



Building Pillar Pages & Topic Clusters

Pillar Brainstorm

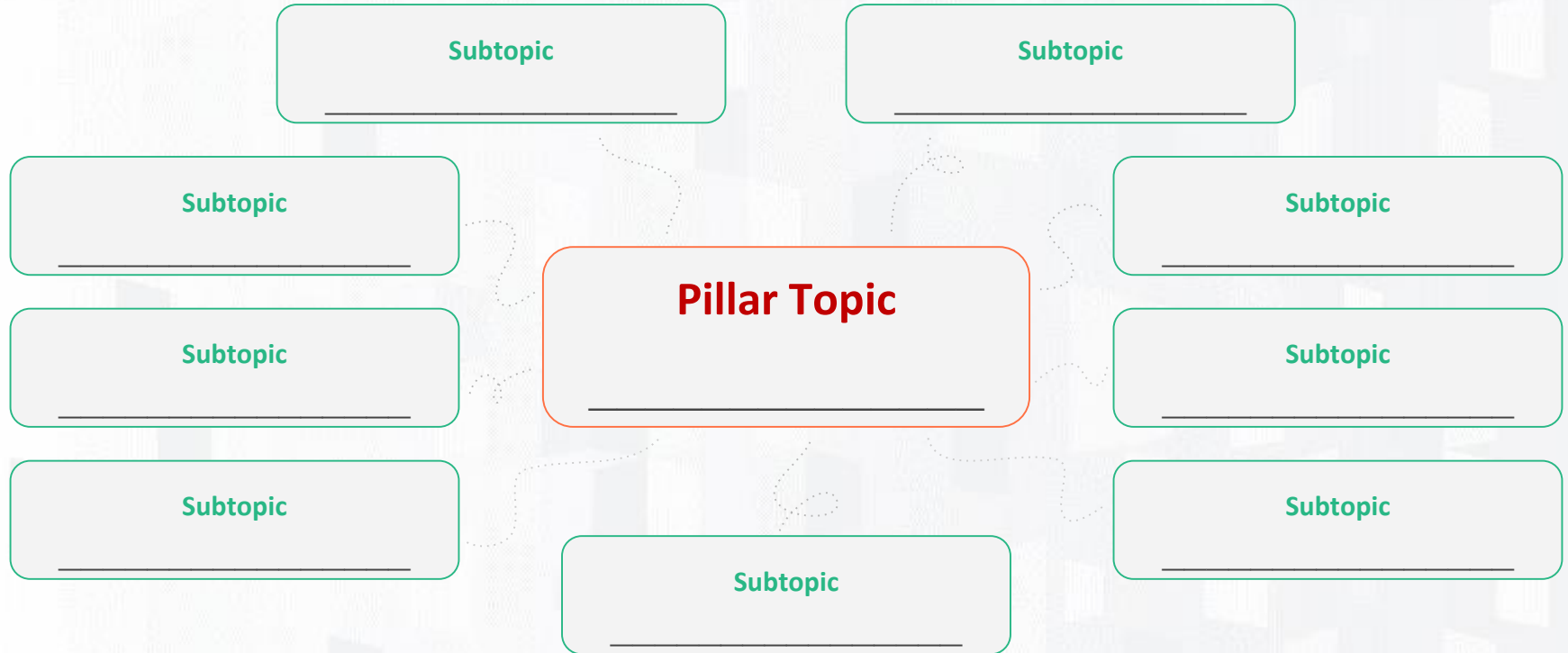
What are the big topics you want to be known for?

Pillar Keyword Research

Potential Pillar Topics

Monthly Search Volume

Start Your Topic Clusters



Pillar Strategy

Describe who is searching for this term in detail:

What is their problem and why?

Pillar Strategy, Part 2

How, specifically, are you going to help your audience solve their problem with this pillar?

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Project Milestones

When Will It All Be Done?

Strategy: _____ (up to 1 week)

Outline: _____ (up to 1 week)

First Copy Draft: _____ (typically 2 to 3 weeks; can expand to 4+ based on project complexity)

Copy Ready for Final Approval: _____ (no more than 1 week)

Revisions Complete & Ready for Design: _____ (no more than 1 week)

Design & Development: _____ (depends on your design and development resources)

Published: _____

gate **39** media



Have questions about this template or how you can better leverage campaigns, content, or HubSpot?

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