

Content Writing

Finding and using sources

Sourcing = Creating Content That Stands Out

Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?
- If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?
- Does the main heading or page title provide a descriptive, helpful summary of the content?
- Does the main heading or page title avoid exaggerating or being shocking in nature?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?
- Is the content produced well, or does it appear sloppy or hastily produced?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

Sourcing = Creating Content with Expertise

- Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?
- If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?
- Is this content written or reviewed by an expert or enthusiast who demonstrably knows the topic well?
- Does the content have any easily-verified factual errors?

What sources can I use?

- Published research, surveys, polls, etc.
- Quality books on the topic
- Quotes, tips and insight from an expert in the field
- Trends or market report
- Published news on the topic
- Others - you may have to get creative depending on what you have access to and what you need

Published Research, Surveys, Polls

topic clusters report

topic clusters survey

topic clusters research

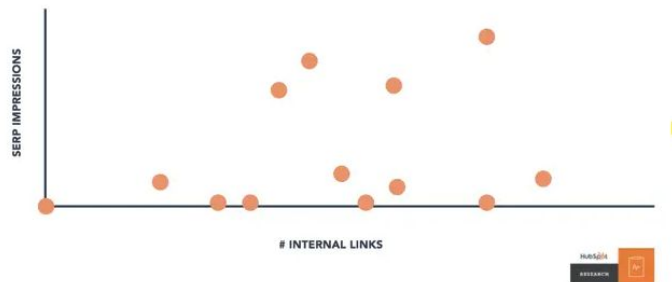
Bingo!

Do Topic Clusters Actually Impact SERPs?

In light of these algorithm changes, former HubSpotters [Anum Hussain](#) and [Cambria Davies](#) launched topic cluster experiments in 2016. [The extensive findings from their initial topic cluster experiments](#) showed that the more interlinking they did, the better the placement in search engine results pages (SERPs). Impressions (or views) also increased with the number of links they created.

More internal links = higher placement in SERP.

We saw great results from weaving our own content together more tightly.



Research, Surveys, Polls, Case Studies, etc.


- Find the most recent data you can - don't refer to something from 2010 when you can find something from 2020
- Refer and link to that data from its original source, not where someone else cited it
- Google can be a great way to find these
 - If it's cited by other sources, you might find it that way
 - If you try including "research," "study," "survey" in your search terms you might find something
 - Google Scholar for academic research papers
 - ResearchGate and Academia.edu
 - Try accessing at your local library for journals that are paywalled

Books


topic clusters seo

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Keywords for SEO: Actionable Knowledge Bombs to Help you ...
Itamar Blauer, Andy Woolley · 2021
This book features time-saving templates, knowledge bombs, and a no-nonsense approach to getting the job done right.
[Preview](#)

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Text Clustering for Topic Detection
Young-Woo Seo · 2004 · No preview
Abstract: "The world wide web represents vast stores of information."

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Books


Keywords for SEO

Actionable Knowledge Bombs to Help you Rank on Google

By Itamar Blauer, Andy Woolley · 2021

 Preview

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Overview

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About this edition

Experts!!!

How to Find Experts on a Topic

- Google it
- Use LinkedIn
- Use Help a Reporter Out (HARO)
- Reach out to your network
- Hop onto a message board or relevant Reddit thread
- Look for conferences or events where you might find experts IRL, then see who's presenting

Finding an Expert on Google

"topic cluster expert"



iPullRank

<https://ipullrank.com> › the-seo-weekly-episode-32-real... ⋮

The SEO Weekly - Episode 32 - Real-life SEO and SEO ...

... **topic cluster expert Chima Mmeje**. Get a sneak peek of the episode one day early.

PREVIOUS EPISODES. The SEO Weekly - Feature - Ep. 74 · AI Content vs Human ...

Who's this Chima person?

Videos :



Topic Clusters: How To Own A Subject In The SERPs w ...

YouTube · Optimist - Growth-Focused Content Marketing Agency
Sep 1, 2023

10 key moments in this video ▾



Chima Mmeje - How to do thorough research when building a ...

YouTube · Hallam
Jul 20, 2023



Earn Brand Authority With **Topic Clusters** ft Chima Mmeje ...

YouTube · iPullRank
Jul 6, 2022

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Zenith Copy

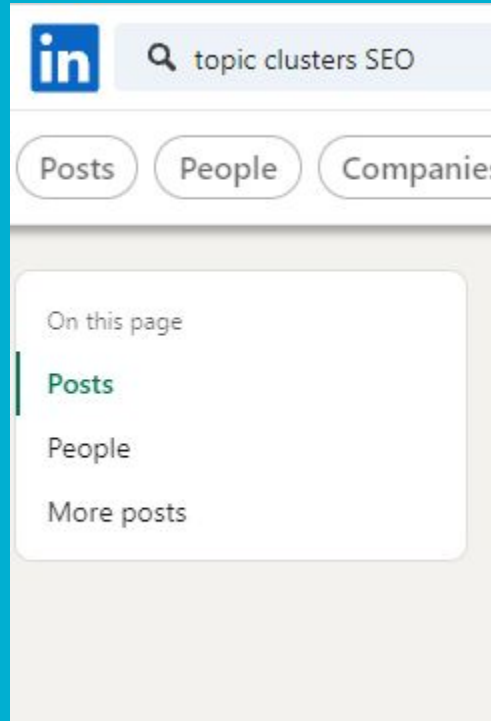
<https://zenithcopy.com/topic-cluster-course-for-cont...>

Topic Cluster Course for Content Marketers

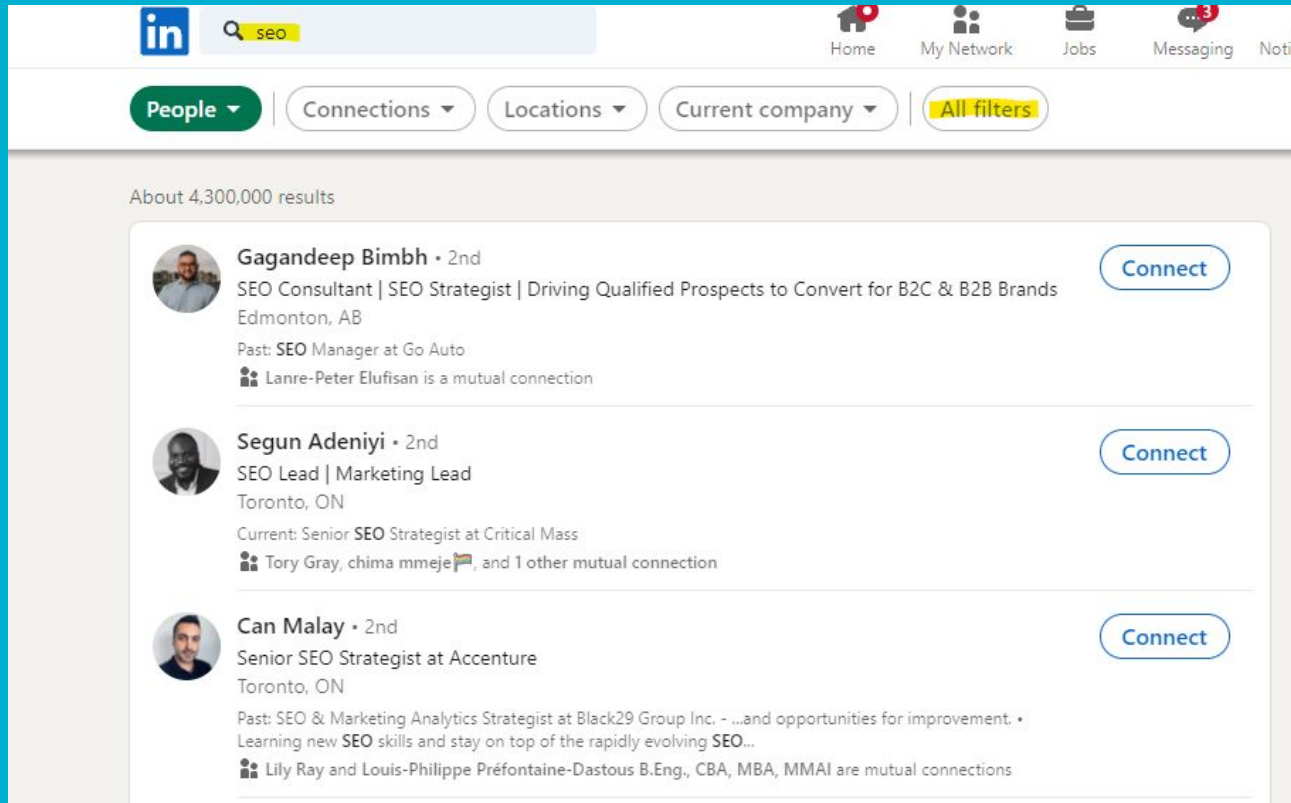
My name is **Chima Mmeje** and I'm an SEO Copywriter and Content Strategist. I help SaaS and tech brands to build **topic clusters**, execute their SEO content strategy ...



Finding Sources on LinkedIn



Searching for an Expert on LinkedIn



The screenshot shows the LinkedIn search interface. At the top, the LinkedIn logo is on the left, and navigation icons for Home, My Network, Jobs, and Messaging are on the right. A search bar contains the text 'seo'. Below the search bar, there are filter buttons: 'People' (selected), 'Connections', 'Locations', 'Current company', and 'All filters'. The search results show 'About 4,300,000 results'. Three profiles are listed:

- Gagandeep Bimbh** • 2nd
SEO Consultant | SEO Strategist | Driving Qualified Prospects to Convert for B2C & B2B Brands
Edmonton, AB
Past: SEO Manager at Go Auto
Lanre-Peter Elufisan is a mutual connection
- Segun Adeniyi** • 2nd
SEO Lead | Marketing Lead
Toronto, ON
Current: Senior SEO Strategist at Critical Mass
Tory Gray, chima mmeje, and 1 other mutual connection
- Can Malay** • 2nd
Senior SEO Strategist at Accenture
Toronto, ON
Past: SEO & Marketing Analytics Strategist at Black29 Group Inc. - ...and opportunities for improvement. • Learning new SEO skills and stay on top of the rapidly evolving SEO...
Lily Ray and Louis-Philippe Préfontaine-Dastous B.Eng., CBA, MBA, MMAI are mutual connections

Use HARO

Harvest is coming! HARO will soon have a new home made clear on a new app, soon receiving, where a community of journalists, content creators, and experts can come together to collaborate and build connections. More details coming soon!

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H/A/R/O

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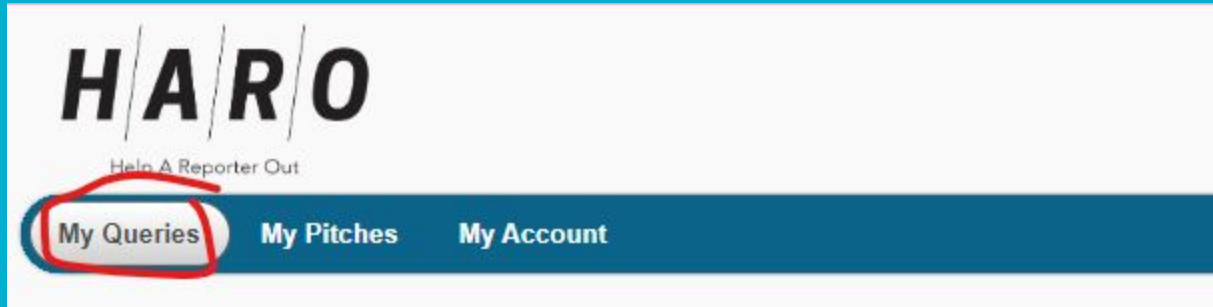


A Source for Every Story

I'M A **JOURNALIST**

I'M A **SOURCE**

How to Use HARO



How to Use HARO

DETAILS	
Title	How Are You Using AI/ML in Business?
Query	AI/ML applications are rapidly moving into business. Has your company embraced it? How is your company using AI/ML? How does it plan to in the future? What are some of the challenges you've faced in implementing ML/AI? How has AI/ML positively impacted your business/business processes?
Requirements	Seeking executive-level business people to speak on the impact and challenges of bringing on AI/ML in their businesses.
Media Outlet	Techopedia
Outlet URL	https://www.techopedia.com/
Visibility	Not Anonymous
My Deadline	5/4/2019 7:00:00 PM, EST
Targeting	Business and Finance --High Tech ,
Status	Closed - No Longer Accepting Pitches
Query Email	query-99yu@helpareporter.net

How to Use HARO

○ ○ ○ ○ ○
JuliaHanbury
Talk Shop Media
julia@talkshopmedia.com

Fmr. Yahoo exec on AI/ML in healthcare: Hi Tara,

Re. your query, I'd be happy to connect you with former Director of Engineering at Yahoo, Abhinav Gupta.

Abhinav's new company, tech-based pharmacy PocketPills <<https://www.pocketpills.com/>>, will use patient data, AI and Machine Learning to predict disease progression, incidence of new diseases, and medication adherence.

Would you be interested in speaking with Abhinav about how AI and ML is revolutionizing the pharmaceutical industry?



Thanks,


Julia

--

Rate this pitch!
Help us keep HARO clean

⊖ ○ ○ ○ ○ ○

 [Favorite Source](#)

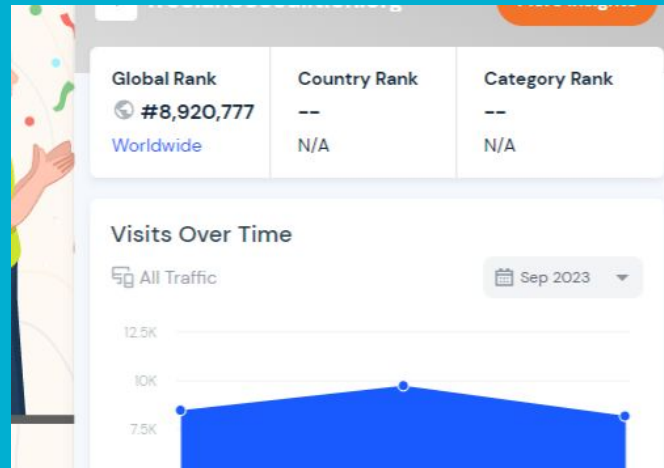
A Few Tips

- Wait for all responses to come in, filter out the best ones you'd like to connect with
- Send questions by email to those you've selected and provide a deadline
- Make sure you ask for the job title and any site you should link to for the person you are quoting
- Follow up with everyone you included after the piece is posted to share the link; tag them on social
- Add these people to a list including what expertise they have in case you need a quote from them in the future!

One HARO Caveat

- The site you are writing for must have been running for at least one month
- Must have a Similarweb ranking of 1 million or less

<https://www.similarweb.com/>



Reach Out to Your Network

- Ask people you know if they have any relevant connections
- Use any groups/communities you belong to (like FCDC!) to see if you can connect with anyone that way
- Look for any personal connection you can find to get experts to speak to you -
“you worked with my good friend at ____,” “we went to the same primary school,”
“we both wrote for ____”

Trend/Market Reports and Research

[Home](#) → [Academy](#) → [Research Studies](#) → [SEO and Content Trends](#)

SEO Trends and Predictions for 2023

Last updated: Aug 21, 2023

How to Find Market Research

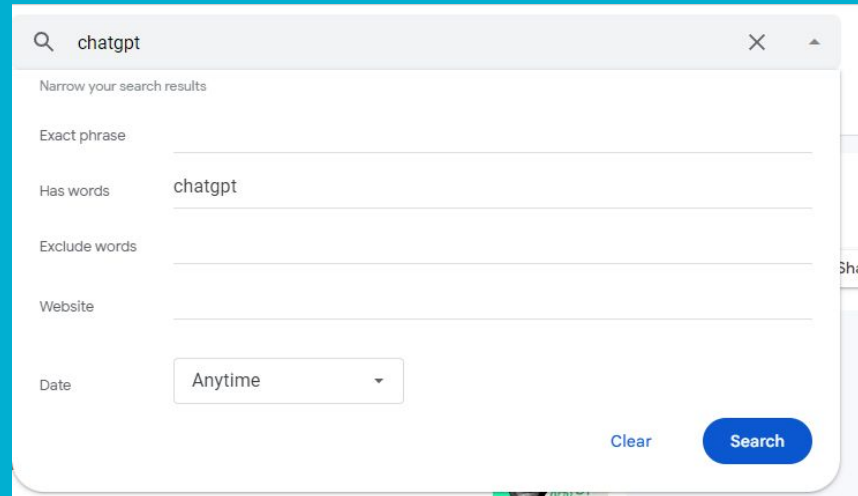
- Check websites of leaders in the space
- Use Google - it can be as simple as “seo report” or “seo trends” - think about how this report might look and what it might include and get Googling
- Forums and communities - ask people in the industry what research and resources they are aware of
- HARO - sources will often bring these reports forward for you
- Any sources you are already using - they’re experts, do they know of anything?

Published News on a Topic

- Not relevant for all topics, but if you can give your content some immediate relevance, that can be a good thing
- Understand how your topic is being presented in the news and some areas of concern
- Another way to dig up relevant research, reports etc. (because news outlets often report on them)

Find Published News with Google News

- <https://news.google.com>
- Enter your search and use tools to refine as necessary



A screenshot of the Google News search interface. The search bar at the top contains the text "chatgpt". Below the search bar, there are several filter options: "Exact phrase" (empty), "Has words" (containing "chatgpt"), "Exclude words" (empty), and "Website" (empty). At the bottom left, there is a "Date" filter set to "Anytime". At the bottom right, there are "Clear" and "Search" buttons.

Final Tip: Get Creative

- Who or what resources might help people better understand your topic?
- Who can you leverage to help you connect with people who know more?
- How can you use what you know to track down more of what you don't?

Questions?

Homework

- Have a look at the tools/techniques we talked about today