

# roo & eve

## B2B Pillar Page Strategy Template

Use this template to document your pillar page and content cluster strategy approach.

Go to 'File' 'Make a Copy' to edit your own.

### Define your key topic(s)

<b>Key topic(s)</b> To decide on your key topic(s) it's useful to use a tool like Ahrefs or SEMrush to see keyword volume and search intent.	Enter topic here – such as 'Revenue-based financing'
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### Build out content clusters for each key topic

 **Pro tip:** Think about every angle based around your core topic. If these are big enough, they may warrant their own sub-cluster. Align your topic to a key pain point. And make sure each piece of content aligns to a funnel stage. You usually need more ToF and MoF and less BoF content – as you need to spend a lot more effort convincing the 97% not yet ready to buy.

### Example topic ideas (Ideally, you will need at least 6-7 blogs based around the same topic)

Topic #1: [Example: Revenue-based financing]		
Title	Pain Point	Funnel Stage
How to choose the best revenue-based financing solution	I don't know which solution is best	BoF
Why revenue-based financing is key to SME growth in 2023	How can I help SMEs to grow next year	ToF
How to implement revenue-based financing	I need to consider how to implement	MoF

### Plan your pillar Page

<b>Pillar Page Title</b>	Your title should include your keyword and your chosen angle. Ideas for pillar titles include: <ul style="list-style-type: none"><li>• [Keyword topic]: Your complete guide</li><li>• What is [keyword topic]? (And why it matters for XX)</li><li>• How to [solve x problem] (with examples!)</li></ul>
<b>Intro</b>	According to Yoast's SEO tool, it really helps rankings to include your keyword within the first paragraph of the introduction. If this doesn't read well for humans though, avoid adding it in.

<b>Shortcuts</b> 	Here you can provide quick links to each section of the blog. Make sure you remember to make these anchor links.
<b>Definition (What is X topic?)</b>	The definition section is usually the prime content Google uses for featured snippets. Aim for approximately 300 characters - all on one line. And start the sentence with your topic is ..., for example 'Content marketing is ...' (Google's algorithm seems to use this as a signal to capture the featured snippet).
<b>Section for each blog in your cluster</b>	<p>This will be the main body of your piece. Ideally, here, you will provide a short summary (re-written not duplicate content) of your blogs that fall within this topic cluster. And link to each blog.</p> <p>Some ideas for the body copy sections might include:</p> <ul style="list-style-type: none"> <li>X [key topic] best practices</li> <li>How to implement [key topic]</li> <li>Key elements of [key topic]</li> <li>X [key topic] misconceptions</li> <li>[Key topic] template</li> </ul>
<b>Conclusion</b>	Your conclusion should provide a summary of the key points discussed and provide one last key point or tip as a final takeaway.
<b>FAQs</b>	<p>As a bonus section, you can add frequently asked questions to the end of the article. Use SEMRush's magic keyword tool, or Ahrefs most asked questions section to see which questions people search for in relation to your topic.</p> <p>Then simply provide a short answer for each one. Make sure to add transitions to this section, to make the copy flow well.</p>