Pillar Page Outline Template

H1: XXX

URL: XXX
Suggested word count: XXX

H2: XXX

What's the goal of this section?
- XXX

Keywords/topics to mention:
- XXX

Related blog content to link to:
- XXX

H2: XXX

What's the goal of this section?
- XXX

Keywords/topics to mention:
- XXX

Related blog content to link to:
- XXX

H2: XXX

What's the goal of this section?
- XXX

Keywords/topics to mention:
- XXX

Related blog content to link to:
- XXX

Example

H1: How to Rank on Google

URL: brafton.com/how-to-rank-on-google/
Suggested word count: 3,000 minimum (will probably be more)

H2: Intro to SEO (and Keyword Rankings)

What's the goal of this section?

- Brief intro, discuss why we're covering this topic

Keywords/topics to mention:

- It's all about organic search / organic traffic / search traffic
- What is a search query / search engine results
- What does a searcher want?
- Search engine optimization / SERPs

Related blog content to link to:

- https://www.brafton.com/blog/creation/what-is-seo-writing-the-complete-guide-to-writing-for-search/

H2: Why Google Rankings Matter

What's the goal of this section?

- If you're not on the first page of Google, does your biz even exist?

Keywords/topics to mention:

- Website ranking
- Site ranks
- Ubiquity of Google search

Related blog content to link to:

-

H2: How to Rank on Google: Everything You Need to Know

What's the goal of this section?

- Why your SEO strategy should follow these steps

Keywords/topics to mention:

- Rank high

Related blog content to link to:

-

H2: Understand Google's Algorithm

What's the goal of this section?

- How the search engine works

Keywords/topics to mention:

- What are the known ranking factors
- EAT & topical authority

Related blog content to link to:

- https://www.brafton.com/blog/seo/a-complete-and-actionable-google-update-history-timeline/
- https://www.brafton.com/blog/seo/10-seo-marketing-tools-every-pro-should-know-in-2017/
- Get an updated version of this image https://www.brafton.com/wp-content/uploads/2017/12/Brafton-Features_SEO-Tools_Feature-4.jpg

H2: Build Backlinks

What's the goal of this section?

- Why backlinks matter

Keywords/topics to mention:

- Better link profile = a high-authority page
- Link building strategies that work:
- Fix broken links (or use broken links to steal links from your competitors)
- Get your page listed in directories
- Why anchor text is important in link building

Related blog content to link to:

- https://www.brafton.com/blog/seo/6-introductory-types-of-link-building-that-actually-work-and-why-your-content-is-nothing-without-links/
- https://www.brafton.com/blog/seo/internal-linking-best-practices-for-seo/

H2: Create High-Quality Content

What's the goal of this section?

- How content marketing and SEO work together

Keywords/topics to mention:

- Use internal links to help the reader, for better user experience
- Use visuals like infographics to educate
- Other forms of multimedia and/or interactive content can also help
- Don't forget about content re-optimization
- Types of content that work well:

Related blog content to link to:

- Tutorials
    - https://www.brafton.com/blog/creation/website-content-ideas/
    - https://www.brafton.com/blog/creation/30-kickass-marketing-collateral-ideas-for-your-content-marketing-playbook/

H2: Keyword Research

What's the goal of this section?

- Finding your target keywords

Keywords/topics to mention:

- Looking at search volume
- Keyword phrases
- SEO tools that help with keyword research and improved rankings
- Semrush - https://www.brafton.com/blog/strategy/semrush-keyword-magic-tool-tutorial/
- Moz
- Ahrefs
- Google keyword planner (with a caution on how to use it — strictly for keyword ideas, not difficulty metrics)

Related blog content to link to:

- Spyfu - https://www.brafton.com/blog/seo/spyfu-overview-tutorial/
- Clearscope - https://www.brafton.com/blog/seo/does-clearscope-work/
- MarketMuse - https://www.brafton.com/blog/analytics/how-marketmuse-brought-us-to-page-one-of-google-case-study/
- https://www.brafton.com/ebooks/the-ultimate-guide-to-keyword-research-guide/
- https://www.brafton.com/blog/strategy/how-to-use-keyword-difficulty-in-your-keyword-research-process/
- https://www.brafton.com/blog/seo/what-every-marketer-should-know-about-keyword-discovery/

H2: Understand Search Intent (& Why It Matters)

What's the goal of this section?

- Explain what search intent is and why it matters

Keywords/topics to mention:

-

Related blog content to link to:

- https://www.brafton.com/blog/creation/how-do-you-create-content-that-google-loves/
- https://www.brafton.com/blog/seo/what-is-user-intent/

H2: Targeting Featured Snippets with Your Content

What's the goal of this section?

- Explain how to target featured snippets with your content

Keywords/topics to mention:

-

Related blog content to link to:

- https://www.brafton.com/blog/analytics/how-doing-nothing-helped-us-earn-a-featured-snippet/
- https://www.brafton.com/blog/seo/what-are-rich-snippets-and-why-should-i-care-about-them/
- https://www.brafton.com/blog/distribution/a-content-marketers-guide-to-every-2018-google-serp-feature/

H2: On-Page Optimization

What's the goal of this section?

Keywords/topics to mention:

- Keyword targeted and user-friendly headings
- Engaging meta descriptions that encourage clicks
- Click-worthy and keyword targeted title tags
- Make sure your page is mobile-friendly
- Pagespeed, etc
- Tools that help with on-page SEO:
    - Wordpress
    - Yoast SEO

Related blog content to link to:

- https://www.brafton.com/blog/seo/mobile-keyword-ranking/
- https://www.brafton.com/blog/seo/how-to-balance-keyword-optimization-quality-focused-seo-practices/

H2: Better Click-Through Rate = Better Rankings

What's the goal of this section?

- Discuss Google RankBrain
- How CTR and bounce rate can impact how Google values your content

Keywords/topics to mention:

-

Related blog content to link to:

- https://www.brafton.com/news/seo-1/how-to-get-the-most-from-rankbrain-googles-new-ranking-robot/

H2: Troubleshooting Low Keyword Rankings

What's the goal of this section?

- Explain how to troubleshoot low keyword rankings

Keywords/topics to mention:

- Checking Google analytics
- Indexing issues (Use Google search console)
- Webmaster

Related blog content to link to:

-

H2: Can Social Media Marketing Improve Rankings?

What's the goal of this section?

-

Keywords/topics to mention:

- Social media marketing

Related blog content to link to:

-

H2: Ranking Tips for Small Businesses

What's the goal of this section?

- How to compete with bigger brands (or should you be?)

Keywords/topics to mention:

- Look for long-tail keywords

Related blog content to link to:

-