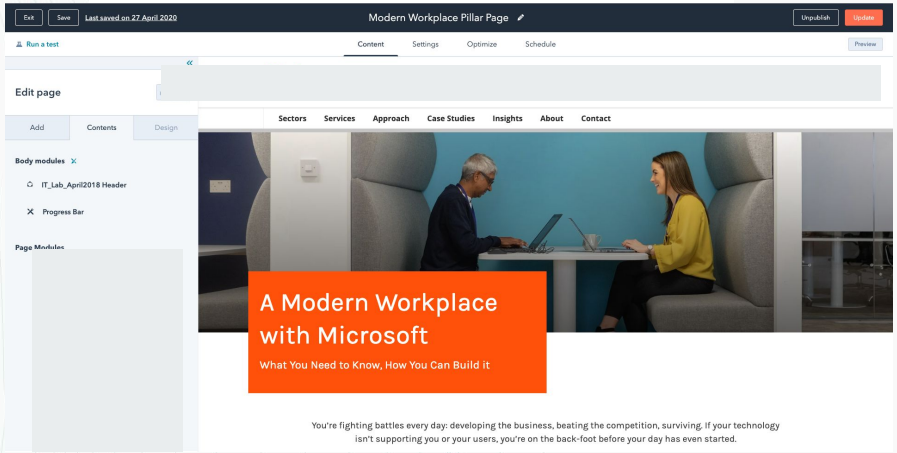
05

We created a brand new pillar page following best practices.

Some best practices that we used:

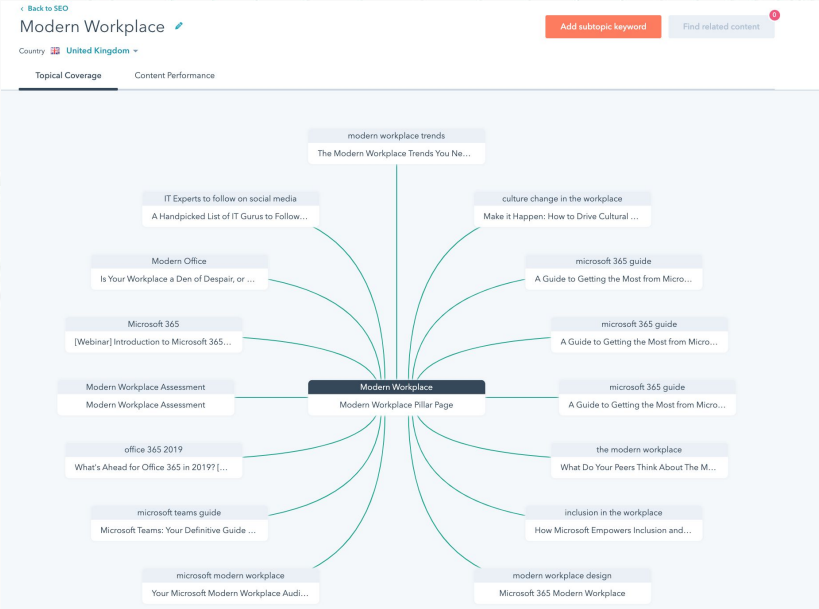
- Internal linking strategy - hyperlink CTAs and button CTAs
- Good use of white space to separate ideas and subtopic concepts
- Table of contents
- Included multiple conversion points
    - CTA area modules and pop-up form
- Progress bar
- Good mix of media - imagery, video, pull out quotes

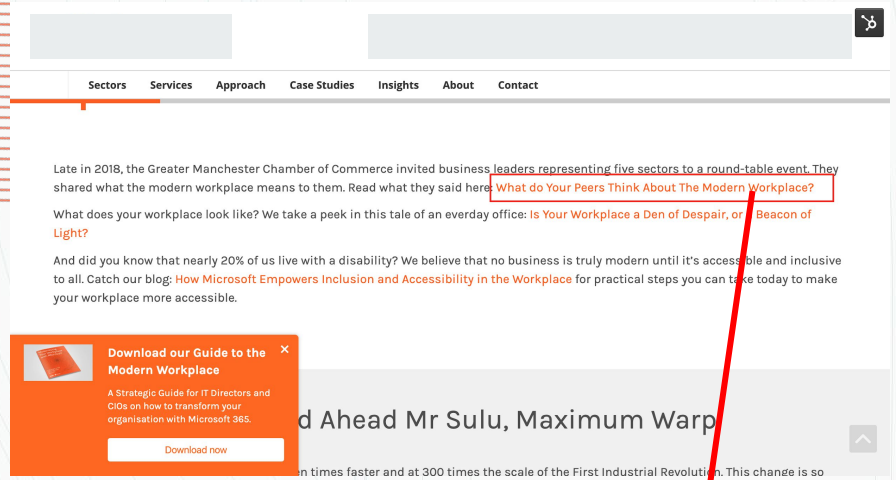


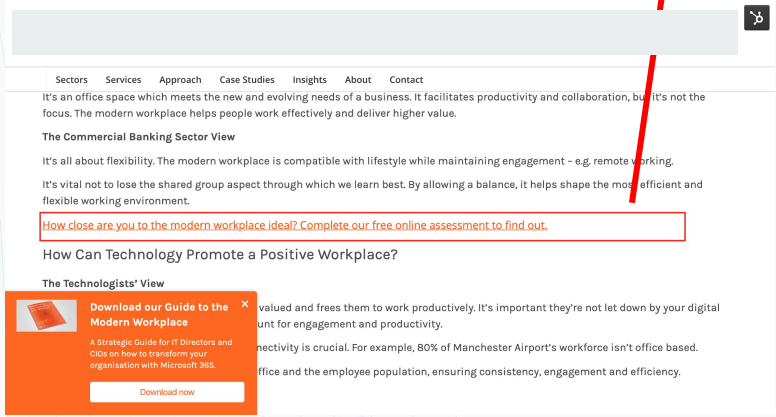


Built topic cluster in HubSpot

06

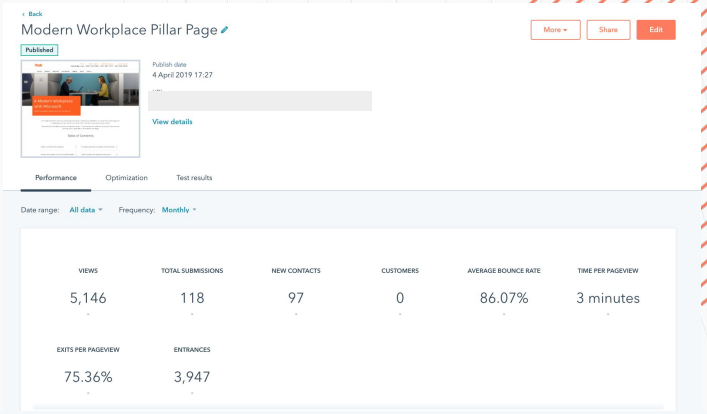




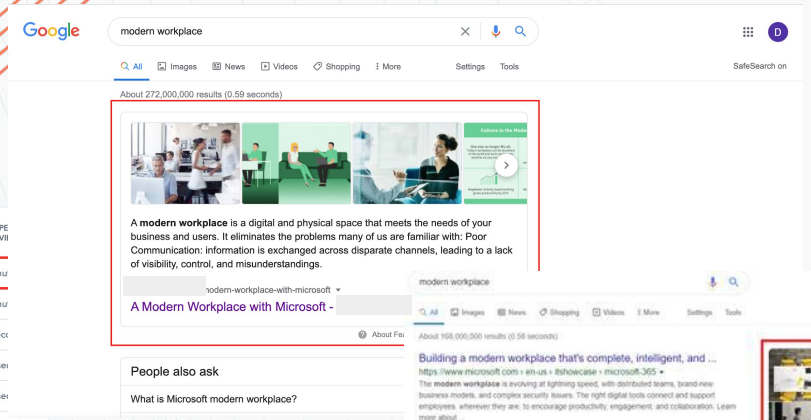


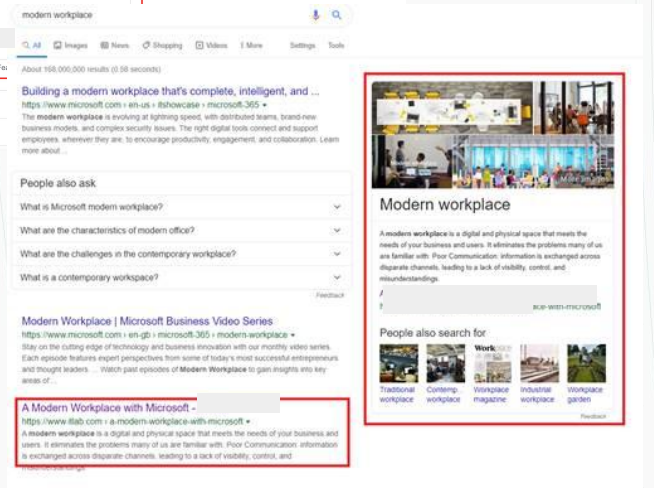
Results

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



SOURCE	VIEWS	TOTAL SUBMISSIONS	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	AVERAGE BOUNCE RATE	TIME PE PAGEVII
Organic search	3,521	49	40	0%	0	86.66%	4 minu
Direct traffic	1,197	68	57	0%	0	86.72%	3 minu
Social media	221	0	0	0%	0	83.91%	83 sec
Referrals	191	0	0	0%	0	44.9%	149 se
Email marketing	12	1	0	0%	0	71.43%	143 se
Other campaigns	4	0	0	0%	0	0%	27 seconds
Total	5,146	118	97	0%	0	86.07%	3 minutes





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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)

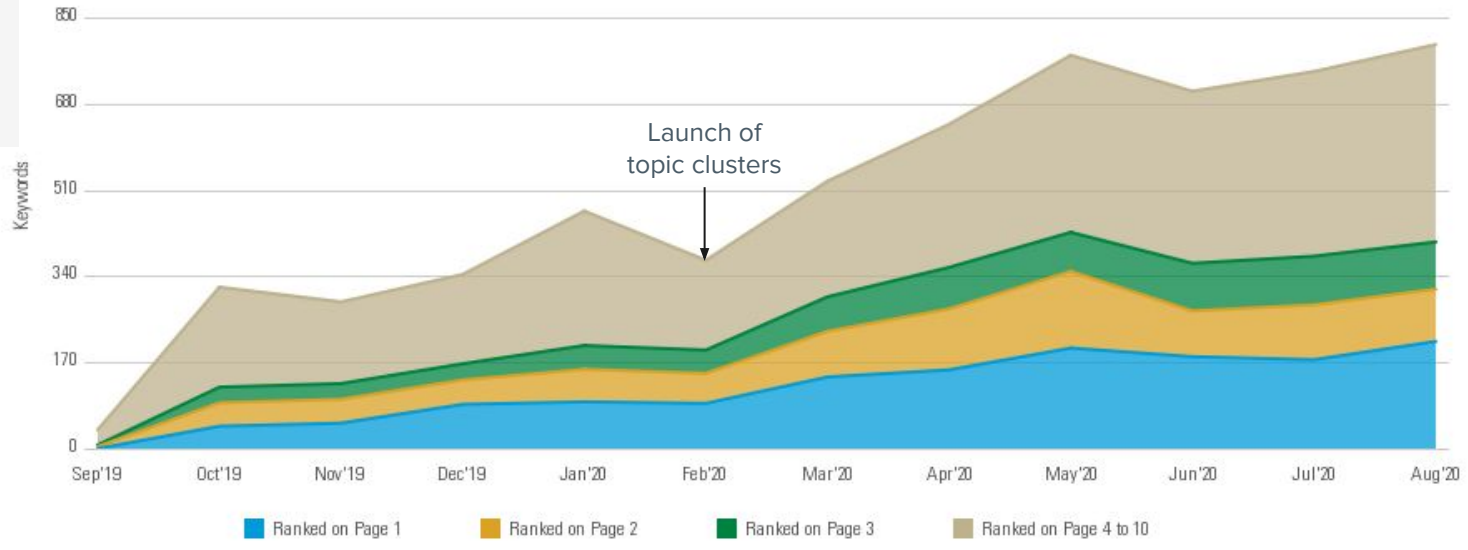
*Business Central (*880) & other related variants.

796 ↑7%

Total Organic Keywords

211 ↑21%

Ranked on Page 1

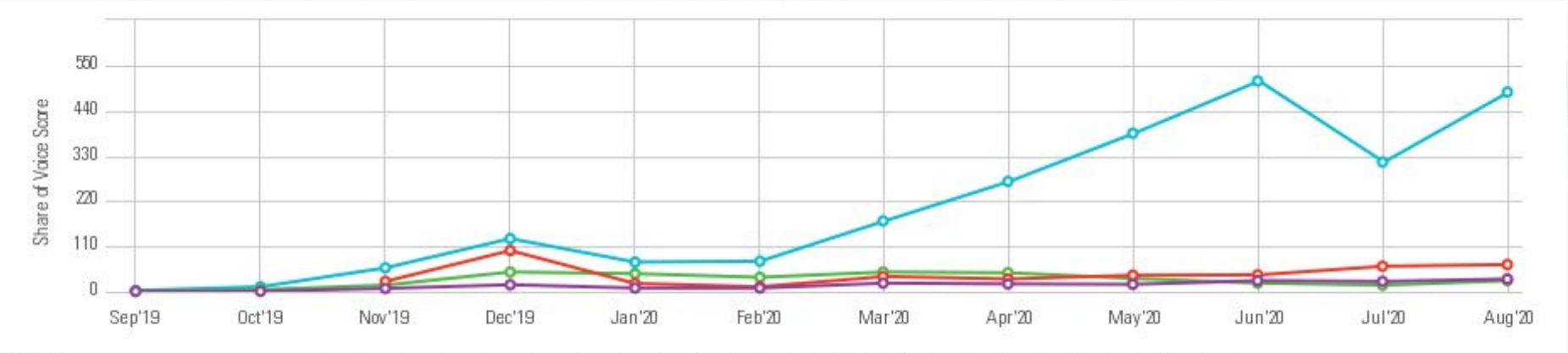


Powered by BRIGHTEDGE

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



huble
digital

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

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**

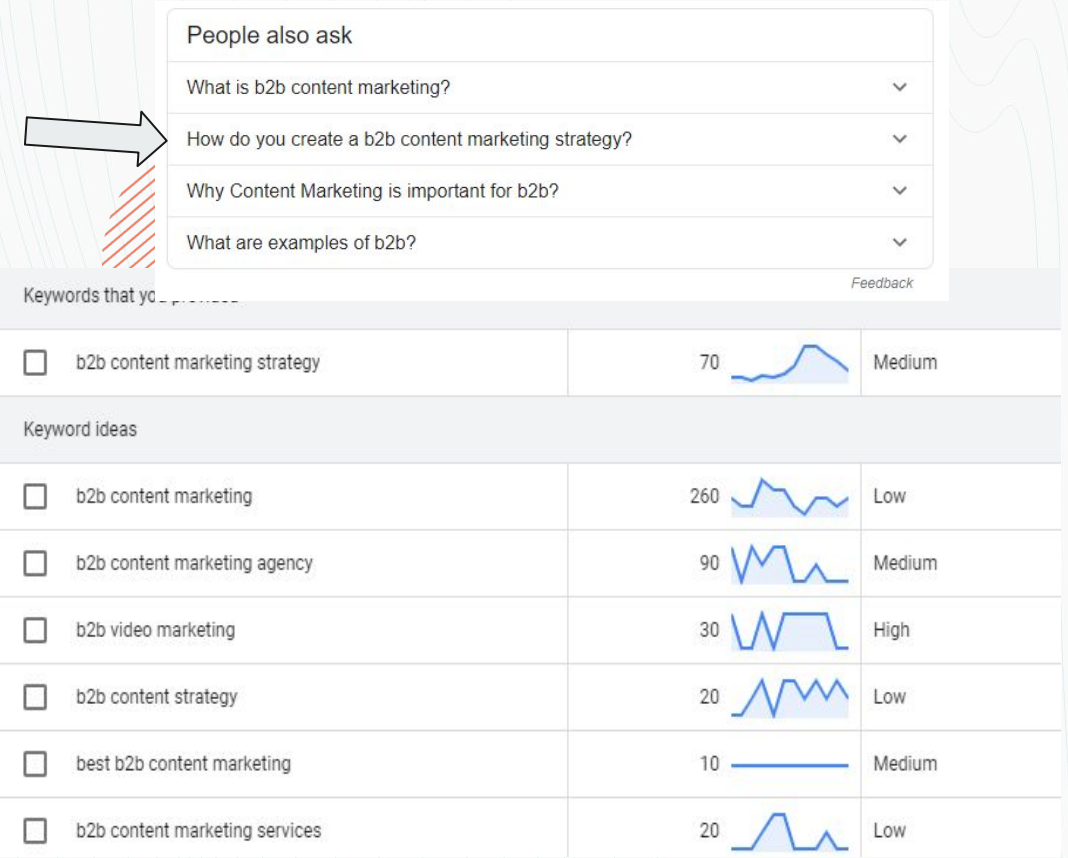
These pages would showcase our expertise and encourage prospects to work with us.

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.

Content plan

04

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

SOURCE	VIEWS
Organic search	4,065
Direct traffic	1,265
Social media	64
Email marketing	44
Referrals	34
Total	**5,472**

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

Results - Topic Cluster

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 › blog › how-to-build-a-b2b-co...

How to build a B2B content marketing strategy - Huble Digital

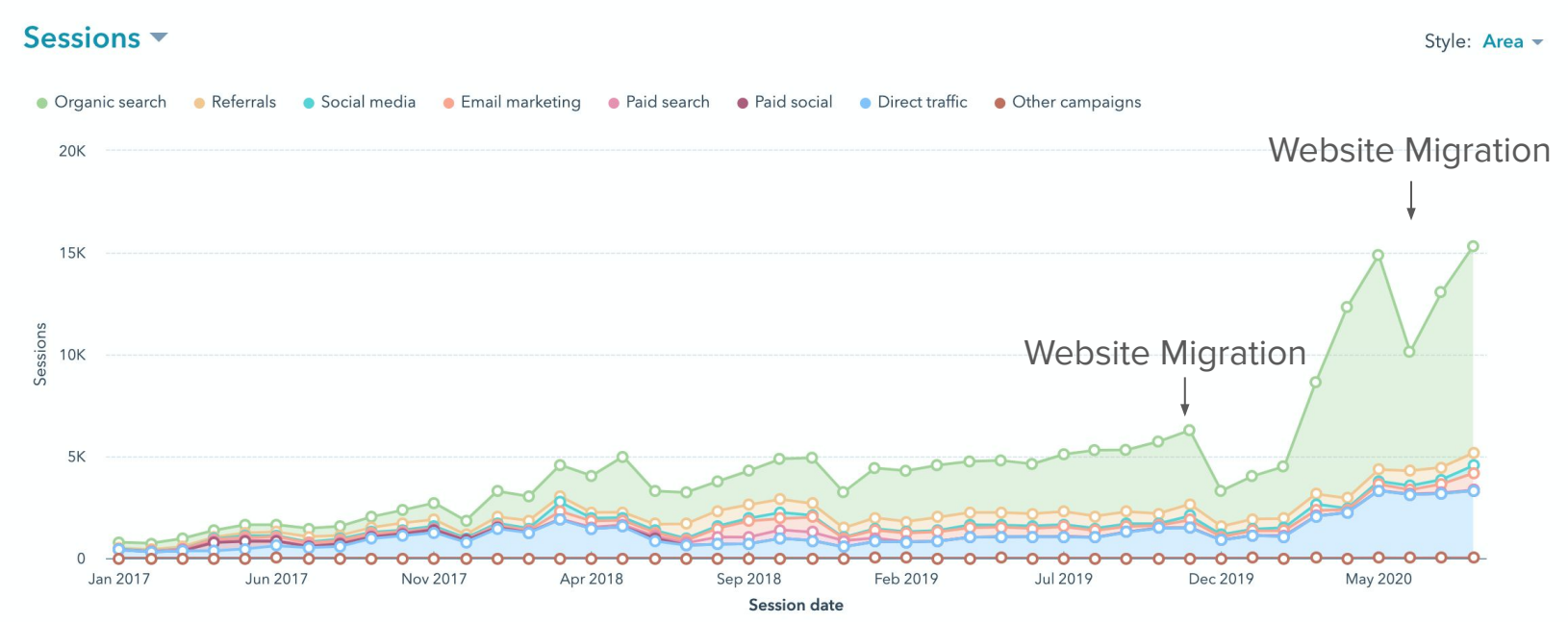
- **1st result on Google Desktop**

  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**



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!