Keyword Research

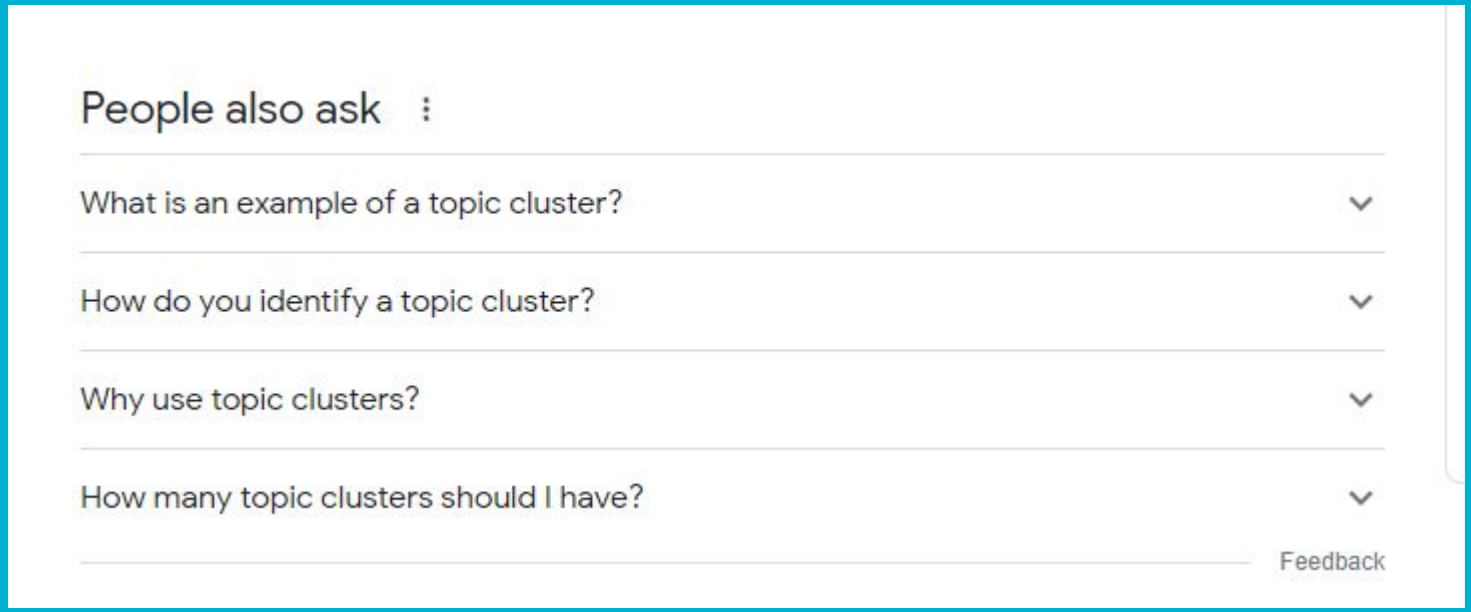
Digging Deeper

Homework

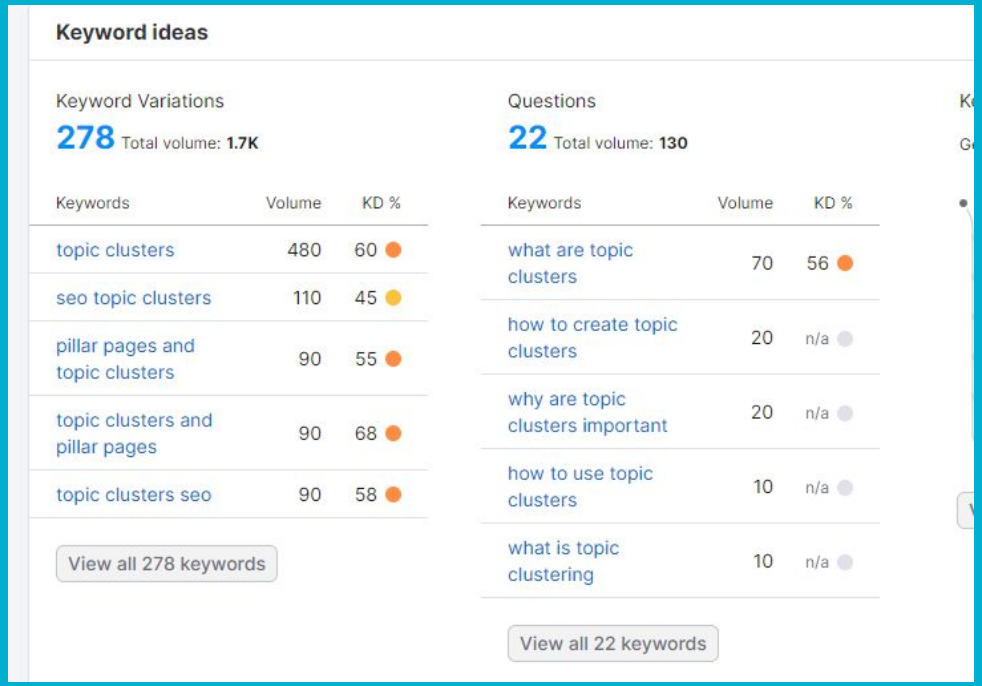
Primary Keyword	Topic clusters | Monthly volume: 480
Secondary Keywords	SEO topic clusters | Monthly volume: 110 Pillar pages and topic clusters | Monthly volume: 90 What are topic clusters | Monthly volume: 70 Topic clusters examples | Monthly volume: 40

What is the piece of content about?

What are people asking about topic clusters?



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

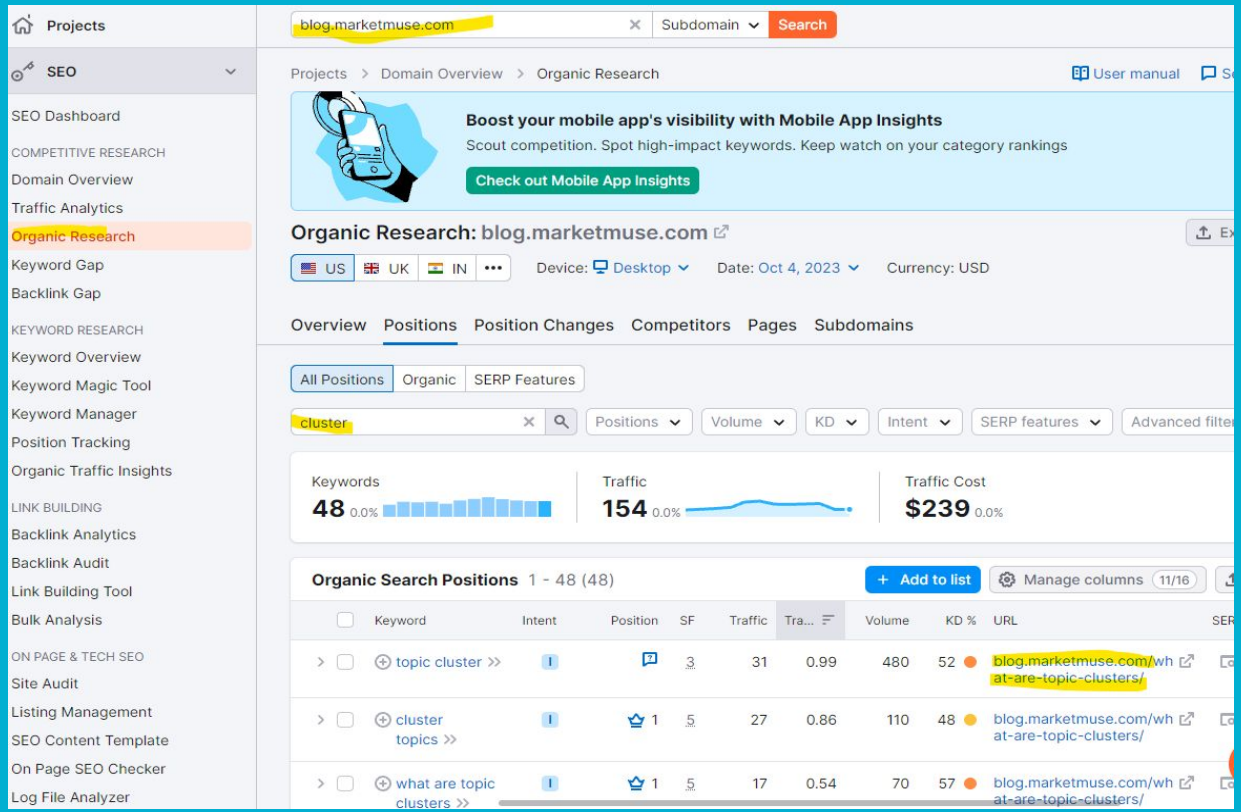
Questions

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?



Dig Deeper!

Use Those Keywords!

Keyword Q&A

Keywords are just for search engines

True?

False?

Keywords are just for search engines

True?

False?

You shouldn’t go after highly competitive keywords

True?

False?

You shouldn’t go after highly competitive keywords

True?

False?

You should always target the highest-volume keywords

True?

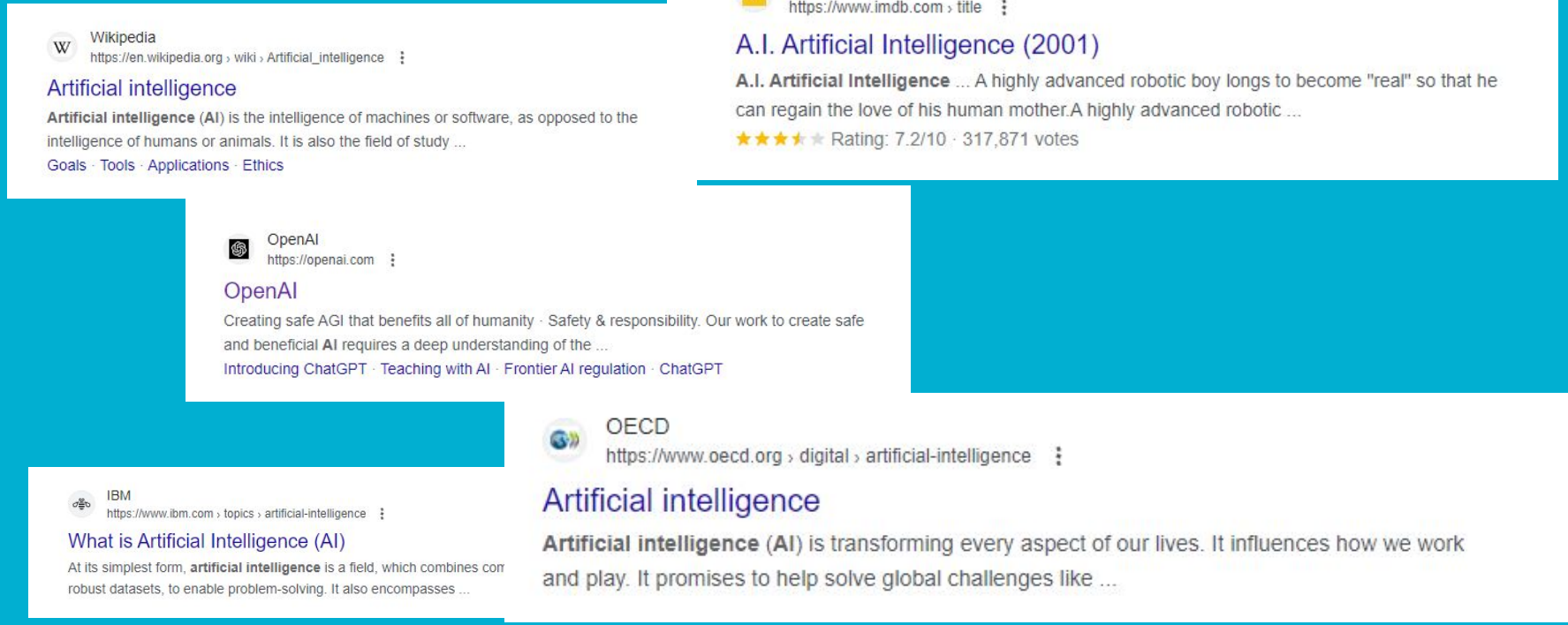
False?

You should always target the highest-volume keywords

True?

False?

An Example


Wikipedia
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
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
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 com
robust datasets, to enable problem-solving. It also encompasses ...
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

True?

False?

You can only target one keyword in a piece of content

True?

False?

Secondary keywords are just synonyms of primary keywords

True?

False?

Secondary keywords are just synonyms of primary keywords

True?

False?

Secondary Keywords

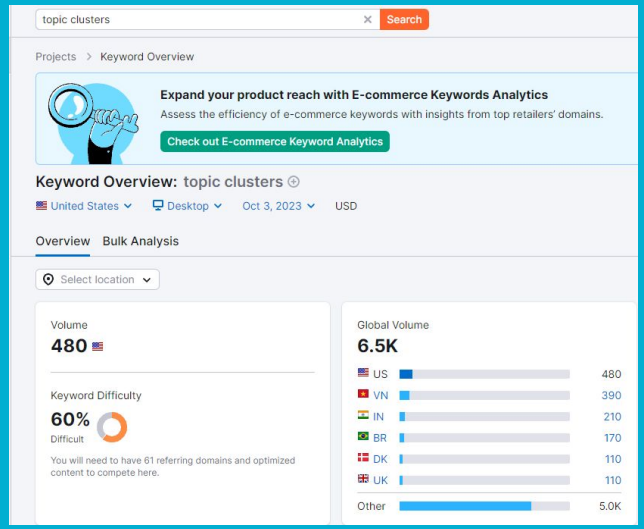
- Add more detail to initial keywords
- They can be synonyms, but try to stretch beyond that to find related keywords that address some of the subtopics you should be covering
- When they are synonyms or very closely related, make a note to include those in your piece
    - H1, H2, H3 tags, Meta description, 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

- 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

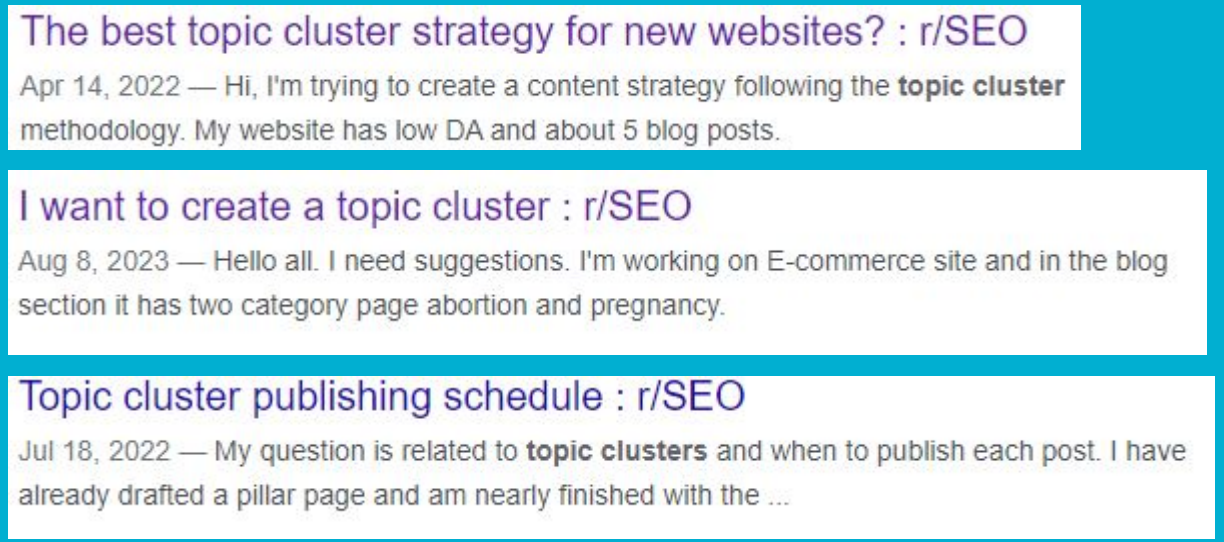


Competing Sites

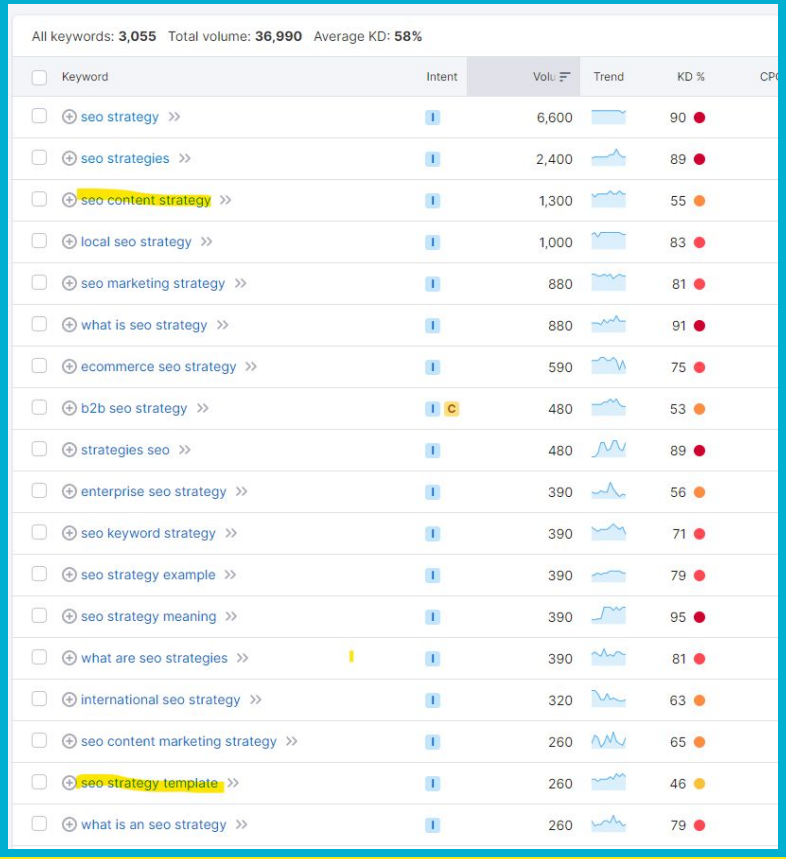
	URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1	https://www.semrush.com/blog/topic-clusters/ **semrush.com** Featured snippet	38	261	994	220	73
	People also ask					
2	https://blog.hubspot.com/marketing/topic-clusters-seo **hubspot.com**	58	1.1K	2.0K	351	174
3	https://blog.marketmuse.com/what-are-topic-clusters/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

Here’s what I did

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



Run some searches on related keywords



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

Keyword	Intent	Volu	Trend	KD %	CP
seo strategy	I	6,600		90	
seo strategies	I	2,400		89	
seo content strategy	I	1,300		55	
local seo strategy	I	1,000		83	
seo marketing strategy	I	880		81	
what is seo strategy	I	880		91	
ecommerce seo strategy	I	590		75	
b2b seo strategy	I C	480		53	
strategies seo	I	480		89	
enterprise seo strategy	I	390		56	
seo keyword strategy	I	390		71	
seo strategy example	I	390		79	
seo strategy meaning	I	390		95	
what are seo strategies	I	390		81	
international seo strategy	I	320		63	
seo content marketing strategy	I	260		65	
seo strategy template	I	260		46	
what is an seo strategy	I	260		79	

Competitors for “SEO Content Strategy”

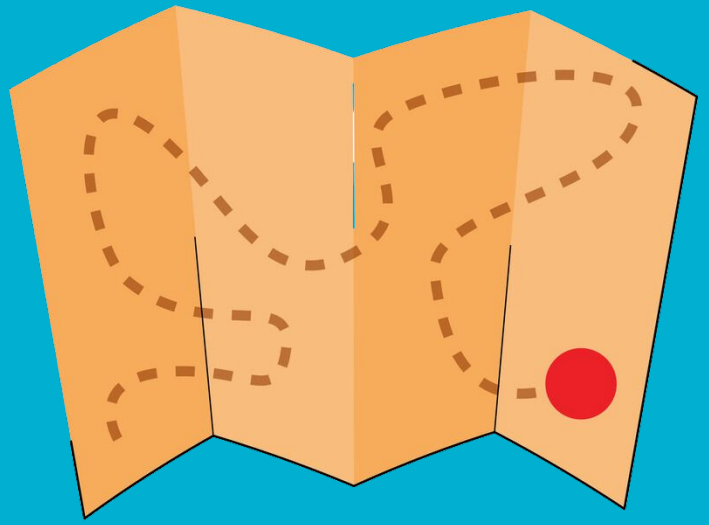
	URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1	https://blog.hubspot.com/marketing/seo-strategy **hubspot.com** Featured snippet	60	1.4K	5.1K	3.1K	785
>	People also ask					
2	https://www.searchenginejournal.com/seo-content-marketing-strategy/258253/ **searchenginejournal.com** Site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

Options

- 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

- 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

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