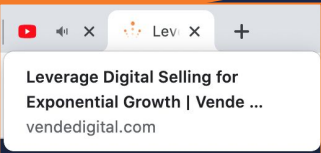


Almost Perfectly Optimized Page



Author byline proves E-A-T to the search engines

H2s and H3s

Easy to read bullet statements

Boilerplate closing

TL:DR- for readers that might skim the content



Focus KW in the title tag, URL, H1, and 1st paragraph

Opportunity to move prospect further down the sales funnel

What's missing:

- External links to authoritative websites
- Featured snippet

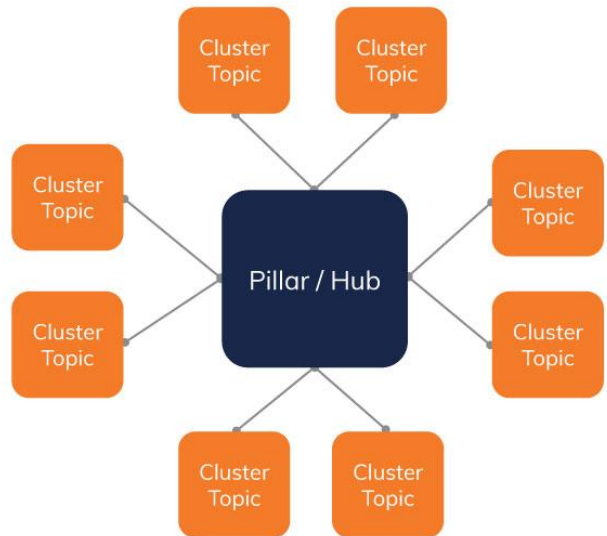
Internal links to give the reader a chance to learn more as well as to link deeper into the website for web crawlers

- **Pillar (Hub) pages**

Large topics that are core to the business operations. These topics must easily map back to your product / service functionality, audience or industry.

- **Clusters (Spoke) pages**

The topics that support the hub and explore all possible options for traffic and engagement.



The purpose of content hubs is two-fold. First you want to create a content piece worthy of the reader's time (and your effort). Secondly you want to demonstrate to the crawler this content piece expresses sufficient E-A-T for it to not only rank highly but outrank all other content for the searcher query in the SERPs. Content depth displays a mastery of the subject to both the human audience and the search crawler.

Here's how you build a content hub:

1. Download the title (and URLs) of all content, articles, blogs, etc.
2. Group each by subject, ,topic or category.
3. Determine which content pieces address similar or related topics.
4. Either designate one as the Hub/Pillar content piece. This monograph should typically present an overview of the topic and used to introduce a series of subsequent content that addresses the subject in much greater detail. Ensure it's optimized for the most valuable and competitive keyword for this content cluster.
5. Map the related keywords to be deployed (or already deployed) amongst the cluster topics.
6. Use internal links to add to the reader's user experience. This means if the mention of a related subject in a cluster topic adds to the depth of knowledge sought by the reader, then link to it! Link back to the Pillar/Hub content piece at least once.