SEO Content Hub & Spoke Strategy Overview

By Corey Wenger – January, 2023

What is Hub and Spoke SEO?

Simply put, *it is the process of creating topical content hubs and spokes to organize and target interrelated topics and search terms*. The Hub page is the center of your topical structure. It focuses on a general, high search volume topic and is usually long-form content (1,500+ words).

The **Hub page** should be the **authority** on the topic and serves as a **comprehensive overview** on the topic (top of funnel). (It will target 1-2 Primary SEO Terms and 2-3 Secondary SEO Terms.)

The **Spoke pages** are **related subtopics** to your main Hub page. These topics usually include **long-tail search terms** (3+ keywords) and tend to focus more on mid to bottom of the funnel search intent. (Spoke pages will target 1-2 Primary SEO Terms and 2-3 SEO Secondary Terms.)
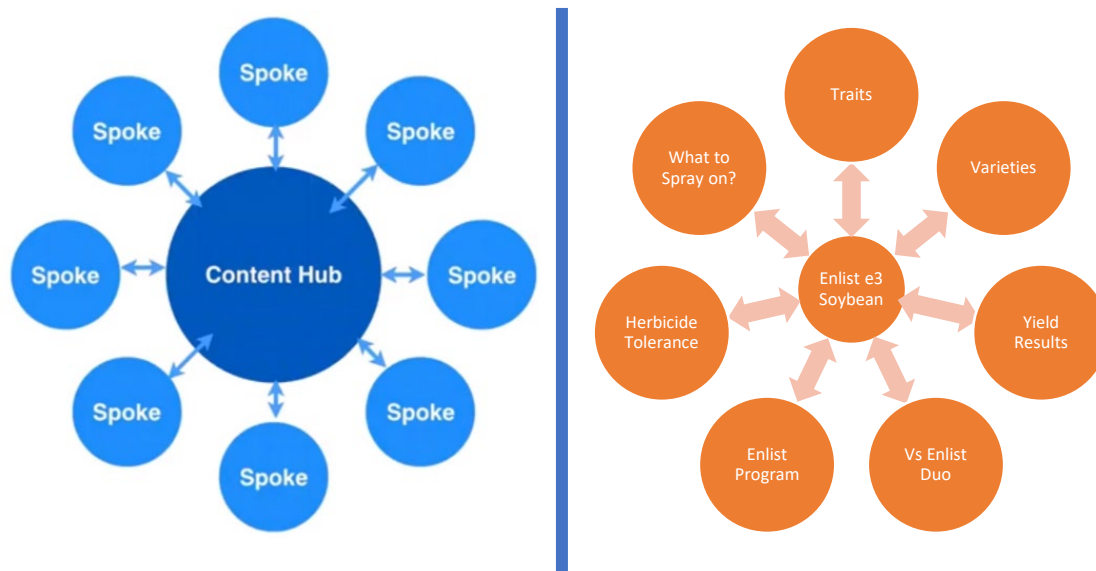
What Are The Benefits of Hub and Spoke SEO Strategies?

There are many **advantages** to Hubs and Spokes (also called Pillars and Clusters).

SEO Benefits:

    a. Helps you to **organize** and **structure** highly related topics.

    b. Improves **internal linking opportunities** that can help increase SEO rankings of high-value SEO pages.

    a) Helps you to increase the **total search terms** you target for SEO (broad to long-tail search terms.)

    b) Helps to improve how **quickly** web visitors can **get to content** (usually within 1-3 clicks).

    c) Helps provide **comprehensive coverage** of topics that are relevant to web searchers.

How To Create a Hub and Spoke Content Strategy?

Step 1:

Identify **Tier 1 Content** (high-value, relevant, and high monthly search volumes) to target for SEO Optimization efforts. These pages will normally be general, high-level pages.

Step 2:

Conduct keyword research using SEMRush Keyword Magic Tool, Google Search Console, MarketMuse, Clearscope and live Google searches to find ==core and related topical content spokes/clusters==.

✓**Core Topics and Primary SEO Terms:**

Choose terms that have **high search volumes**, are **highly relevant** to your business and customers, and provide overall **value** on the main topic.

==**Identify current web page and blogs that target your core topic**==. Use Google Search Console to get a quick list of pages that rank for your targeted, core topic.

Review online competition to see if there are gaps in your SEO Content Strategy. Use **SEMRush's Keyword Gap tool**. Review **Weak and Missing Tabs** to determine what content competitors are strong in and where you may need to generate more content to fill in your content gaps.
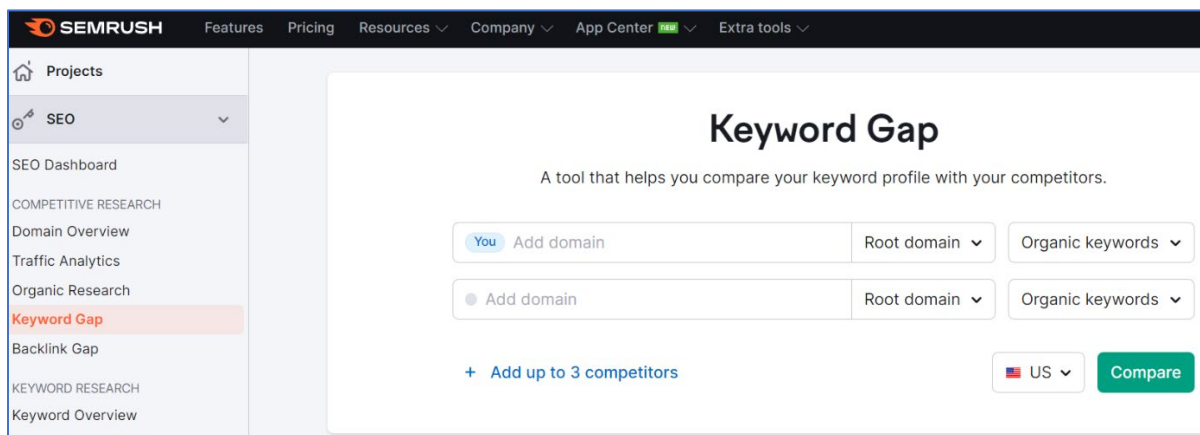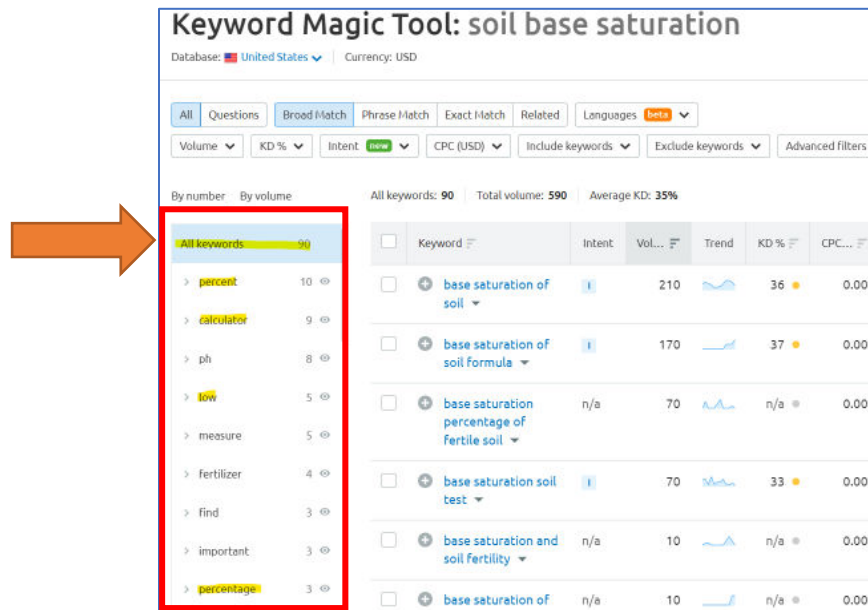

✓**Subtopics and Secondary SEO Terms:**

Choose secondary terms that have **high search volumes** and are **tightly related to your core topic**.
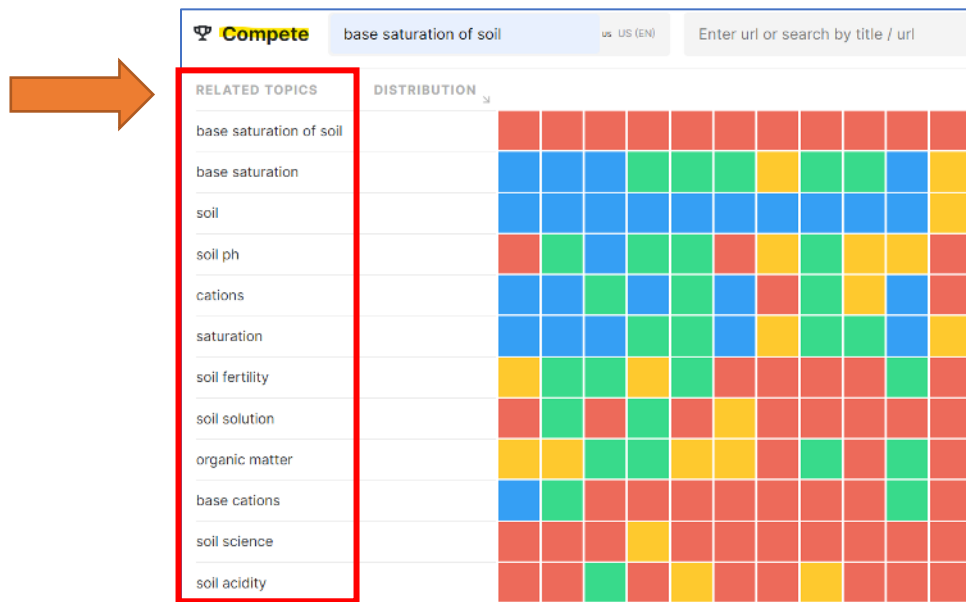
Use GSC data, MarketMuse or Google Autosuggest or Related Searches to identify potential subtopics.

Example: Use **SEMRush's Keyword Magic Tool** to find potential subtopics.

Example: Use **MarketMuse or Clearscope Research** to find related subtopics and secondary SEO Terms.

Step 3:

==Group your main/core topic with your subtopics.==

✓**Example 1**:

- *Main topic* – a core, non-blog page. (This will usually be a high-value product or service page.)
- *Subtopics* – group of blogs related to your main topic *(existing or new blogs)*.

✓**Example 2**:

- *Main topic* – a core Blog page. (This can be an existing, high-value blog page or a new Blog.)
- *Subtopics* – group of blogs related to your main topic *(existing or new blogs).*

Step 4:

Write your Spoke/Cluster pages content first, **then write your hub/pillar page**. It is much easier to write a comprehensive Hub page after you have created your spoke pages.

Step 5:

Write your Hub/Pillar page content.

This will need to be at least 1,500+ words in length and cover your main topic in-depth. (Use MarketMuse to identify minimum **Total Word Count** needed.)

Please keep in mind that you will want to briefly cover your subtopics, *but don't over elaborate, as your subtopic spokes will cover these in greater detail and depth*.

Step 6:

Link subtopics to main core topic page and link from core page to subtopics.

Use keyword-rich anchor text for links.
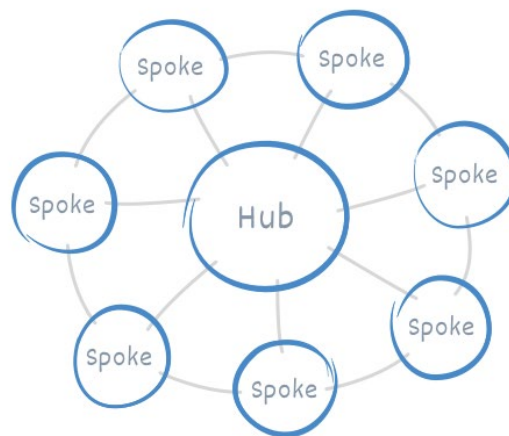
Step 7:

Lastly, make sure to follow **on-page SEO optimization best practices** for all hub and spoke pages.

SEO Content Optimization Checklist:

0 out of 44 checks complete

(Place an "x" in cell for completed items.)

	Search Terms & Topics Research:
	Analyze existing URL within Google Search Console / Search Performance to identify high-value search terms and topics.
	Identify relevant and high-value terms that rank in positions 7-15 in Google (Striking Distance Terms) & have high monthly search volumes.
	Identify search term "Keyword Intent." (Informational, Navigational, Commercial, Transactional) - Use SEMRush Keyword Magic Tool.)
	Identify search term competition levels using SEMRush Keyword Magic Tool. (Target 50 or less Keyword Difficulty Score terms.)
	Analyze existing URL with SEMRush SEO Organic Search tool to help identify search terms and topics.
	Supplement keyword and topic research with SEMRush Keyword Magic Tool and Google "People Also Ask" and "Related Searches."
	Identify 1-2 Primary SEO terms for content piece.
	Identify 5-10 Related Search Terms and Topics using SEMRush SEO Content tools.
	Identify target Total Word Count using SEMRush SEO Content tool.
	Identify 2-3 Secondary SEO Terms for content piece.
	Conduct live Google searches with primary and secondary terms to determine SERP and search intent relevancy.
	Fill in the SEO Content Brief / Worksheet with your SEO Content parameters (primary, secondary, related and total word count, etc.).

	URL Names:
	Include a primary SEO term in your URL.
	Use a descriptive URL name that helps Google and web searchers quickly determine what your web page is about.
	Use hyphens to separate words in the URL.
	Use all lower case.
	Keep it as short as possible, but not compromising descriptiveness.

	On-Page SEO Content Optimization:
	Title Tag - front load your Title Tag with your Primary SEO term.
	Title Tag - keep to 65 characters in length or less.
	Title Tag - include search term modifiers and Calls-To-Action when appropriate.
	Title Tag - create unique Title tag for each blog or web page.
	Meta Description Tag - use one primary and one secondary SEO term in the description.
	Meta Description Tag - keep to 160 characters in length or less.
	Meta Description Tag - be descriptive and include Call-To-Actions when appropriate.
	H1 Tag - create one unique H1 for each piece of content & include Primary SEO Term. Often Google will use this as the Title Tag in the SERPs.
	H1 Tag - and Title Tag can be the same or very similar. (Google is emphasizing H1 tag content titles.)
	H2s & H3s Tags - use these to create well structured and easy to read content. Use Primary and Secondary keywords in tags.
	First 100 Words on Page - front load with your primary and secondary SEO search terms.
	Keywords - use natural variations of the search terms throughout the content. (Weave them in naturally and don't keyword stuff.)
	Images - use descriptive Alt Tags for all images and use targeted SEO terms when appropriate.
	Content - break up content and make it easy to skim and read by using bulleted lists, numbered lists, and bold text.
	Content - use images, video, graphs, charts, CTAs to break up content on the page to make it easier to read and skim.
	FAQs - use primary and secondary terms in your FAQs. Use H2 for question and keep you answer brief (1-3 sentences.)
	SEMRush SEO Writing Assistant Tool - use this tool to grade, score and optimize your content.
	Use SEO Content Brief to outline topics and structure and organize your content piece.

	Internal and External Links:
	Internal Links - find 2-5 related web pages where you can link from to your new or updated piece of content.
	Internal Links - use keyword-rich anchor text. (naturally vary the anchor text used to avoid using the same anchor text over and over.)
	Internal Links - use Google search to find related website pages: site:yoursite.com search term or topic
	External Links - link out to 2-5 highly relevant and trusted external sources (when appropriate).

	Multimedia - Images, Videos, Graphs, Charts, Quotes, Infographics, CTAs:
	What video(s) content can be used?
	What graphs or charts can be used?
	What existing or new infographic(s) can be used?
	What CTAs make sense to use?
	What other types of content can be used to help break up content and make it more interesting and valuable?

*[Download SEO Content Optimization Checklist.](#)

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