SOULHEART

BLOG CONTENT FRAMEWORK

WITH 6 PLUG AND PLAY BLOG TEMPLATES

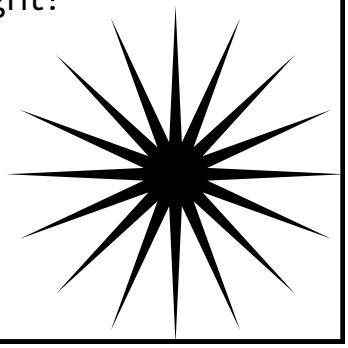
IS THERE REALLY A BLOG FRAMEWORK THAT GETS YOU TO THE TOP OF SEARCH ENGINES OVER AND OVER, NO MATTER THE TOPIC?

You bet - it's called the pillar page model.

The pillar page model—also called the topic-cluster model by HubSpot—is rewarded by today's search engines because of how it positions you as an expert on a keyword.

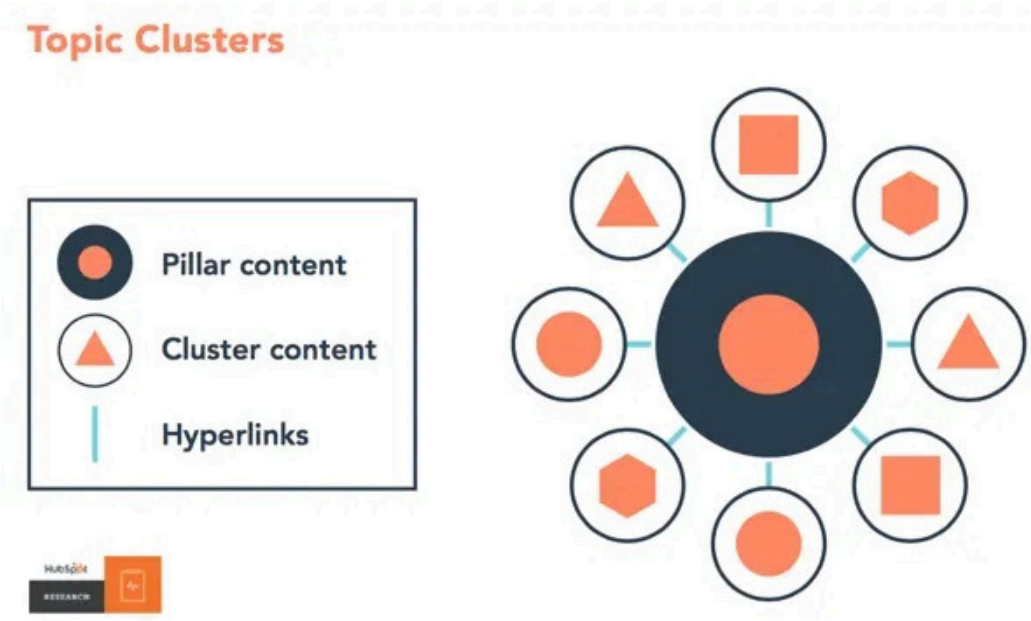
Pillar pages work so well because they provide complete topic coverage, presenting you to the search engine as a trusted expert because you have so much overall knowledge on the topic. Long gone are the days of picking keywords with the highest search volume and creating content for them. You must have topic coverage if you want to compete in the Search Engine Results Pages (SERPS).

So, if you've done the work to build a "cluster" of blogs that not only answers people's questions but also links to other, valuable content inside and outside your website, Google takes notice. Over time (usually 4-6 months), Google will move your blogs higher on the SERPS as you've become the authority on your topic. Pretty cool, right?



HOW THE PILLAR PAGE MODEL WORKS

This blog framework begins with your pillar page, an all-encompassing page that addresses every subtopic within your main topic. You'd name a pillar page something like "The Ultimate Guide to ..." because it covers every aspect of the keyword-driven topic you're going after.



Your pillar page will have broad information about your subtopics, though, because your supporting blogs, or "cluster content," is where you can get into the nitty-gritty of each subtopic.

Once you've written your pillar and support blogs, you need to hyperlink all your posts to each other. Your pillar page will link to each of your support blogs, and each support blog will link straight back to the pillar page and to each other.

And now, you wait! Blogs typically take several months for Google to index in its vast database, but your content will be rewarded for having such thorough topic authority. Before you know it, you'll be on that front page of Google, bringing in more eyeballs and traffic to your site than ever before!

6 PLUG-AND-PLAY TEMPLATES

- “How to” Blog Post Template
- Infographic Blog Post Template
- List Blog Post Template
- Newsjacking Blog Post Template
- Pillar Page Blog Post Template
- “What is” Blog Post Template

You’re just a click away from all 6 of the fully formatted, ready-to-use templates listed above. **Click here to open your templates!**

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