

Aligning your SEO Strategy with your Content Creation Strategy

A Hubsessed Playbook



Whether you are starting from scratch or have a lot of historical content, this playbook will give you the basics to aligning your SEO strategy to your content creation strategy to ensure your content is found by the right people online.

Sections:

- ✓ Define your SEO strategy
- ✓ Optimizing your content

Define your SEO Strategy

Start with identifying the core topic that your company wants to rank for in search. This will eventually become your pillar page (don't worry, we will talk more about those). What does your company specialize in? What solution does your company solve for customers?

Look at your Google Search Console to see what people are searching for to land on your webpages to get more ideas.

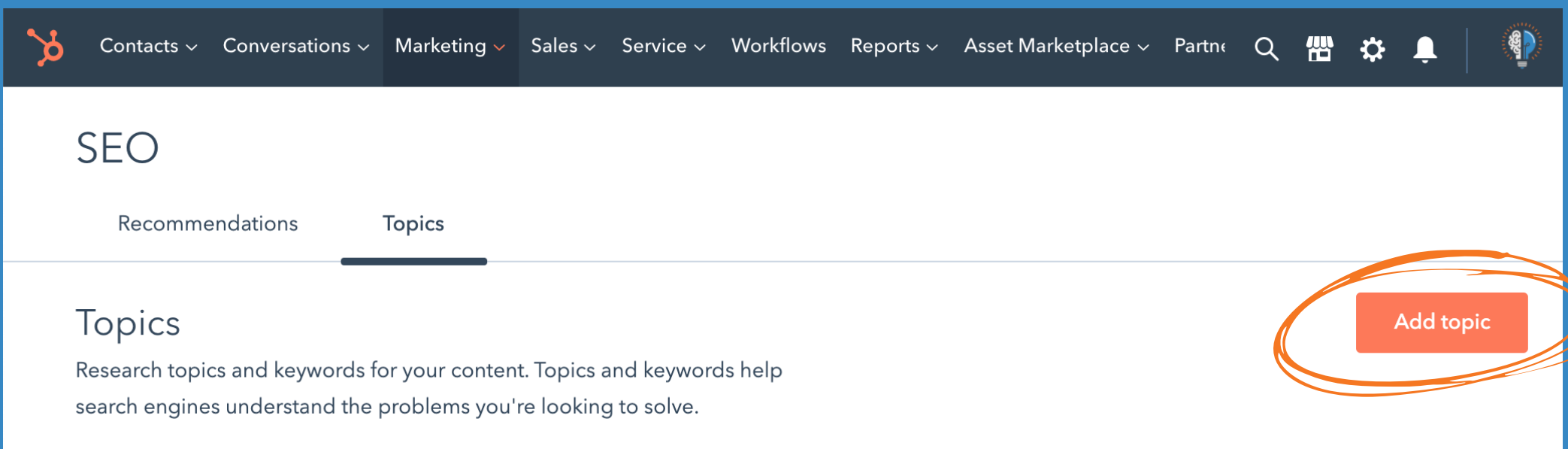
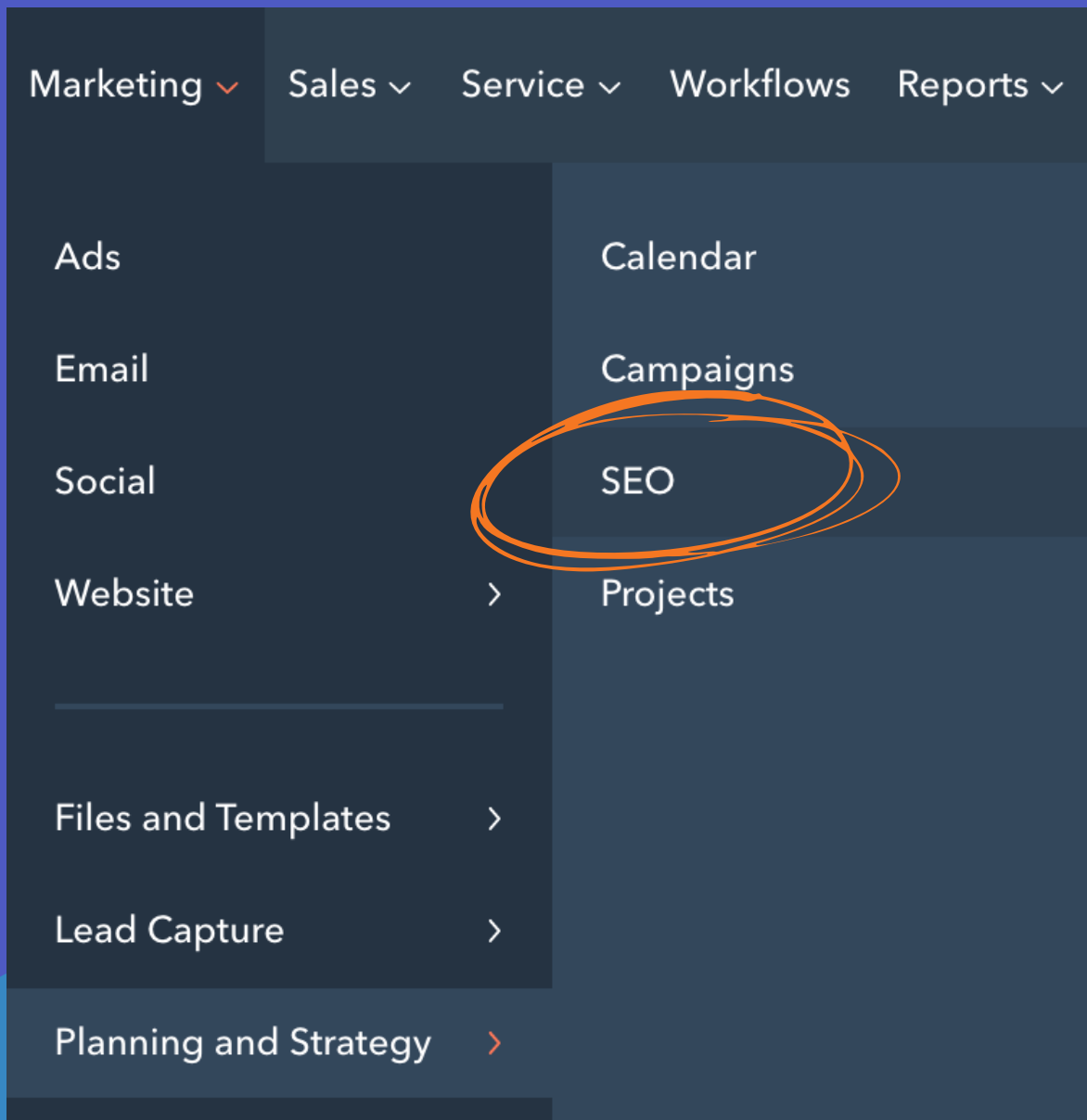
Action items:

- ✓ Identify a core topic with a difficulty of around 60 or less
- ✓ Identify a core topic with a search volume around 100 or higher

Assuming we are using HubSpot to do this research, head to the next slide for more information on how to build this out.

Define your SEO Strategy

Marketing > Planning & Strategy > SEO > Topics > Add Topic



Start searching!

TOPIC	MONTHLY SEARCH VOLUME ⓘ ⚡	DIFFICULTY ⓘ ⚡
<input type="radio"/> SEO Strategy	2,400	77.31

Define your SEO Strategy

Once you have the core topic selected, next is to identify your subtopics. Your subtopics are the supporting content to your core topic. Your blogs will answer these more specific questions around your core topic. Think the who, what, where, when, how, and why, when getting started.

Action items:

- ✓ Identify around 6-10 different subtopics around your core topic
- ✓ Identify a subtopics with a mix of high and low search volume

Again, you can do research on various other platforms, but if you are using HubSpot, the next slides show you how to build this out.

Define your SEO Strategy

SEO

Recommendations Topics

Click into your new core topic

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

TOPIC	SESSIONS
strategic growth Total Content: 0	-
SEO Strategy Total Content: 0	-

Add subtopic keywords to begin searching

Contacts Conversations Marketing Sales Service Workflows Reports Asset Marketplace Partner

SEO Strategy

Country: United States

Topical Coverage Content Performance

Add subtopic keyword Find related content

Add Subtopic Keyword

Enter a keyword

content guide

Example: A good subtopic keyword for HubSpot's inbound marketing topic might be "benefits of inbound marketing."

Research subtopic keywords

KEYWORD	MONTHLY SEARCHES
<input type="radio"/> content guide Your Entry	10
<input checked="" type="radio"/> content marketing guide	210
<input type="radio"/> study guide for content mastery	210
<input type="radio"/> chapter 8 study guide for content mastery	110

Save

Identify 6-10 subtopics to start out. Save them as you go and watch your topic cluster grow.

Define your SEO Strategy

Here is the start to your content strategy aligned with your SEO strategy. Now you have the basics on what to write your content about, with purpose.

The core topic that will eventually become a pillar page



Subtopic Keyword

seo content writing guide
Attach content URL

relationship between content marketin...
Attach content URL

how to optimize your content for seo
Attach content URL

SEO Strategy
Attach content URL

best seo tips for blogger
Attach content URL

blogging for seo
Attach content URL

seo basics for beginners
Attach content URL

content marketing guide
Attach content URL

Subtopics to write content about

Optimize your Content

It doesn't matter if you are creating new content or refreshing historical content, these steps apply to all content created.

Utilize HubSpot's Optimize Tab:

Content

Settings

Optimize

Schedule

Inside of your blogs, landing pages, and web pages in HubSpot they make it easy to make sure your content is meeting the best SEO practices.

The next few slides will guide you through the optimization process in HubSpot for your content.



Optimize your Content

Starting with the optimize tab, you will want to connect your content to the topic and subtopic you created earlier.

Optimize

Topic

SEO Strategy ▼

Is this supporting content?

Subtopic keyword

blogging for seo ▼

Attach to topic



Optimize

You're writing about the topic:

SEO Strategy ×

Subtopic Keyword:

blogging for seo ×

Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Topics:

- ✓ Make sure your title mentions your subtopic keyword
- ✓ Include a few subtopic phrases into your content
- ✓ Include your subtopic in your meta description



By including your subtopic in your title, content, and meta description, you are telling Google exactly what you are writing about.

Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

✓ CRAWLING AND INDEXING

- ✓ **Search engines can display the page in search results**

If you indicate you don't want search engines to index a page, it won't appear in search results.

In this case, we want search engines to be able to index our pages. In most cases this box will be checked off.

If your content does not have this checked off, check your HTML header for a 'noindex' or 'nofollow' tag and remove it if you want to content to be indexed.

Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Content:

- ✓ At bare minimum, have at least 300 words in your content. Think micro blogs
- ✓ For short blogs and newsletters shoot for around 600 words
- ✓ For in-depth blogs, in-depth articles, white papers, and e-book chapters shoot for around 1,000 - 1,500 words
- ✓ For thought leadership, in-depth e-books, and in-depth white papers shoot for at least 2,000 words

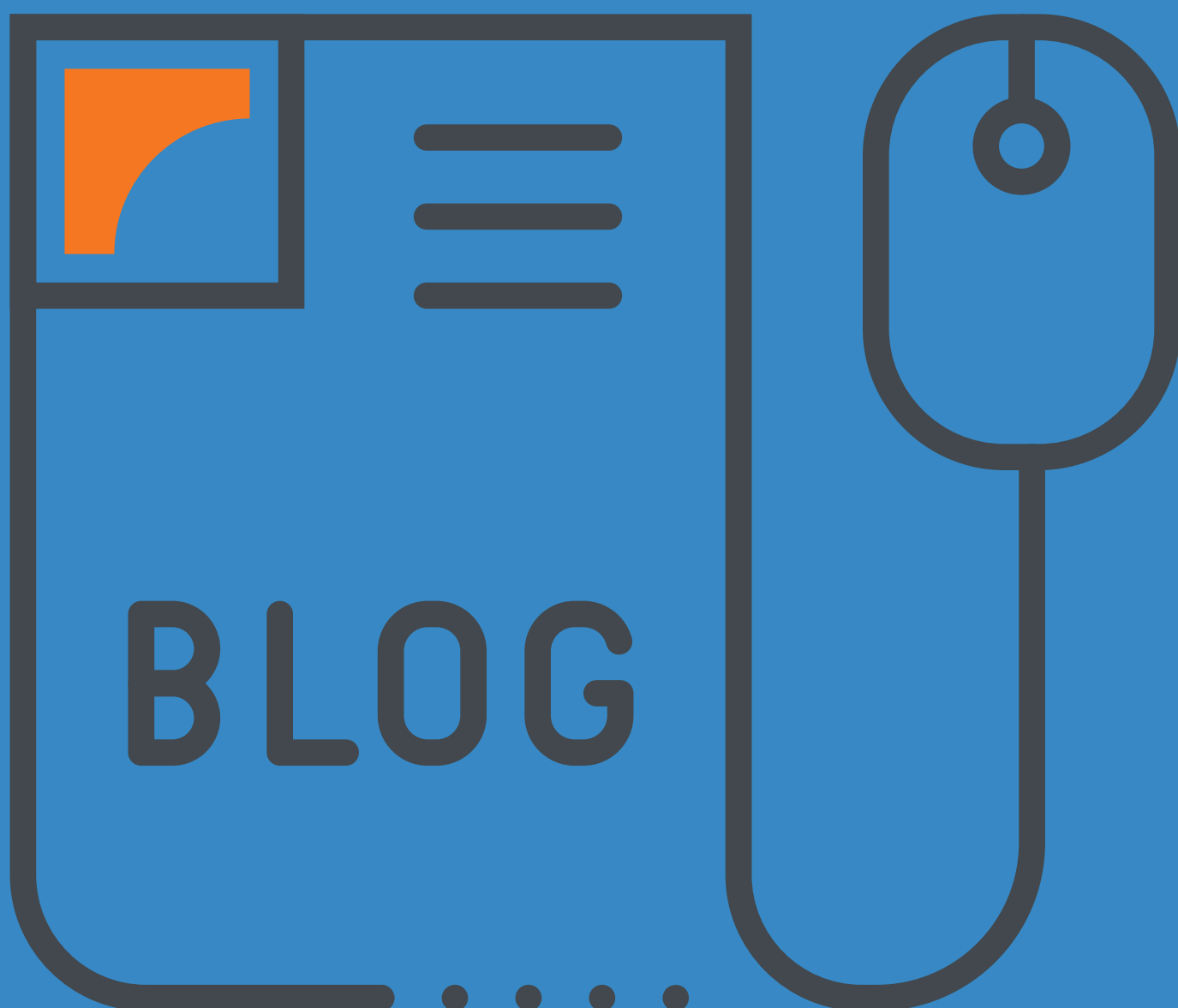


Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Title:

- ✓ Have a title 70 characters or less
- ✓ Include your subtopic keyword in your title
- ✓ Don't include your domain in your title!



Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Meta Description:

- ✓ Include your subtopic keyword
- ✓ Make sure it is less than 155 characters or else it will be cut off!
- ✓ Make sure your title and meta description are different

www.hubspot.com › products › marketing › seo ▼

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HubSpot's SEO tools are integrated with all our content tools, so you never miss an optimization opportunity. SEO Optimizations. Understand how to optimize your ...

This snippet is your meta description, so you want it to be descriptive from your title, but centered around your subtopic keyword

Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Header:

- ✓ You want just a single H1 header in your content. This is usually the title of a blog or the main topic of a webpage or landing page

Links:

- ✓ You want to have less than 300 outbound links in your content. Search engines flag that as low-quality or spam content



Optimize your Content

Now that we've told HubSpot what we are creating content around, our recommendations will be tailored to that topic, so we can work down the list

Mobile Friendliness:

- ✓ Make sure your templates only have one viewport meta tag. This ensures that users don't have to pinch the screen in and out to access your content on mobile devices

Image Alt Text:

- ✓ Make sure all images have alternative text so that visitors who are unable to see them can get a description of them



Optimize your Content

And that's a wrap on optimizing your content! Now it's time to create content aligned with your core topic. Or go through your existing content to make sure it is optimized.

Next Steps:

- ✓ Optimize existing content
- ✓ Create a content creation plan to fill out your topic cluster
- ✓ Stay tuned for more information on creating your pillar page once your topic cluster is filled out!

