



Guide

Getting Started with Content Clusters

Content hubs are sets of content organized around a topic – frequently surrounding a pillar, cornerstone or sales page promoting a product or service.

The central page typically targets the most competitive phrase in the pool and has a clear call-to-action for the conversion KPI for the business.

Frequently overlooked in the content cluster model is the tactic of surrounding the central page with articles that support the piece in one of five ways.



Content on interrelated topics

The posts support each other and invite the user to dig deeper with internal links. The goal is more engagement, longer visits, and eventually driving the user back to the main offer.



Content targeting related phrases

At the center is the most popular or competitive phrase. Support that with pages targeting more specific terms and variants. Create collections of interconnected keyphrase and user-intent targeted pages.



Content in different formats

Repurpose versions of existing content including infographics, audio, video, commentary, and more.



Content on other websites

External content, like guest posts, covering adjacent topics. Placed on more powerful sites, they lend support when linked to the cluster.



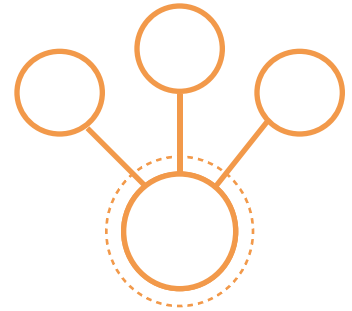
Content created with other influencers

Content design for use within a cluster on your site or on other sites linking back to that cluster.

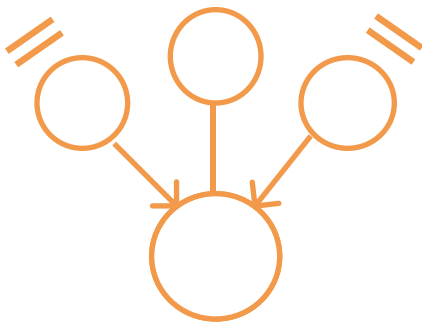
This strategy helps across all your marketing channels.

Search Engine Optimization

Have you ever seen a website outrank a big brand? Usually, it's because the big brand is ranking by accident – they have a relevant page and a very powerful domain. Building up authority via the content cluster method leads to long term success against this type of competitor.



If you've been building content for a long time and not getting much traffic, structures like this may be the problem. If you are not deliberately creating content hubs, it is likely the cause of your limited success.



Social Media Benefits

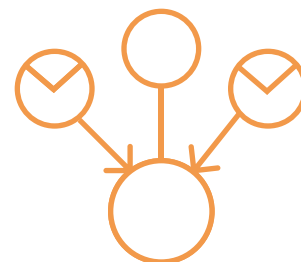
Your social streams are a curated list of topics. If these streams have a specific focus, you will win more consistently. Build content that illustrates you share the interest of an expert on key issues. You will gain followers and attention from people who share a common interest in the topic.

Your following and share/post success rate will grow and you will make friends with relevance. This creates more opportunities to collaborate and achieve even more benefits.

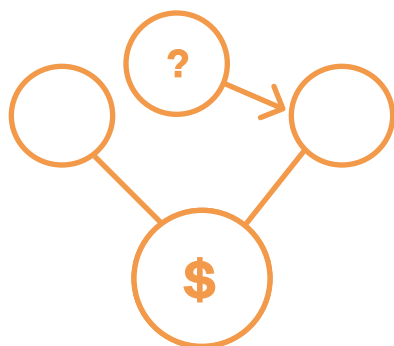
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Email Marketing Benefits

The center of the hub often has gated content or some conversion-focused opportunity. When presented with a content upgrade, visitors are willing to share their email to access this information. Other popup and subscribe options can improve conversion rates when the visitor is engaged within the content hub.



As you build the list, email them with frequent and relevant topical content. Drive visitors back into the hub to maintain the perception of your expertise.



Engagement

When a visitor comes intending to learn about a topic, a well-designed content hub encourages them to dig deeper into the subject. The trick is to ensure the content satisfies their initial intent, so they are intrigued. Remember to structure the pages to support common user intent profiles and related topics. This increase average pages per visit and average time on site.

Give them more, and they will stay longer. That creates the opportunity to be top-of-mind next time they think about the topic. It's hard to remember a site if it only has one page on the topic. But when it has a complete collection, the recall is much easier.

How MarketMuse Helps Create Content Clusters

- MarketMuse on-demand inventory allows you to quickly locate all pages on your site regarding a specific topic.

Topics

TOPIC	TOP RANK	RELATED PAGES	TOP RANKING URL	PLANS	CONTENT BRIEFS	FIRST DRAFTS	DUE DATE
content optimization system	1	1	https://blog.marketmuse.com/content-optimization-system/	0	2	0	0
content optimization tools	10	2	https://blog.marketmuse.com/content-optimization-software-what-seos-need-to-know/	0	3	0	0
content optimization vs seo	1	1	https://blog.marketmuse.com/content-optimization-vs-seo-whats-the-difference/	0	0	0	0
on page content optimization	73	1	https://blog.marketmuse.com/content-optimization-vs-seo-whats-the-difference/	0	0	0	0

- Create a plan within MarketMuse specifically for this cluster.
- Ensure all pages within the plan are linked to one another.
- Review MarketMuse content suggestions to determine whether it's best to optimize existing pages or create new content around those related topics, thereby reinforcing that cluster's theme.
- Periodically review the plan for ranking status, optimization and related topic suggestions.

Publish better every time.

Let us show you how MarketMuse helps
thousands of content teams turn
content into a growth channel.

[Get Started Now](#)[Schedule Time](#)