

# Keyword Research

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Digging Deeper

# Homework

<b>Primary Keyword</b>	Topic clusters   Monthly volume: 480
<b>Secondary Keywords</b>	SEO topic clusters   Monthly volume: 110  Pillar pages and topic clusters   Monthly volume: 90  What are topic clusters   Monthly volume: 70  Topic clusters examples   Monthly volume: 40




**What is the piece of content about?**



# What are people asking about topic clusters?

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## People also ask :

What is an example of a topic cluster? 

How do you identify a topic cluster? 

Why use topic clusters? 

How many topic clusters should I have? 

[Feedback](#)

# What else?

## Keyword ideas

### Keyword Variations

**278** Total volume: **1.7K**

Keywords	Volume	KD %
topic clusters	480	60 ●
seo topic clusters	110	45 ●
pillar pages and topic clusters	90	55 ●
topic clusters and pillar pages	90	68 ●
topic clusters seo	90	58 ●

[View all 278 keywords](#)

### Questions

**22** Total volume: **130**

Keywords	Volume	KD %
what are topic clusters	70	56 ●
how to create topic clusters	20	n/a ●
why are topic clusters important	20	n/a ●
how to use topic clusters	10	n/a ●
what is topic clustering	10	n/a ●

[View all 22 keywords](#)

# What are other ranking pages writing?

The screenshot displays a web analytics tool interface for the domain **blog.marketmuse.com**. The left sidebar contains a navigation menu with categories like SEO, COMPETITIVE RESEARCH, KEYWORD RESEARCH, LINK BUILDING, and ON PAGE & TECH SEO. The main content area shows the 'Organic Research' section for the domain, with a search filter set to 'cluster'. It features three summary cards: 'Keywords' (48), 'Traffic' (154), and 'Traffic Cost' (\$239). Below these is a table of 'Organic Search Positions' for the keyword 'cluster', showing its ranking on the first page of search results.

**Organic Search Positions** 1 - 48 (48)

Keyword	Intent	Position	SF	Traffic	Tra...	Volume	KD %	URL	SER
> <input type="checkbox"/> <a href="#">topic cluster &gt;&gt;</a>	I	3	3	31	0.99	480	52	<a href="#">blog.marketmuse.com/wh-are-topic-clusters/</a>	
> <input type="checkbox"/> <a href="#">cluster topics &gt;&gt;</a>	I	1	5	27	0.86	110	48	<a href="#">blog.marketmuse.com/wh-are-topic-clusters/</a>	
> <input type="checkbox"/> <a href="#">what are topic clusters &gt;&gt;</a>	I	1	5	17	0.54	70	57	<a href="#">blog.marketmuse.com/wh-are-topic-clusters/</a>	

**Dig Deeper!**

**Use Those Keywords!**

# Keyword Q&A

# Keywords are just for search engines

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True?



False?



# Keywords are just for search engines

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True?



False?



# You shouldn't go after highly competitive keywords

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True?



False?



# You shouldn't go after highly competitive keywords

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True?



False?



# You should always target the highest-volume keywords

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True?



False?



# You should always target the highest-volume keywords

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True?



False?



# An Example



Wikipedia

[https://en.wikipedia.org/wiki/Artificial\\_intelligence](https://en.wikipedia.org/wiki/Artificial_intelligence)

## Artificial intelligence

**Artificial intelligence (AI)** is the intelligence of machines or software, as opposed to the intelligence of humans or animals. It is also the field of study ...

[Goals](#) · [Tools](#) · [Applications](#) · [Ethics](#)



OpenAI

<https://openai.com>

## OpenAI

Creating safe AGI that benefits all of humanity · Safety & responsibility. Our work to create safe and beneficial AI requires a deep understanding of the ...

[Introducing ChatGPT](#) · [Teaching with AI](#) · [Frontier AI regulation](#) · [ChatGPT](#)



IBM

<https://www.ibm.com/topics/artificial-intelligence>

## What is Artificial Intelligence (AI)

At its simplest form, **artificial intelligence** is a field, which combines core robust datasets, to enable problem-solving. It also encompasses ...



IMDb

<https://www.imdb.com/title/>

## A.I. Artificial Intelligence (2001)

**A.I. Artificial Intelligence** ... A highly advanced robotic boy longs to become "real" so that he can regain the love of his human mother. A highly advanced robotic ...

★★★★☆ Rating: 7.2/10 · 317,871 votes



OECD

<https://www.oecd.org/digital/artificial-intelligence>

## Artificial intelligence

**Artificial intelligence (AI)** is transforming every aspect of our lives. It influences how we work and play. It promises to help solve global challenges like ...

# You can only target one keyword in a piece of content

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True?



False?



# You can only target one keyword in a piece of content

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True?



False?



# Secondary keywords are just synonyms of primary keywords

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True?



False?



# Secondary keywords are just synonyms of primary keywords

---

True?



False?



# Secondary Keywords

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- Add more detail to initial keywords
- They can be synonyms, but try to stretch beyond that to find related keywords that address some of the subtopics you should be covering
- When they are synonyms or very closely related, make a note to include those in your piece
  - H1, H2, H3 tags, Meta description, text
- Typically you want to target 1 primary keyword and 1-3 secondary keywords you want to rank for
- Collect more and group to figure out some areas to cover

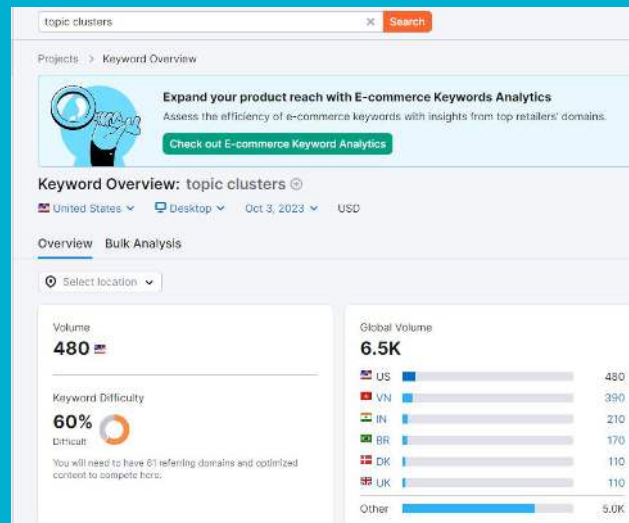
# Query: Topic Clusters

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- Audience: Beginner bloggers/business owners
- Aim: Let's assume you are writing this for a business that sells tools and templates that help beginners map out a content strategy.

# “Topic Clusters Brief”

- Solid volume
- Competition is moderate



# Competing Sites

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 <a href="https://www.semrush.com/blog/topic-clusters/">https://www.semrush.com/blog/topic-clusters/</a>  <b>semrush.com</b>  Featured snippet	38	261	994	220	73
>  People also ask					
2 <a href="https://blog.hubspot.com/marketing/topic-clusters-seo">https://blog.hubspot.com/marketing/topic-clusters-seo</a>  <b>hubspot.com</b>	58	1.1K	2.0K	351	174
3 <a href="https://blog.marketmuse.com/what-are-topic-clusters/">https://blog.marketmuse.com/what-are-topic-clusters/</a>  <b>marketmuse.com</b>  Site links	20	68	91	102	51
4 <a href="https://ahrefs.com/blog/topic-clusters/">https://ahrefs.com/blog/topic-clusters/</a>  <b>ahrefs.com</b>	26	127	236	54	44
5 <a href="https://www.searchenginejournal.com/topic-clusters-seo/420172/">https://www.searchenginejournal.com/topic-clusters-seo/420172/</a>  <b>searchenginejournal.com</b>  Site links	30	285	984	40	33
6 <a href="https://terakeet.com/blog/topic-clusters/">https://terakeet.com/blog/topic-clusters/</a>  <b>terakeet.com</b>  Site links	30	65	283	114	52
7 <a href="https://mention.com/en/blog/topic-clusters/">https://mention.com/en/blog/topic-clusters/</a>  <b>mention.com</b>  Site links	19	5	9	21	30

# Here's what I did

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- First, I wanted to better understand what are searchers really looking for here

## The best topic cluster strategy for new websites? : r/SEO

Apr 14, 2022 — Hi, I'm trying to create a content strategy following the **topic cluster** methodology. My website has low DA and about 5 blog posts.

## I want to create a topic cluster : r/SEO

Aug 8, 2023 — Hello all. I need suggestions. I'm working on E-commerce site and in the blog section it has two category page abortion and pregnancy.

## Topic cluster publishing schedule : r/SEO

Jul 18, 2022 — My question is related to **topic clusters** and when to publish each post. I have already drafted a pillar page and am nearly finished with the ...

# Run some searches on related keywords

All keywords: 3,055 Total volume: 36,990 Average KD: 58%

<input type="checkbox"/> Keyword	Intent	Vol.	Trend	KD %	CPC
<input type="checkbox"/> seo strategy >>	I	6,600		90	
<input type="checkbox"/> seo strategies >>	I	2,400		89	
<input type="checkbox"/> seo content strategy >>	I	1,300		55	
<input type="checkbox"/> local seo strategy >>	I	1,000		83	
<input type="checkbox"/> seo marketing strategy >>	I	880		81	
<input type="checkbox"/> what is seo strategy >>	I	880		91	
<input type="checkbox"/> ecommerce seo strategy >>	I	590		75	
<input type="checkbox"/> b2b seo strategy >>	I	480		53	
<input type="checkbox"/> strategies seo >>	I	480		89	
<input type="checkbox"/> enterprise seo strategy >>	I	390		56	
<input type="checkbox"/> seo keyword strategy >>	I	390		71	
<input type="checkbox"/> seo strategy example >>	I	390		79	
<input type="checkbox"/> seo strategy meaning >>	I	390		95	
<input type="checkbox"/> what are seo strategies >>	I	390		81	
<input type="checkbox"/> international seo strategy >>	I	320		63	
<input type="checkbox"/> seo content marketing strategy >>	I	260		65	
<input type="checkbox"/> seo strategy template >>	I	260		46	
<input type="checkbox"/> what is an seo strategy >>	I	260		79	

# Competitors for “SEO Content Strategy”

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 <a href="https://blog.hubspot.com/marketing/seo-strategy">https://blog.hubspot.com/marketing/seo-strategy</a> <a href="#">↗</a> <b>hubspot.com</b> 🏠 Featured snippet	60	1.4K	5.1K	3.1K	785
> <a href="#">📄</a> People also ask					
2 <a href="https://www.searchenginejournal.com/seo-content-marketing-strategy/258253/">https://www.searchenginejournal.com/seo-content-marketing-strategy/258253/</a> <a href="#">↗</a> <b>searchenginejournal.com</b> 🔗 Site links	49	226	1.5K	98	41
3 <a href="https://ahrefs.com/blog/seo-content-strategy/">https://ahrefs.com/blog/seo-content-strategy/</a> <a href="#">↗</a> <b>ahrefs.com</b> 🔗 Site links	23	118	593	196	90
4 <a href="https://rockcontent.com/blog/seo-content-strategy/">https://rockcontent.com/blog/seo-content-strategy/</a> <a href="#">↗</a> <b>rockcontent.com</b> 🔗 Site links	24	16	24	100	66
5 <a href="https://www.webfx.com/seo/learn/seo-content-strategy/">https://www.webfx.com/seo/learn/seo-content-strategy/</a> <a href="#">↗</a> <b>webfx.com</b> 🔗 Site links	19	5	18	47	28
6 <a href="https://www.siegemedia.com/seo/content-strategy">https://www.siegemedia.com/seo/content-strategy</a> <a href="#">↗</a> <b>siegemedia.com</b> 🔗 Site links	19	41	55	48	160
7 <a href="https://backlinko.com/seo-strategy">https://backlinko.com/seo-strategy</a> <a href="#">↗</a> <b>backlinko.com</b> 🔗 Site links	67	869	5.3K	3.4K	640
8 <a href="https://gathercontent.com/blog/seo-content-strategy">https://gathercontent.com/blog/seo-content-strategy</a> <a href="#">↗</a> <b>gathercontent.com</b>	15	2	3	22	77
9 <a href="https://www.wordstream.com/blog/ws/2012/01/17/seo-content-beginners-guide">https://www.wordstream.com/blog/ws/2012/01/17/seo-content-beginners-guide</a> <a href="#">↗</a> <b>wordstream.com</b>	58	452	2.3K	1.9K	416
10 <a href="https://hawksem.com/blog/seo-content-strategy-guide/">https://hawksem.com/blog/seo-content-strategy-guide/</a> <a href="#">↗</a> <b>hawksem.com</b> 🔗 Site links	11	2	2	18	130

# Options

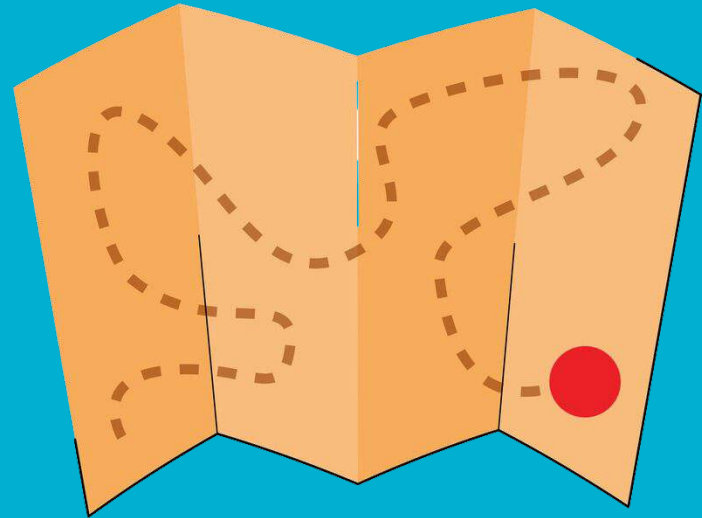
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- Topic clusters could be hard to rank for - I could target “SEO Content Strategy” and include topic clusters as a section.
- I could focus my piece on topic clusters around templates. This is useful, fits the target audience, and hits some less competitive keywords as well
- Could also dig in to some of the related keywords like “pillar and cluster strategy” or “pillar content strategy.” They are lower volume, but much easier to rank for.

# Keyword Research = an Adventure

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- It isn't just about pulling out keywords and adding them to your content.
- Follow that topic area around until you find the things that are valuable.



Questions?

# Homework

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- Read the provided reading on keyword research and creating a brief
- Try the brief on “topic clusters” again