

# 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

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## 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:**

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## 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:**

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## 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](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:**

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#### **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:

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### 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-s-erp-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:

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### 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:**

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## H2: Can Social Media Marketing Improve Rankings?

**What's the goal of this section?**

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**Keywords/topics to mention:**

- Social media marketing

**Related blog content to link to:**

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## 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:**

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