

044 - Content Hubs and Why You Need Them

Gert Mellak 0:00

The content hub is a really good asset from an SEO perspective. As long as you are able to do the proper research in advance, make sure you pick topics and subtopics you can actually rank and then also deal with every single article individually because ultimately every article needs to rank. Google ranks pages not site. So every page needs to be ranked but it'll needs to be able to compete on Google. And then the content hub is the ideal structure to tie them together and provides an extremely good user experience Google definitely values.

SEO Leverage Podcast Intro Music 0:41

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:51

Hello, and welcome. This is Gert Mellak from Seoleverage.com. And you're listening to Episode 44. Today we're going to talk about content hubs and why you really should consider building one up and what this is actually all about. If you would want a written version of this article, head over to Seoleverage.com/podcast find Episode 44. And you have all the key information there. First of all, what is a content hub? I think there are a few definitions out there. Here is what I understand from a content hub. A content hub is usually a initially a page with categories and every categories has links to specific articles. So usually, you can click on the category, get an introduction about the category. And you have links to sub topics around this category. So if this was a category, about marketing, for example, there might be one category, which could be digital marketing another category could be PR. And digital marketing, you might have a link to an article about SEO, another one about social media. Another one about paid advertising, another one to email marketing. So you essentially tried to break up a big topic into logically structured content pieces that are really good curated content pieces providing all kinds of information. So if someone was looking for information on wanting really an overview about what a certain topic is about, a content hub should really be have most of the answers they actually need in order to get a very good idea about this topic. From an SEO perspective, a content hub is a very good asset. Because what it builds is essentially topic relevance. Really, Google can understand that all kinds of keyword topics are being dealt within the content hub. A content hub usually contains articles with informational content. So we target informational keywords here not transactional keywords where someone wants to buy brown shoes, but maybe informational content about fashion advice, for example. The main topic pages and subtopic pages are usually optimized for SEO. So Google can rank whatever page they want from the content hub. And then the internal linking is going to make sure that people can navigate within the content hub as well. Many of those general queries are going to land on the

main hub page directly. Because Google knows that then users are going to find what they're looking for just by clicking on the different links there. On Google Analytics, you can then track which kind of articles get more traction, and it can also inform the content creation and update process. For example, if you find a certain part of the content hub, a certain category gets more traction, you are free to build out this content hub further and provide further information because this is then going to help you get more targeted traffic to your site. For every page on this content hub, you really want to think about the keywords, you want to think about the volume behind those keywords and where you actually can rank those articles. I'm a big believer in dealing with articles separately individually. So every single one of these content hub pages is actually an article you want to rank. It's going to get a lot of relevance with the internal linking. But ultimately, it's one article you need to focus on. One article that needs to rank. One article that needs to cover a topic you actually can rank for so you don't go too broad. Because just because you have an article within a content hub, it doesn't mean that you can outrank everybody, every other site out there, the page still needs to be rankable itself, and then get connected to the rest of the content hub. So do your due diligence, do your due analysis from the content strategy. You have some past episodes about these topics as well. And make sure that every single piece of content in the content hub really makes sense in this content has an actual chance to rank. One thing that gets very often forgotten is updating the content. So many people invest a lot of work in to the creation of a content hub, but then never go back and update those content pieces. As I'm saying these are really individual content pieces, Google is going to evaluate them individually and say, okay, which of those make sense if the content hub is outdated, and you're in a space, where monthly or maybe quarterly updates are just really necessary to keep up with the rhythm of the industry, the best content hub is not going to give you sustainable traffic. What I recommend usually is to establish a scheduling on how often articles are being updated, are being changed, are being updated to Google's standards, or what Google wants to rank. There's different topics so we make sure that every article gets updated at least once or twice a year. And then there might be some articles that need a higher frequency, and maybe monthly updates just because they're so important that they need to really be adjusted or the SERPs change a lot. And we need to make sure that our piece of content is really in line with what Google wants to show there. Content hubs should target informational keywords, as I was saying initially, but this doesn't mean they only can be used for top of funnel informational queries, I would definitely try to reuse them for lead generation. So people starting to get interested in a certain topic and landing on the content hub to find more information, might be very inclined to downloading an ebook or getting a guide, getting on a mailing list in order to receive additional information. So definitely use this for lead generation. A content hub is also a very good asset for link building. So link building essentially means reaching out to other blogs in the industry. And very often you want to offer them something, tell them why you're so relevant. And if you can point to a content hub, and say, Look, we have been doing a lot of work in this industry, we have built an entire content hub informing about a certain topic. If you pitch this to relevant blogs, or online magazines, etc, there's a high chance that they might be linking to your guide or to your content hub, in order to give their audience some value here. Now, let me quickly talk about tools in order to create a plan out a content hub. There's a lot of planning involved. We usually hear at Seoleverage.com, very big fans of Ahrefs.com or Semrush.com. Two very solid SEO tools that have been improving their keyword

researching, topic research capabilities more and more over the years. And this makes it really easy to target the right keywords, find keywords that do have high traffic potential, but do not require a lot of links being built to those topics, etc. So these tools learn how to use the Ahrefs content explorer, for example, there are some manuals and videos out there on how to use this, and it's going to make your life much easier. You definitely don't want to create a content hub just based on the ideas you have around a topic. You want to do some research and find those topics or were right about those topics first, that actually have a high chance to rank with your website's authority with your brand's recognition out there. So you don't target impossible queries because you're going to get frustrated and I'm not going to see the results. So summing up, a content hub is a really good asset from an SEO perspective, as long as you are able to do the proper research in advance, make sure you pick topics and subtopics you can actually rank and then also deal with every single article individually because ultimately every article needs to rank. Google ranks pages not site. So every page needs to be ranked but it will needs to be able to compete on Google. And then the content hub is the ideal structure to tie them together and provides an extremely good user experience Google definitely values. My name is Gert Mellak. If you think this is valuable for someone, please kindly forward this episode to your friend, your business partner, your spouse, and if you feel SEO Leverage could be helpful. Reach out to us over at Seoleverage.com. Thank you.