

WHAT THE (CLUSTER)F*CK?

HOW TO CONVINCE GOOGLE YOU'RE AN EXPERT AND PLAN YOUR CONTENT FASTER

MANDATORY AWKWARD INTRODUCTION



ALICE ROWAN

FREELANCE SEO
CONTENT AND WEB
COPYWRITER

 [@alice_rowan](https://twitter.com/alice_rowan)

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VAPID CONTENT IS LIKE
SMALL TALK

TOPIC CLUSTERS ARE THE CONTENT EQUIVALENT OF A DMC



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AUGUST 2022 GOOGLE HELPFUL CONTENT UPDATE

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WHAT THE FUCK DOES
"HELPFUL CONTENT"
EVEN MEAN?

PURPOSEFUL

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INFORMATIVE



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SPECIALISED

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SPECIFIC

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HELPFUL CONTENT IS A PIECE OF

PURPOSEFUL
INFORMATIVE
SPECIALISED
SPECIFIC

WELCOME TO THE WONDERFUL WORLD OF TOPIC CLUSTERS

8 STEPS TO UNFUCK YOUR TOPIC CLUSTER

1. CHOOSE WISELY
2. LEAD MAGNETS
3. TYPES OF CONTENT
4. OPTIMISE YOUR CONTENT
5. QUALITY RESEARCH
6. INTERNAL LINKING
7. CORNERSTONE CONTENT
8. DISTRIBUTION

SIMPLE ENOUGH, RIGHT?

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STEP 1: CHOOSE WISELY

YOUR FUTURE

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FREE KEYWORD RESEARCH TOOLS



People also ask :

How do I get Google people also ask?

Where is people also ask on Google?

Why is my people also ask on Google not opening?

How do you use people also ask?

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People also ask ⋮

How do I get Google people also ask?

Where is people also ask on Google?

Why is my people also ask on Google not opening?

How do you use people also ask?



PAID KEYWORD RESEARCH TOOLS



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TAKE NOTE



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**HOW CAN YOU HELP PEOPLE IF
YOU DON'T KNOW WHAT THEY
NEED?**

STEP 2: LEAD MAGNETS



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SMALL COMMITMENT



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BIG COMMITMENT



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CREATE YOUR LEAD-MAGNETS FIRST



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STEP 3: SUPPORTING CONTENT

OPTIONS



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PODCASTS

TWITTER

TIKTOK

INFOGRAPHICS

PRESS RELEASES

LINKEDIN

BLOGS

ANIMATIONS

INTERVIEWS

TRANSCRIPTS

LINKEDIN

BLOGS

PRESS RELEASES

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EBOOK



Blog 1



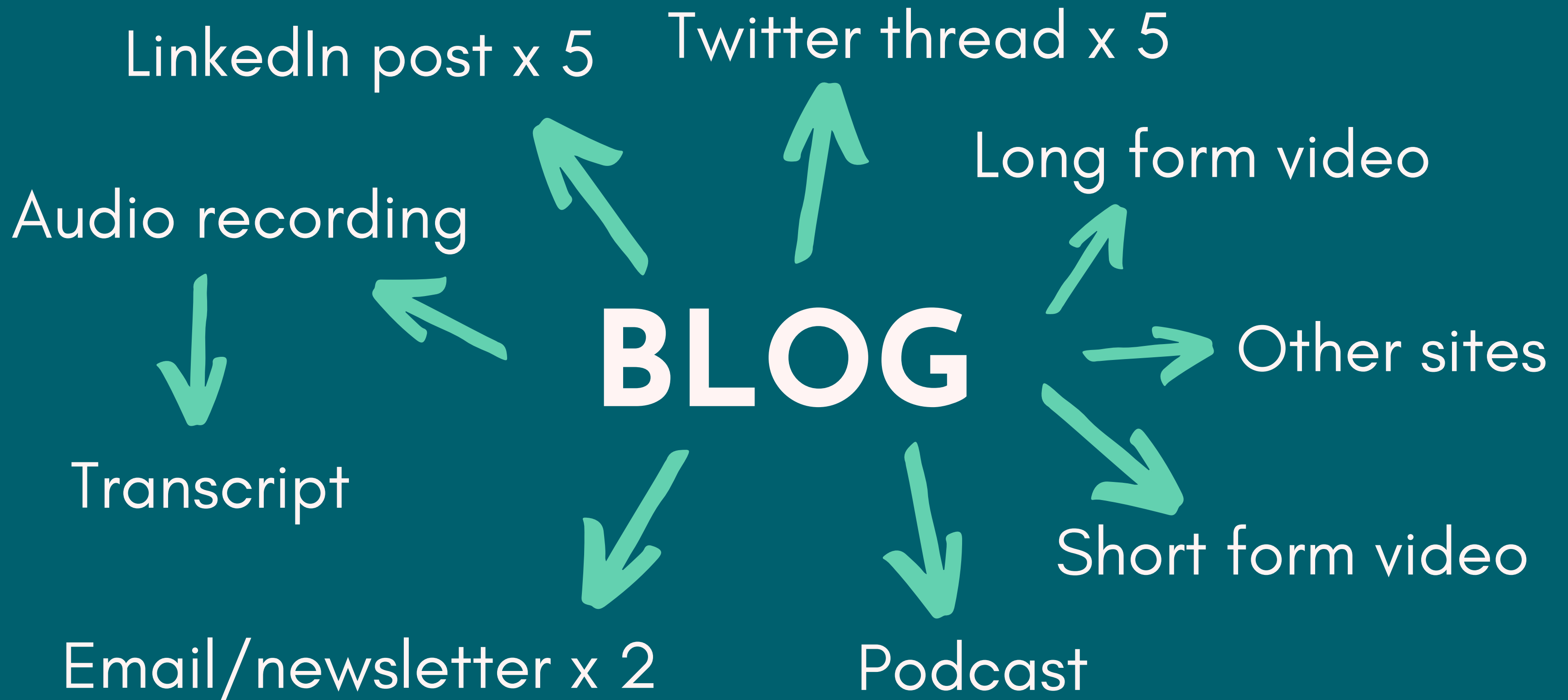
Blog 2



Blog 3



Blog 4



STEP 4: OPTIMISE YOUR CONTENT

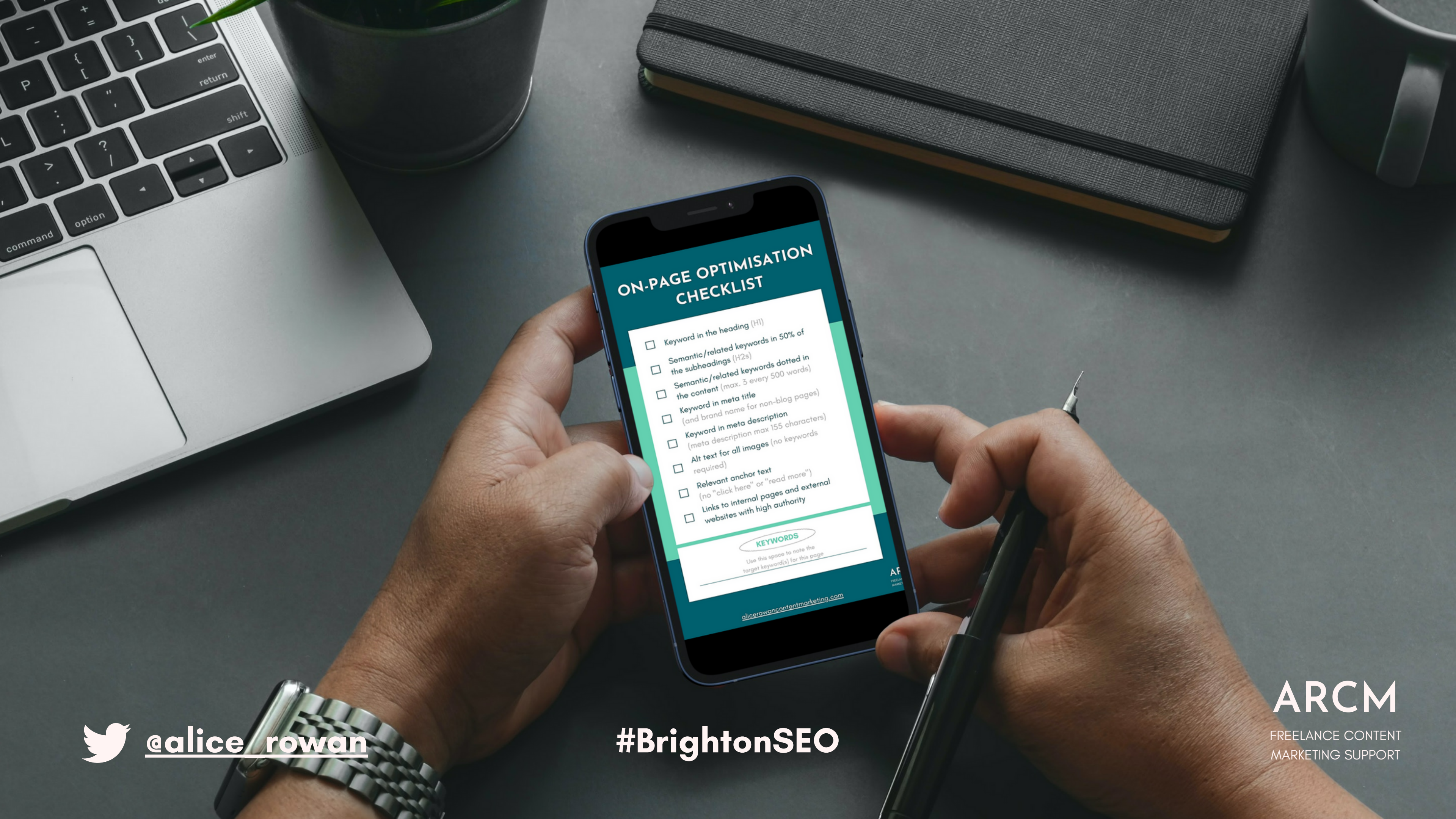
PEOPLE FIRST

KEYWORDS SECOND

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ON-PAGE OPTIMISATION CHECKLIST

- ☐ Keyword in the heading (H1)
- ☐ Semantic/related keywords in 50% of the subheadings (H2s)
- ☐ Semantic/related keywords dotted in the content (max. 3 every 500 words)
- ☐ Keyword in meta title (and brand name for non-blog pages)
- ☐ Keyword in meta description (meta description max 155 characters)
- ☐ Alt text for all images (no keywords required)
- ☐ Relevant anchor text (no "click here" or "read more")
- ☐ Links to internal pages and external websites with high authority

KEYWORDS

Use this space to note the target keyword(s) for this page

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MARKET



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STEP 5: QUALITY RESEARCH

A person is sitting in the center of the frame, reading a book. They are wearing a white t-shirt with a green graphic that says 'COLLEGE OF Teacher Education'. They are surrounded by floor-to-ceiling stacks of books, creating a dense, textured background. A large, semi-transparent teal rectangle is overlaid in the center, containing the text 'READ. A LOT' in white, bold, sans-serif capital letters.

READ. A LOT



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STEP 6: LINKING STRATEGY



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click here



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chere



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2021 article from Harvard

Business Review

SEO content writing

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LINKING STRATEGY CHECKLIST

- ☐ Descriptive anchor text for external links
(e.g. article from Harvard Business Review)
- ☐ Keyword anchor text for internal links
(e.g. SEO content writing services)
- ☐ Do-follow links for first mention of a company or first link to that page
- ☐ No-follow links for repeated mentions or repeat links within one page
- ☐ Links to other relevant content on your site
(e.g. similar blogs, case studies, etc.)
- ☐ Acquire backlinks from valuable sources
(not a priority is budget/resource is low)
- ☐ Relevant anchor text
(no "click here" or "read more")
- ☐ Cut down internal links to the slug only
(e.g. /blog/writing-tips-for-SMBs)

KEYWORDS

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MacBook Pro

STEP 7: CORNERSTONE CONTENT

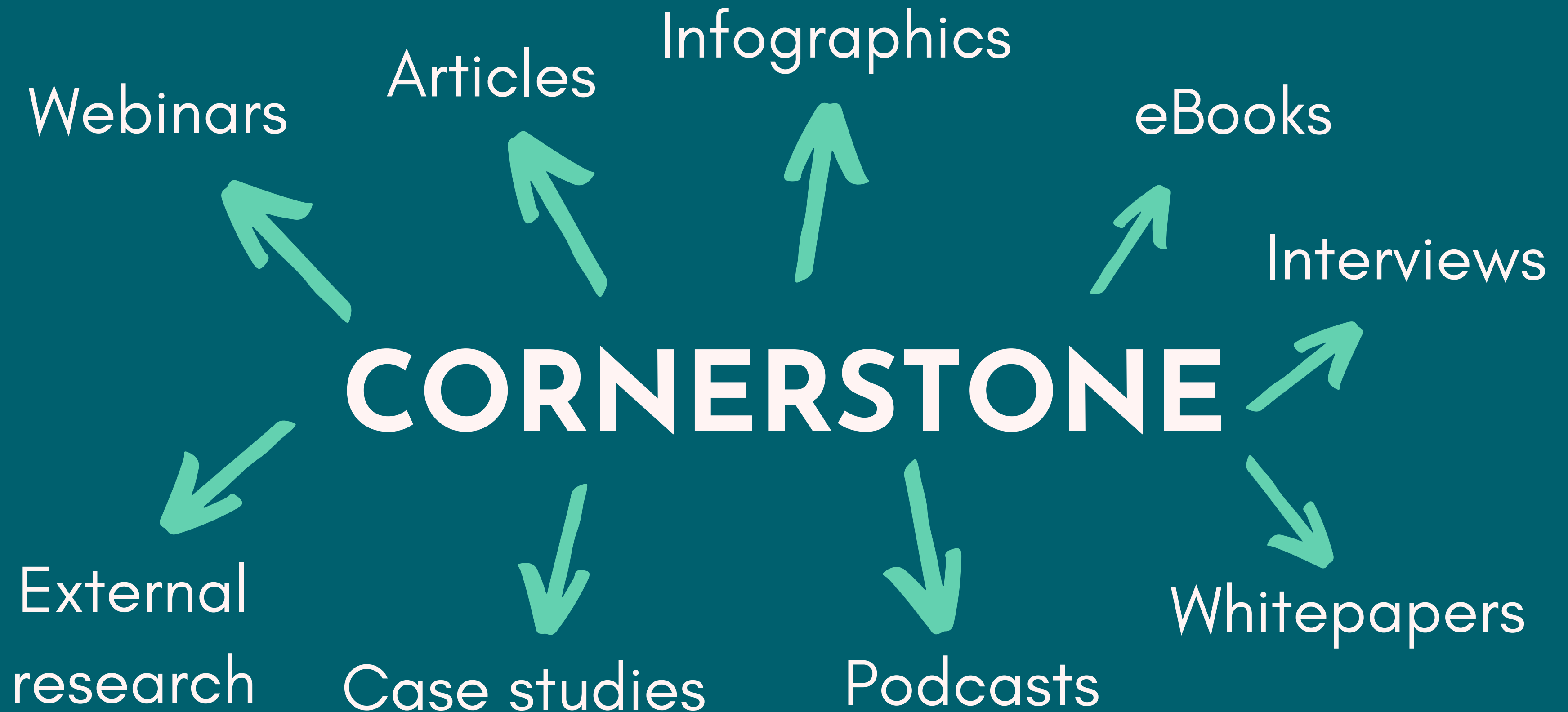
WHAT THE FUCK IS CORNERSTONE CONTENT?

CREATE YOUR CONTENT IN REVERSE

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WHY BOTHER?



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HELPFUL

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ANSWERS QUERIES



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IN-DEPTH COVERAGE



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CORNERSTONE CONTENT IS PINNACLE OF HELPFUL CONTENT

CORNERSTONE CONTENT CHECKLIST

- ☐ Everything in the on-page optimisation checklist
- ☐ 3,000 - 5,000 words
(more a guideline than an actual rule)
- ☐ Research and visual statistics
(always hyperlink to the original source)
- ☐ Link to as many relevant internal pages, blog posts, and resources as possible
- ☐ Keyword and brand name in meta title
- ☐ Links to high quality external sources or authorities on the topic
- ☐ Opportunity to include lead magnets
(relevant, low commitment ones here)
- ☐ Quick links at top of page to scroll down automatically

KEYWORDS

Use this space to note the target keyword(s) for this page

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**NOT EVERYTHING DESERVES
TO BE CORNERSTONE CONTENT**

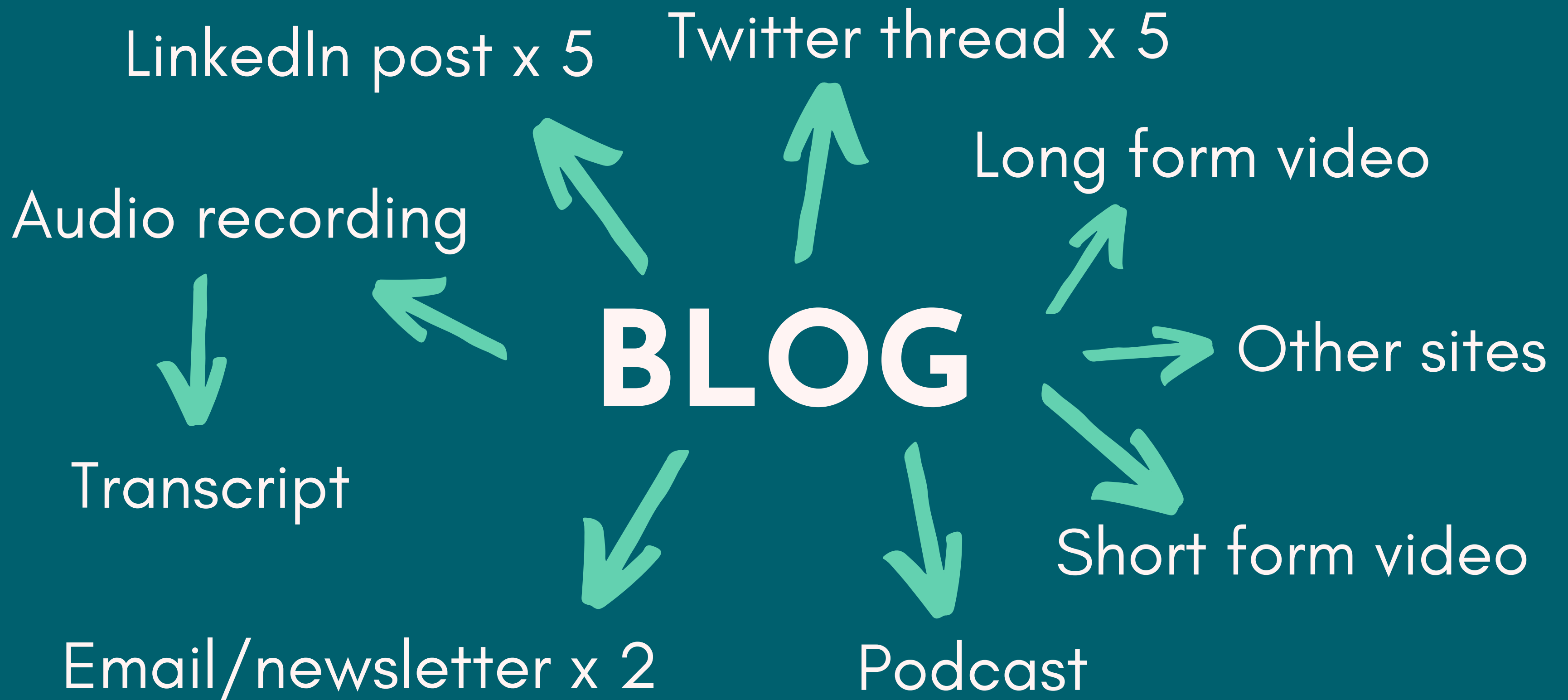
STEP 8: DISTRIBUTION



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STEP 8: DISTRIBUTION A.K.A REDUCE, REUSE, REPURPOSE



WOULD YOU RATHER?

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BURNOUT IS NOT YOUR FRIEND

WE NEED TO BE REALISTIC

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SETTING EXPECTATIONS



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1 PERSON MARKETING TEAM

2 CAMPAIGNS PER YEAR

**1 CONTENT PERSON IN
SMALL MARKETING TEAM**

3 CAMPAIGNS PER YEAR

**PER FULL TIME CONTENT PERSON
IN A LARGER TEAM**

4 CAMPAIGNS PER YEAR

THEY'RE MORE WHAT YOU'D CALL



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GUIDELINES

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REMEMBER THOSE CHECKLISTS?



WHO THE FUCK IS ALICE?

Hey friend. Thanks so much for stopping by! I wanted to pop in here quickly and introduce myself beyond the slightly manic presentation you watched.

I'm a freelance SEO content and website copywriter, based in Cheltenham in the UK. I work mostly with B2B folks, particularly in the tech space.

Portfolio and about me

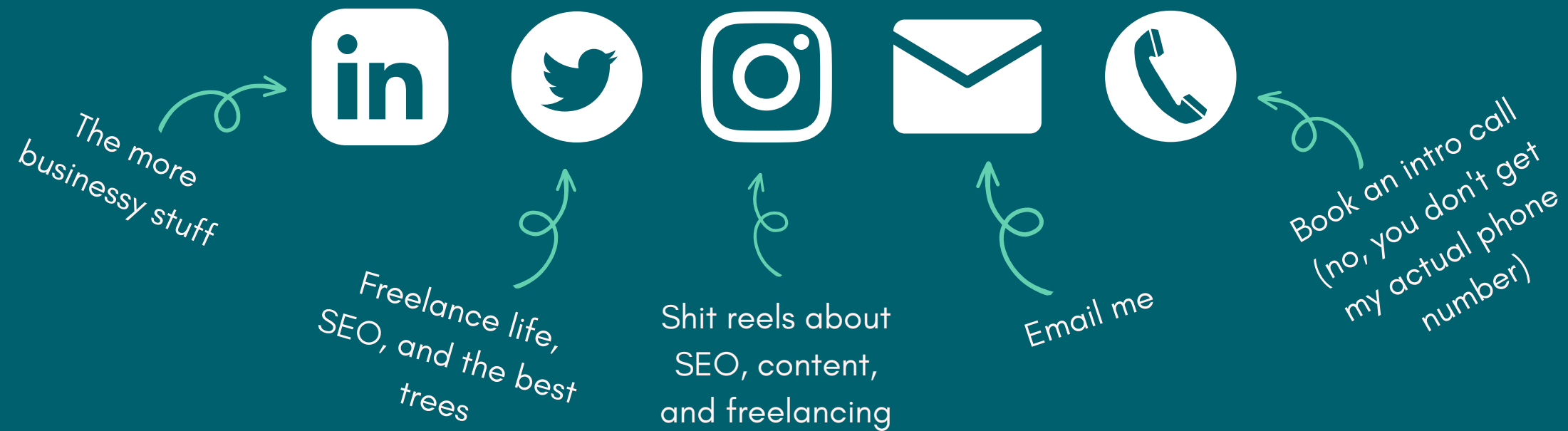
I love getting to work with so many great businesses. I missed the buzz of agency life, but not so much the working for other people thing. So here I am. Working for myself and just about keeping my houseplants alive.

On the next page is a bunch of ways to stay in touch. Including socials and my email.

If you'd like content support, you can **book an intro call through Calendly.**

THANKS FOR STOPPING BY

LET'S STAY IN TOUCH



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