

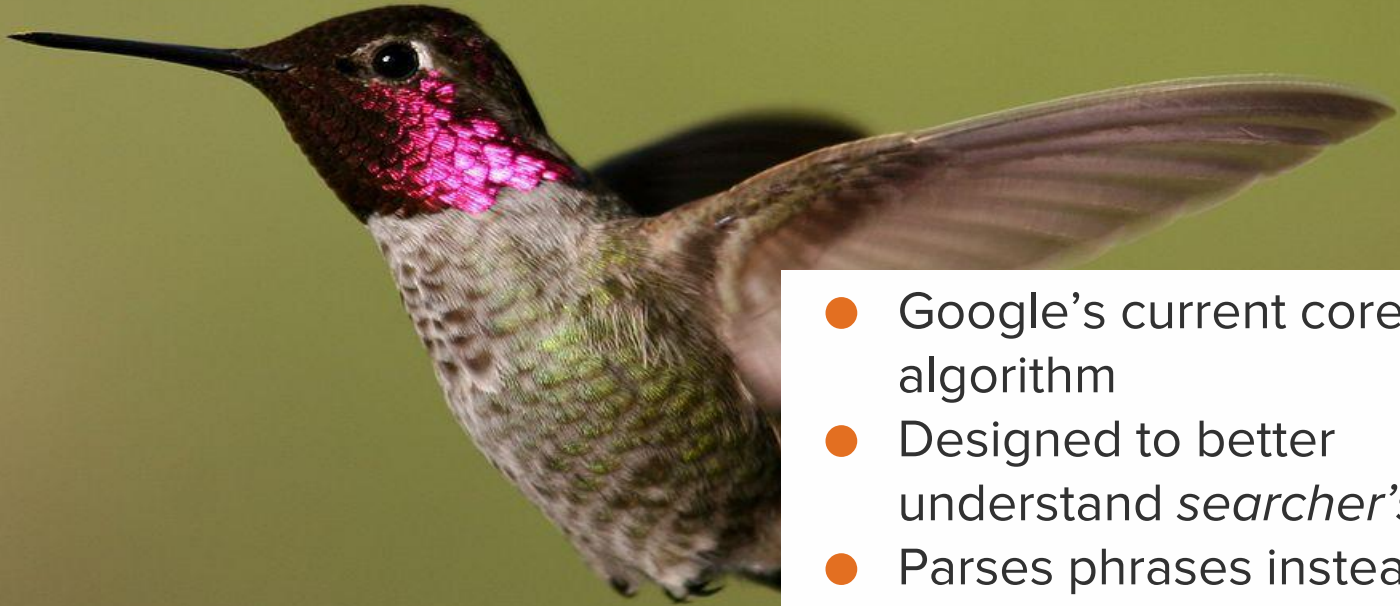
TODAY'S GOAL

Learn how to craft a content marketing strategy that both humans and search engines will love

BY THE END OF TODAY'S TRAINING, **YOU WILL**

- Learn about *Topic Cluster Methodology*, a new approach to SEO
- Understand how to build a *pillar page*
- Know how to use HubSpot's new *Content Strategy tool*

THE HUMMINGBIRD UPDATE



- Google's current core search algorithm
- Designed to better understand *searcher's intent*
- Parses phrases instead of keywords using NLP

THE RANKBRAIN UPDATE

Google

- Machine learning technology
- Used to interpret searches that people submit that may not have the exact words that were searched for i.e. sneakers → running shoes

WHAT TOP SEOs DO DIFFERENTLY

- Moved away from only optimizing around exact match keywords
- Produce comprehensive & semantic-rich content around specific topics
- Emphasize SEO-friendly site architecture and consistent internal linking
- Aggressively promote their content through link building, repurposing, paid channels etc.

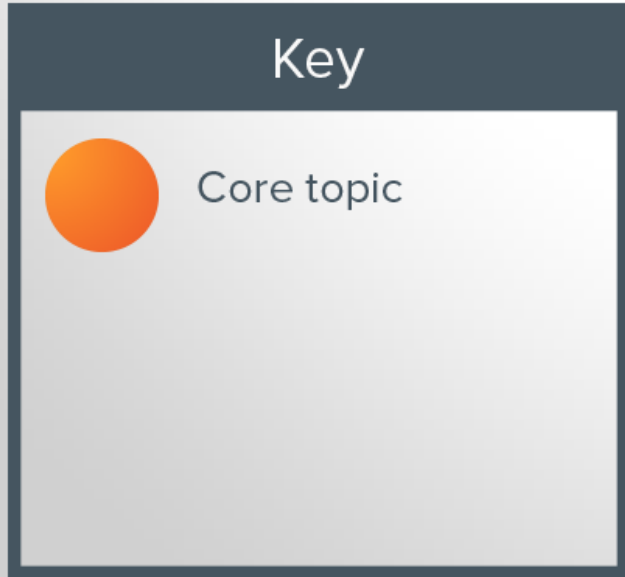
Think of your content
like a **series of pillars,**
a stabilizing
foundation for your
marketing strategy.



PILLAR CONTENT (aka pillar page)

A website page that covers a topic in depth and is linked to a cluster of related content.

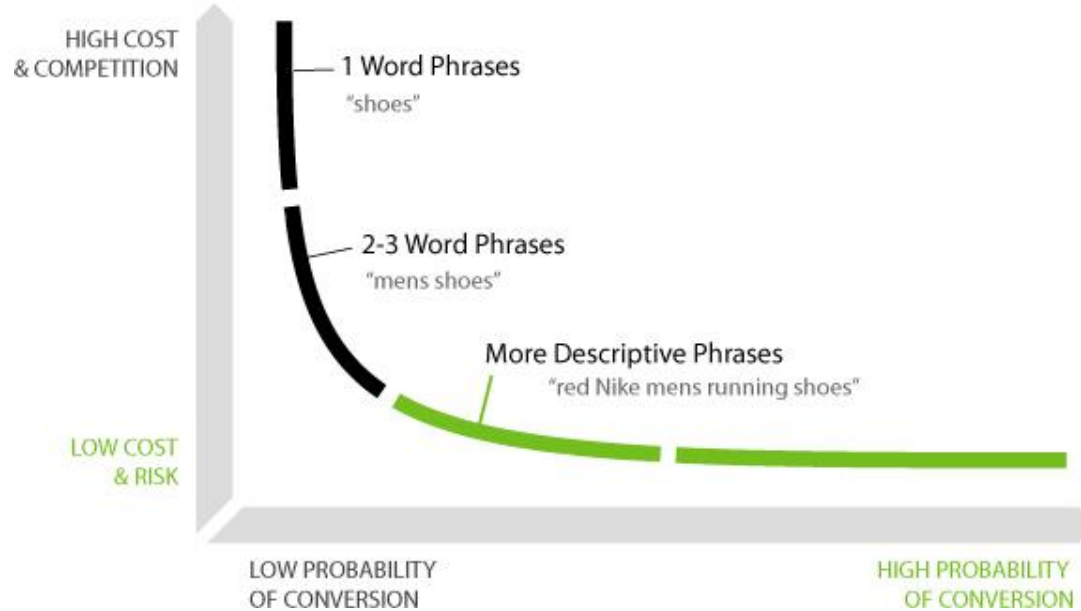
TOPIC CLUSTER METHODOLOGY



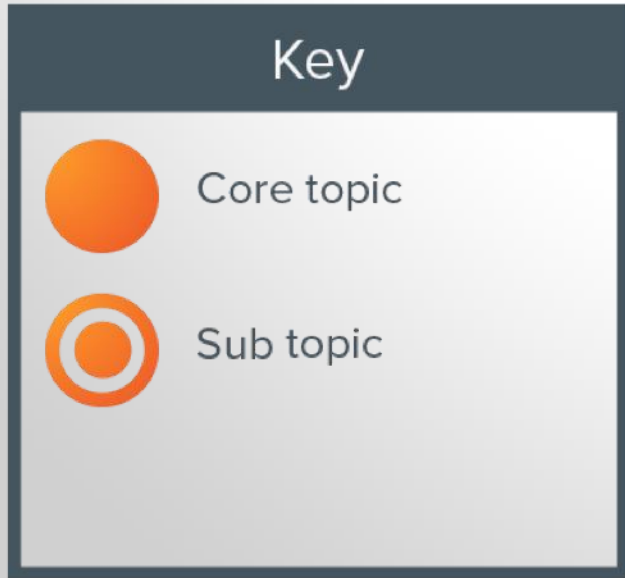
Core topic should be a **broad term**.

The term:

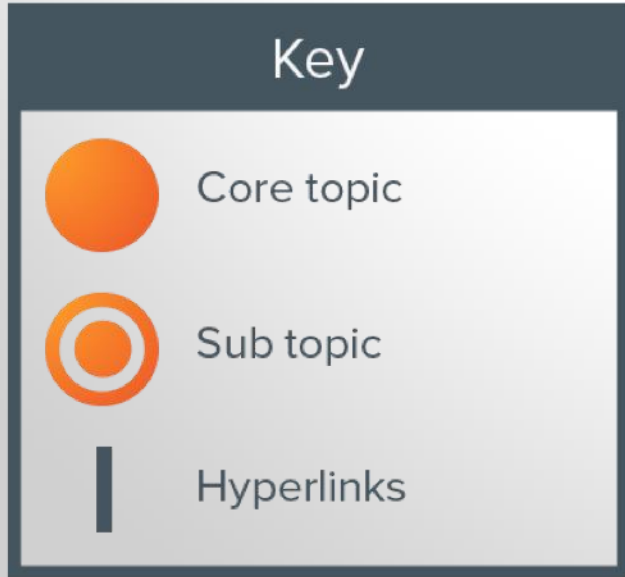
- Between 2-4 words in length
- Industry specific, educational
- Supports product or service
- “Head tail” keyword



TOPIC CLUSTER METHODOLOGY



TOPIC CLUSTER METHODOLOGY



BENEFITS OF **UNGATING** CONTENT

- **Attracts organic traffic**
- **Increase in quality conversions**

90% of website visitors prefer to read from a PDF as opposed to a website page.

BENEFITS OF UNGATING CONTENT

- Attracts organic traffic
- Increase in quality conversions
- **Solves for the person visiting your page**

Ungating premium content and offering a relevant download solves for **the human experience**



THE 10X CONTENT PILLAR PAGE

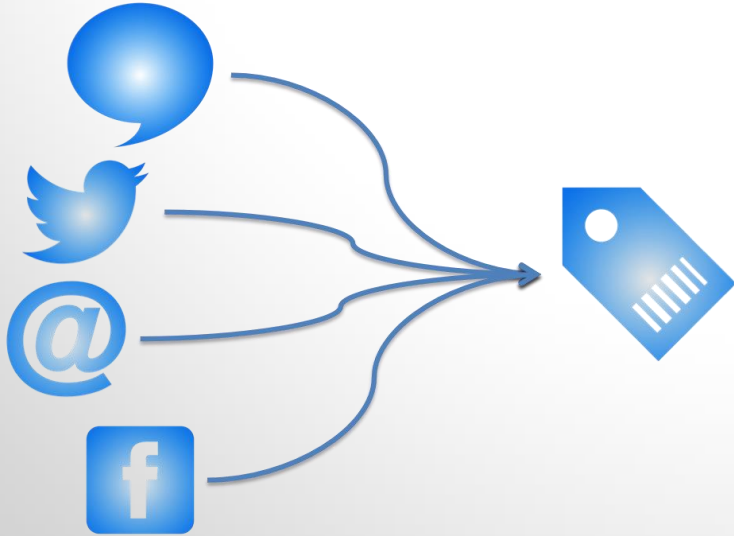


- Mostly owned content
- Deep dive on core topic
- Format is similar to an ungated eBook
- e.g. [Beginner's Guide to SEO](#)

THE RESOURCE PILLAR PAGE



- Owned content + outbound links
- “Bookmarkable” reference page
- e.g. [Customer Acquisition Strategies for Entrepreneurs](#)



Etuma helps businesses transform unstructured text data into business decision-making information.

PILLAR PAGE **LAYOUT TIPS**

- Core topic referenced in page title
- Core topic referenced in URL
- Top navigation
- Core topic referenced in H1 tag
- Definition of core topic (if applicable)
- Conversion-focused landing page elements
- Anchor-linked table of contents
- Images with core topic referenced in alt text
- H2 tags for section headers
- Related core topic terms throughout the page's content
- Links to relevant internal resources
- Links to relevant external resources
- Back to top button

“We are receiving about **4x leads** (if you measure by quality) compared to before the text analysis content pillar.”

- **Matti, Etuma**

Townsend Security is a full-service software security provider.

The image shows a screenshot of the Townsend Security website. At the top, there is a navigation bar with the Townsend Security logo on the left and links for CONTACT US, BLOG, and SELECT LANGUAGE on the right. Below this is a blue navigation bar with links for PRODUCTS, SOLUTIONS, RESOURCES, DEVELOPERS, PARTNERS, and SUPPORT. The main content area features a dark background with the headline "YOUR DATA. PROTECTED." and the sub-headline "Security Solutions for the Enterprise." Below this is a "FIND YOUR SOLUTION" button with a right-pointing arrow. Three colored buttons (purple for ENTERPRISE, orange for DEVELOPERS, and green for PARTNERS) are positioned below the main text. To the right of the text is a graphic illustration of a cloud with a keyhole, a database cylinder, and a code editor window. A "CONNECT" button is visible on the right side of the main content area. At the bottom, a section titled "WORKS WITH YOUR TECHNOLOGY STACK" includes logos for VMware, Microsoft SQL Server, Amazon Web Services, and Microsoft Azure, followed by a "See All" link and a circular icon for "for Business".

Download eBook: The Encryption Guide X

Townsend
SECURITY

CONTACT US BLOG SELECT LANGUAGE | +

PRODUCTS SOLUTIONS RESOURCES DEVELOPERS PARTNERS SUPPORT

YOUR DATA. PROTECTED.

Security Solutions for the Enterprise.

FIND YOUR SOLUTION →

ENTERPRISE DEVELOPERS PARTNERS

CONNECT

WORKS WITH YOUR TECHNOLOGY STACK [See All](#)

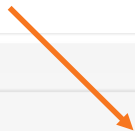
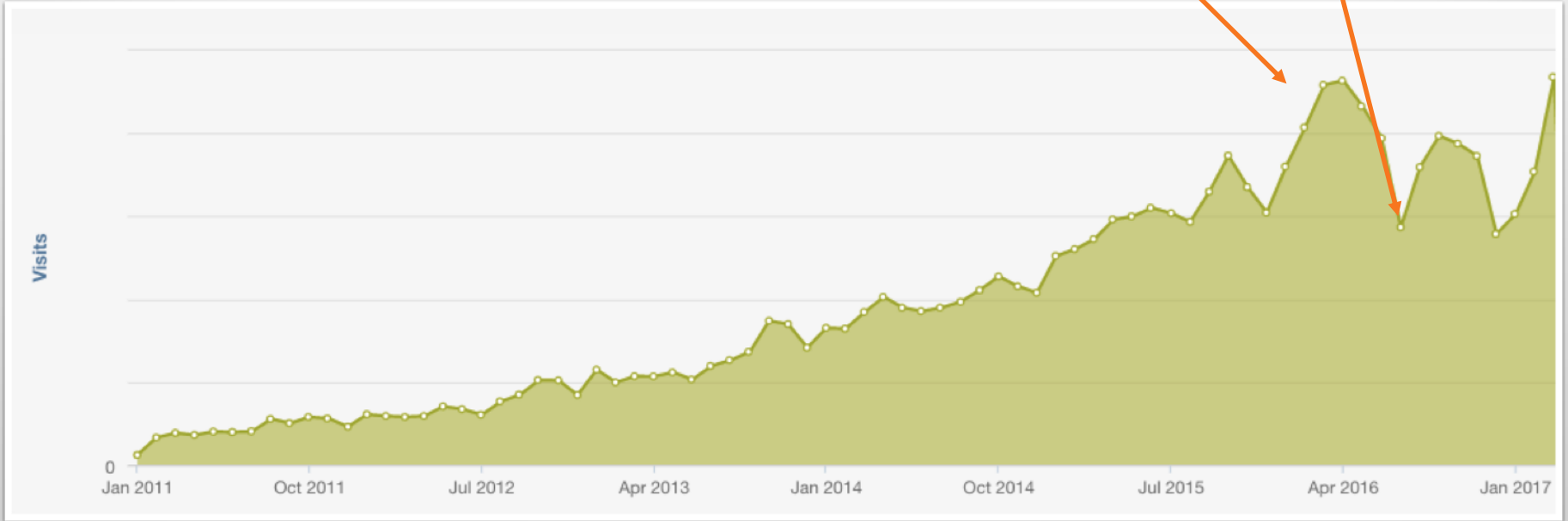
vmware

Microsoft SQL Server

amazon web services™

Microsoft Azure

for Business



Townsend Security decided to fight back by creating an ungated, comprehensive resource content pillar page around a broad topic.

Goal: become thought leader on **encryption key management**.

The screenshot shows a website page with a blue navigation bar at the top containing links for PRODUCTS, SOLUTIONS, RESOURCES, DEVELOPERS, PARTNERS, and SUPPORT. Below the navigation bar is a dark grey header with the title 'THE DEFINITIVE GUIDE TO ENCRYPTION KEY MANAGEMENT FUNDAMENTALS' in white. Underneath the header is a white section with social media icons for Facebook, LinkedIn, Twitter, and Email. The main content area features the heading 'WHAT IS ENCRYPTION KEY MANAGEMENT?' followed by a paragraph explaining that encryption key management involves administering the full lifecycle of cryptographic keys, including generating, using, storing, archiving, and deleting them, while also protecting them from loss or misuse. Below this is a horizontal bar with segments in blue, purple, green, and orange. The 'SHORTCUTS' section lists various topics such as 'Introduction', 'Types of Encryption Keys and How They Work', and 'Encryption Key Management in Meeting Compliance'. On the right side, there is a call to action 'Click here to view this eBook outline' above a thumbnail for a 'Security eBook' titled 'Definitive Guide to Encryption Key Management', which includes a 'DOWNLOAD' button.

PRODUCTS SOLUTIONS RESOURCES DEVELOPERS PARTNERS SUPPORT

THE DEFINITIVE GUIDE TO ENCRYPTION KEY MANAGEMENT FUNDAMENTALS

[f](#) [in](#) [t](#) [✉](#)

WHAT IS ENCRYPTION KEY MANAGEMENT?

Encryption key management is administering the full lifecycle of cryptographic keys as well protecting them from loss or misuse. The full lifecycle of keys includes: generating, using, storing, archiving, and deleting of keys. Protection of the encryption keys includes creating as well as enforcing policies limiting access to the keys physically, logically, and through user/role access.

SHORTCUTS

- [Introduction](#)
- [Types of Encryption Keys and How They Work](#)
- [How Encryption Key Systems Work](#)
- [The Full Life-Cycle of Keys](#)
- [Segregated Roles in Key Management](#)
- [The Domains to Secure Encryption Keys](#)
- [Communication Protocols](#)
- [Platforms for Housing the Encryption Key Manager](#)
- [Encryption Key Management in Meeting Compliance](#)
- [Bonus Content: A Brief History - the Need for Encryption Key Management](#)

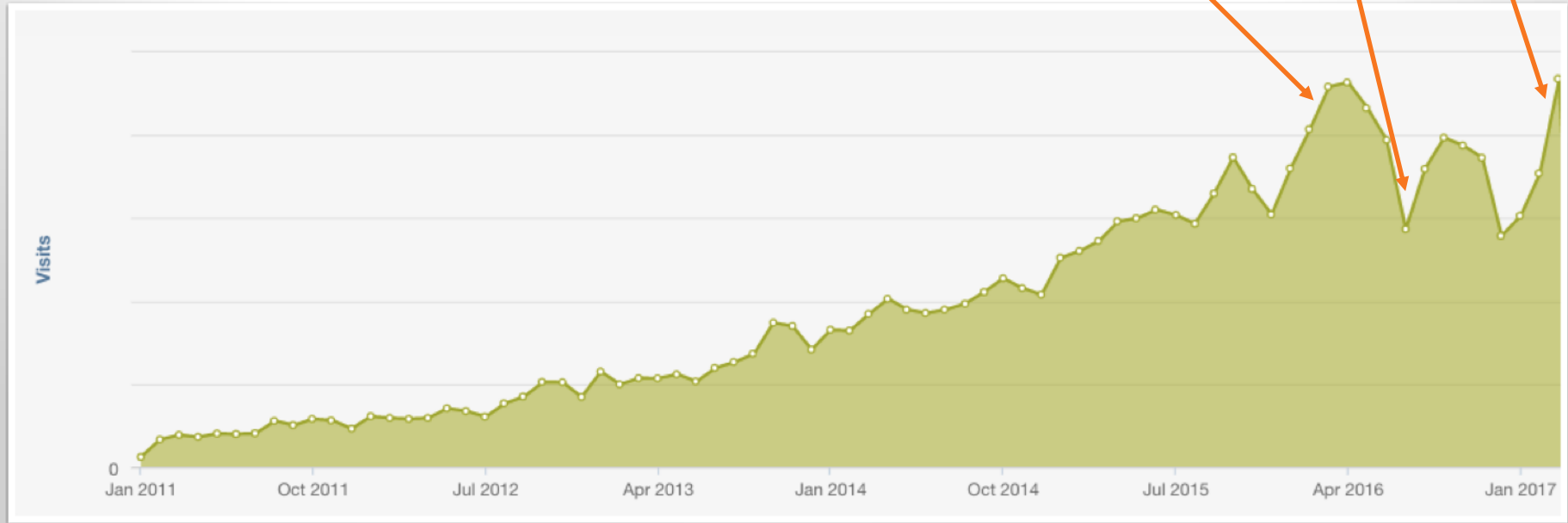
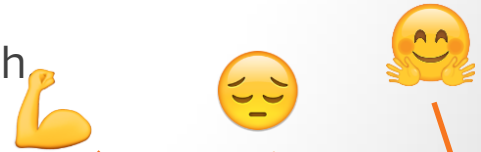
Click here to view this eBook outline

Security eBook
Definitive Guide to Encryption Key Management

DOWNLOAD

Unpaid, organic traffic coming from search engines **increased 40% in less than 3 months.**

March 2017 was a record-breaking month



63%

of people who visited the encryption key management content pillar downloaded the guide.

Townsend also claims the **#2 listing on Google** for ‘Encryption Key Management’.


Google encryption key management

All News Images Videos Shopping More Settings Tools

About 1,810,000 results (0.61 seconds)

Key Management Platform - Single, Central Platform - gemalto.com
www.gemalto.com/ ▼
Simplify key mgmt. & maximize key security from electronic & physical attacks
Multiple Key Types · Heterogeneous Key Mgmt
Tokenization Solutions Full Encryption Portfolio
File Encryption Solutions Database Encryption

Key management is the management of cryptographic keys in a cryptosystem. This includes dealing with the generation, exchange, storage, use, crypto-shredding (destruction) and replacement of keys. It includes cryptographic protocol design, key servers, user procedures, and other relevant protocols.



Key management - Wikipedia
https://en.wikipedia.org/wiki/Key_management

About this result Feedback

People also ask

What is an encryption key and what is it used for? ▼

What is a key management personnel? ▼

What is KMS AWS? ▼

How do public and private keys work? ▼

Feedback

What is encryption key management? - Definition from Whats.com
searchdatabackup.techtarget.com | Security | Storage management ▼
Encryption key management is the administration of tasks involved with protecting, storing, backing up and organizing encryption keys.

The Definitive Guide to Encryption Key Management Fundamentals
<https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...> ▼
Encryption Key Management is crucial for securing your cryptographic keys. Learn best practices for centralized, enterprise grade encryption key management.

Townsend's CEO stepped up to create their next pillar page.

Content is becoming a **business-wide initiative**, not just a marketing initiative.



Your subtopics might become **strong enough** to take the shape of a topic cluster and pillar page



CONTENT MARKETING'S DIRTY LITTLE SECRET

- “Good” content production to promotion ratio = 50 / 50
- The best are closer to 20 / 80
- Production follows promotion

CONTENT PROMOTION CHECKLIST

Short-term tactics to do for every piece of content

- Send email series to current contacts
- Upload relevant emails to Facebook and create look-alike audience
- Create a series of social posts using interesting snippets from content
- Outreach to people who linked to similar content
- Answer five questions on Quora
- Comment on five blog posts on relevant, authoritative sites

Strategic tasks to achieve in the long term

- Build relationships with industry influencers
- Contribute on industry newsletters
- Guest blog on authoritative websites
- Become active on industry communities
- Boost top-performing content on social media
- Launch remarketing ad campaign
- Syndicate your content
- Update/expand top-performing content
- Repurpose content into new formats
- Continue creating content to support topics



QUESTIONS?