

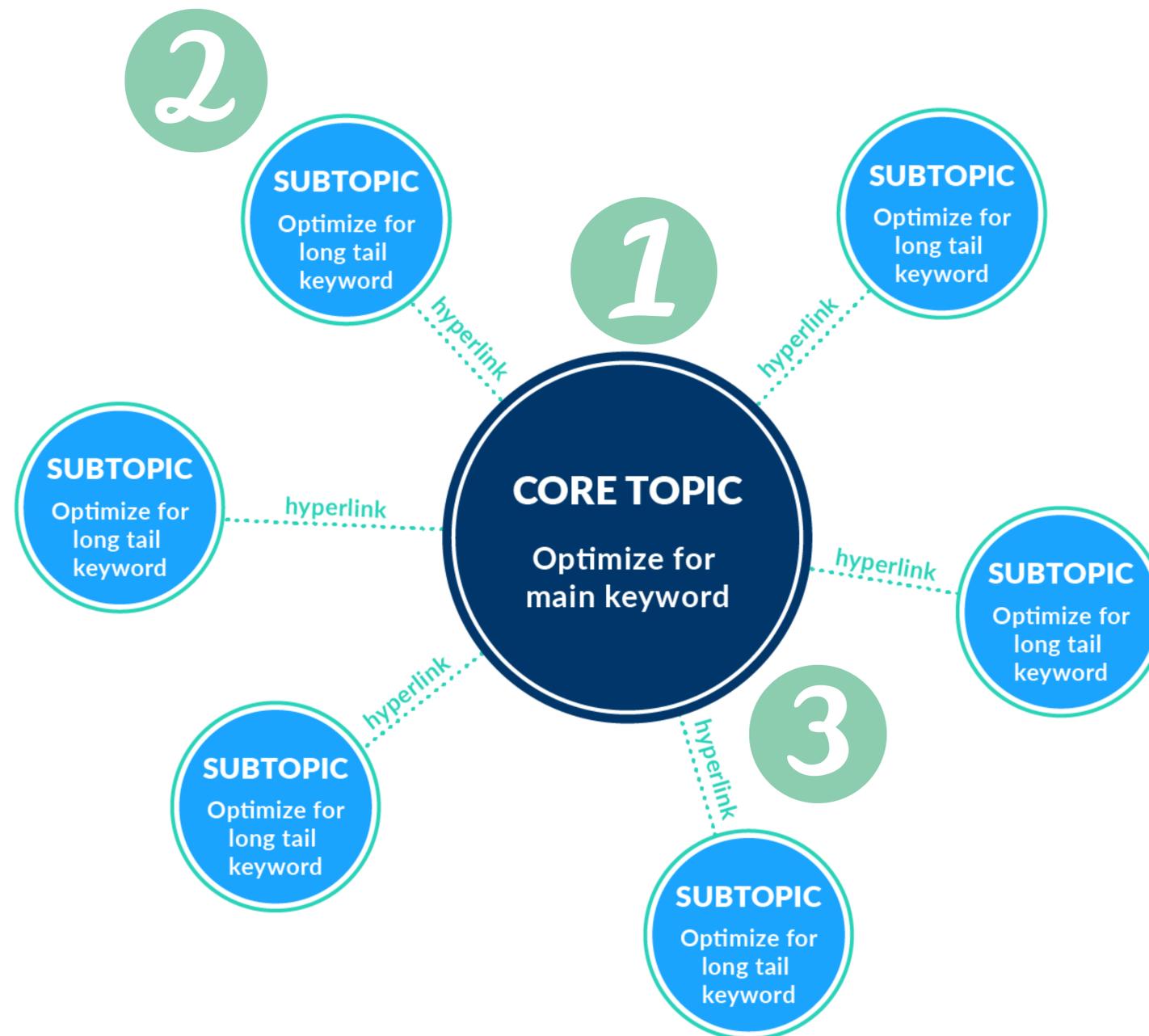
CONTENT MARKETING CLUSTERS WORKBOOK & TEMPLATE



jennymunn
Keeping Up With SEO

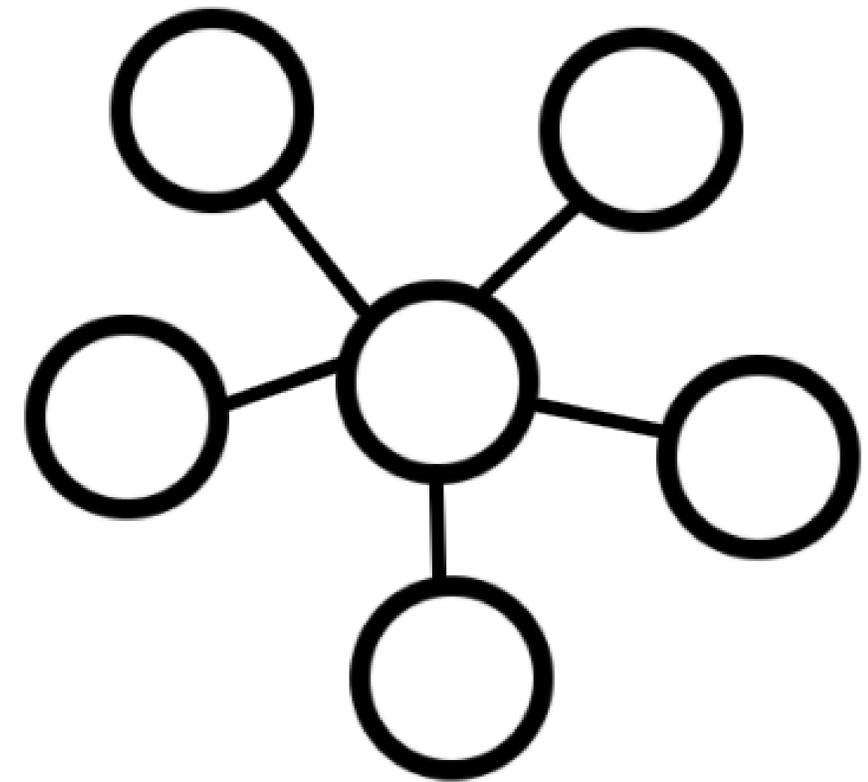
Content Cluster Elements

- 1 Core Topic/Main Hub 2 Sub-Topic 3 Internal Link



Checklist for Choosing Great Keywords for Your Content Cluster

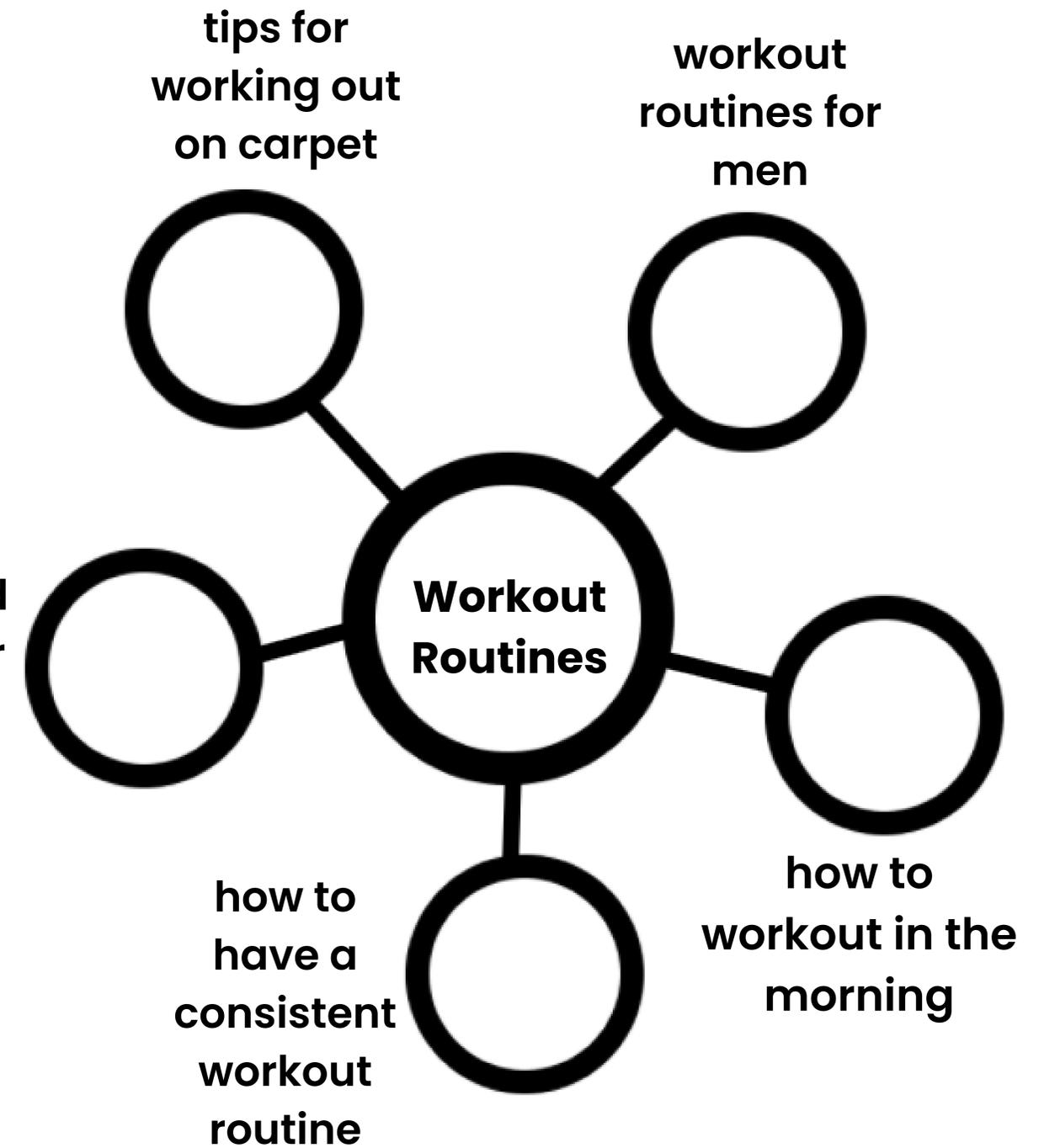
- ✓ Relevance and search intent
- ✓ Search volume
- ✓ Reasonable competitiveness
- ✓ SERPs evaluation
- ✓ Reflects pain point aware and/or solution aware
- ✓ Traffic tourist avoidance
- ✓ Landing page/URL relevance



Tip: how quickly you'll see results is dependent on how competitive your keywords are combined with how authoritative your brand is at the moment.

Content Cluster Example #1

	Keywords	Volume	Difficulty
Primary Topic	workout routines	12,100	high
Sub-Topic 1	workout routines for men	9900	med/high
Sub-Topic 2	how often should you change your workout routine	390	medium
Sub-Topic 3	how to have a consistent workout routine	390	medium
Sub-Topic 4	how to workout in the morning	480	medium
Sub-Topic 5	tips for working out on carpet	70	low



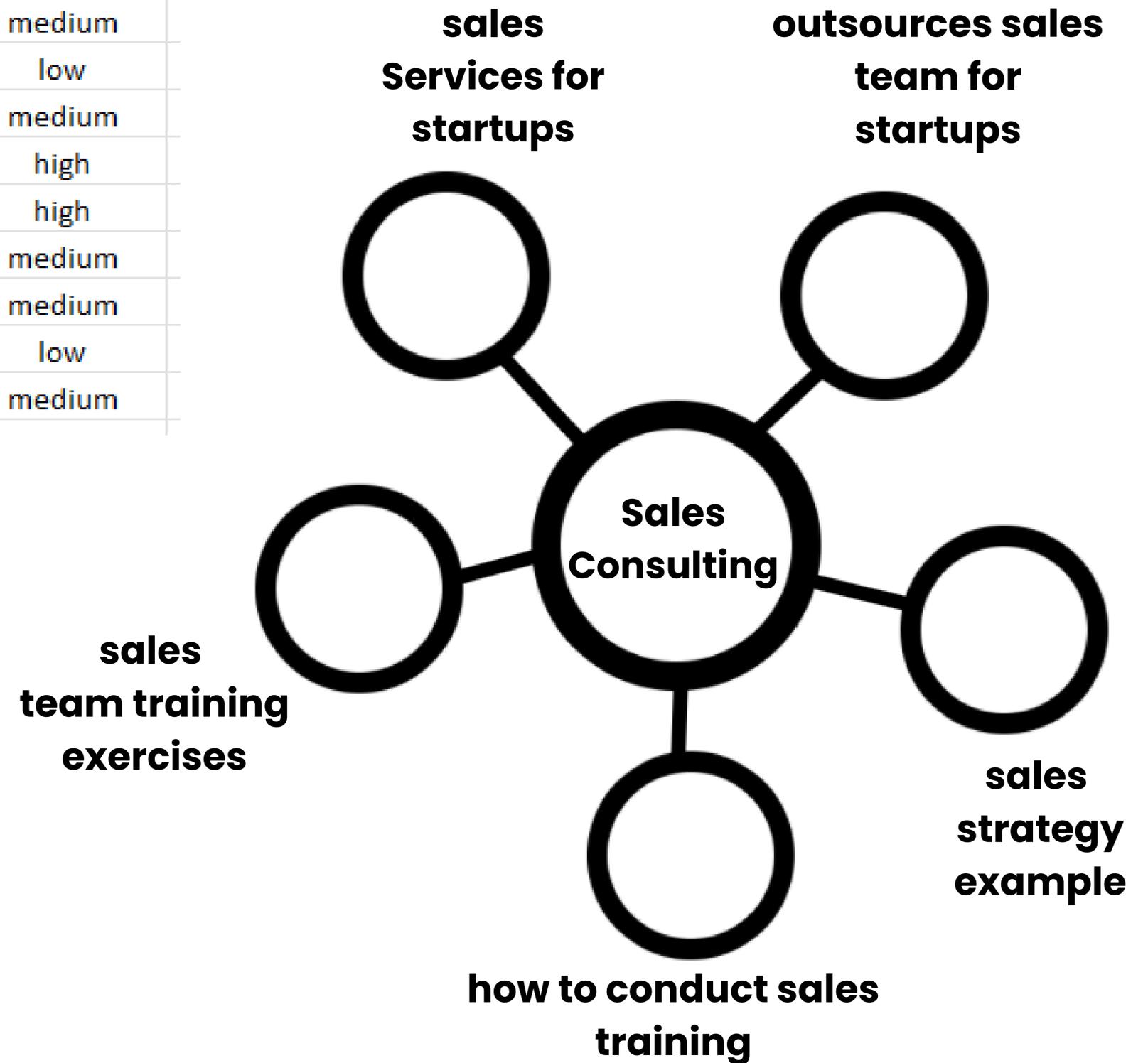
how often should you change your workout routine

how to have a consistent workout routine

how to workout in the morning

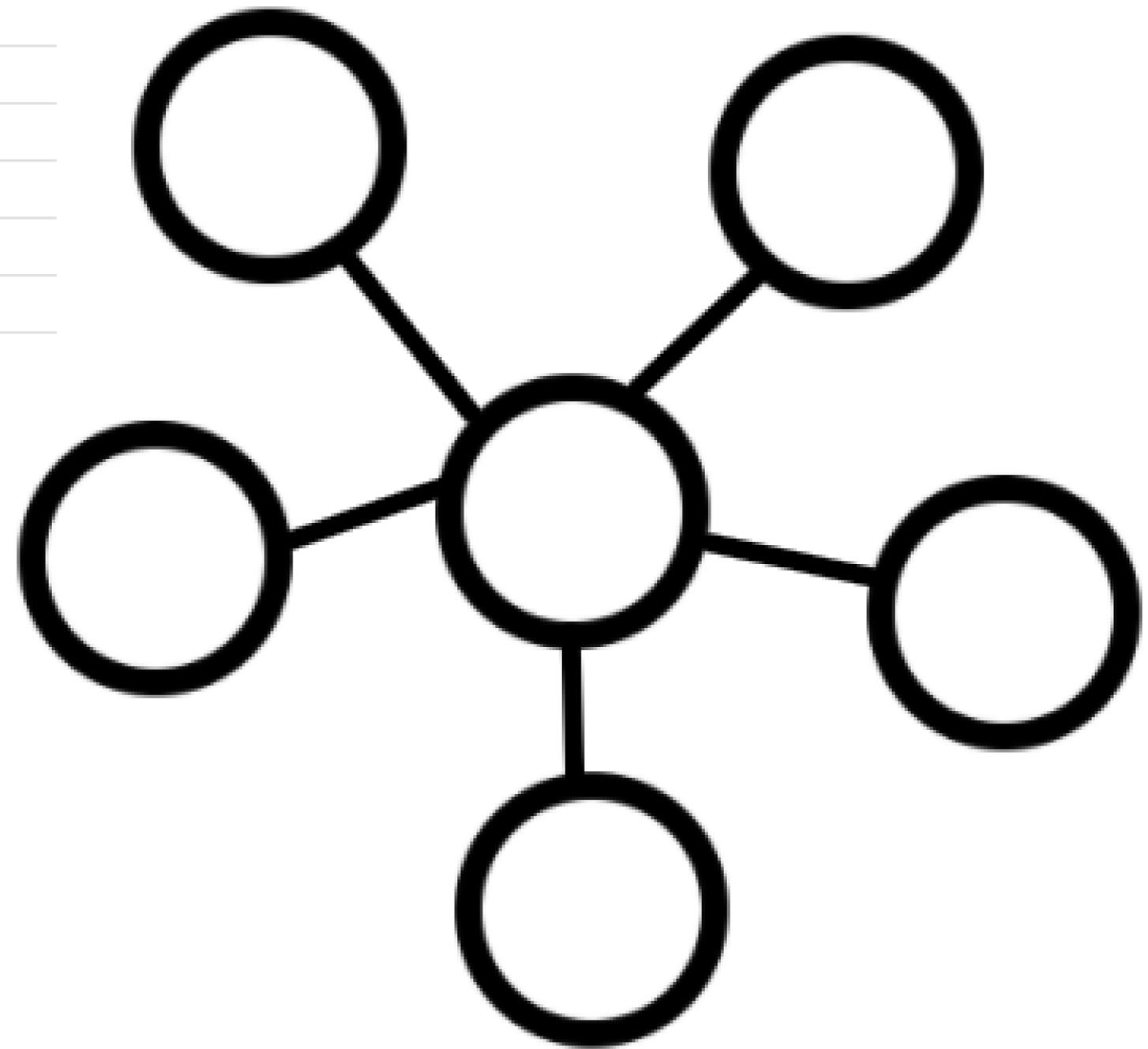
Content Cluster Example #2

	Keywords	Volume	Difficulty
Primary Topic	sales consulting	2400	medium
Sub-Topic 1	how to forecast sales for a startup	20	low
Sub-Topic 2	outsourced sales team for startups	20	medium
Sub-Topic 3	sales services for startups	20	high
Sub-Topic 4	sales strategy example	1000	high
Sub-Topic 5	sales strategy template	590	medium
Sub-Topic 6	b2b sales techniques	720	medium
Sub-Topic 7	sales team training exercises	90	low
Sub-Topic 8	how to conduct sales training	20	medium



Blank Fillable Templates

	Keywords	Volume	Difficulty
Primary Topic			
Sub-Topic 1			
Sub-Topic 2			
Sub-Topic 3			
Sub-Topic 4			
Sub-Topic 5			
Sub-Topic 6			
Sub-Topic 7			
Sub-Topic 8			





About Jenny

I've been an independent SEO Consultant in Atlanta since 2009, and I'm passionate about teaching marketers how to get better SEO results, faster.

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the 30-Day SEO
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