



WELCOME TO



**CONTENT VALLEY**

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**USA**



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## Determining Content Goals & Strategies



Every website is unique and the type of content strategy that we recommend is specific to each site. Most of the content that we recommend generating will be designed to go after one of these goals in order to increase the sales on your website.

### **Goals along the pathway to increasing sales include:**

- Earn incoming links
- Promote priority products
- Rank for new keywords
- Increase trust & brand recognition
- Convert email subscribers to buyers



# Building A Content Roadmap

What type of content should you or your team create and how should you create it?

Start by thinking about potential topic areas and then start thinking about different approaches and strategies that you could use to write about each topic.

## Major blog content strategies

1. Episodic Content
2. Link Magnet Blog
3. Skyscraper Blog
4. Product Testing, Comparisons & Reviews
5. Pillar & Cluster

## Finding the best approach

Start by considering all of the following:

- How many products and keywords exist on the website and throughout the industry? Is it a high or low number?
- How strong are the website's existing search engine rankings and how strong is the backlink profile?
- How easily can a website rank for new terms and how many new terms are there to target?
- How many categories, subcategories, genres, niches etc. can the inventory be broken into?
- What is the social media/community landscape and is it conducive to link building? What types of content will generate natural links?



## Important Regions of Content Valley

Many of the major regions of Content Valley represent content types and content marketing strategies. Below is a short description of the 5 most important regions for content creators.

### Episodic Content



This type of blog involves an ongoing theme to all of the content and it will usually be posted daily, weekly, or monthly.

In some cases you might actually create an episode #1, episode #2 and so on. Examples of this could be a weekly inventory update series, a podcast series, or blog interview series.

In other cases, we are simply looking for a topic + content format which is repeatable. This can be the framework for a very successful blog operation that ***cuts down on significant headaches for all involved.***



A good example of this? Try localizing your content and inventory. If you sell made-on-demand shirts, you might come up with a series of t-shirt slogans for each major city and feature one blog each week for a different city. If you sell handmade goods, you can feature goods from artisans in each city every week.

**Recommended Length?** Anything within reason. Length is not a big part of the conversation for these blogs. Come up with an awesome theme and just create the content. As always, there is no “thin” content allowed.

## Link Magnet Blogs



The purpose of this type of blog is to earn links. Incoming links to blog pages will also help the rest of the website increase its rankings.



The content should be relevant to the website and be consistent with your brand, even helping to enhance it. However, the goal of this blog is not to sell products directly and this means the topic pool can be broader.

**Recommended Length?** In-depth info tends to earn links, so these blogs will often be longer. We consider 1,000 words to be a default minimum length.

## Skyscraper Blogs



What is a skyscraper blog? A typical skyscraper blog will be written by selecting a top performing piece of content from the search results and coming up with a way to build onto this, improve it, and build a better version as a result of your efforts.



We use a slightly looser definition when we refer to skyscraper blogs with our clients. This usually just refers to 1 single in-depth blog that is rich with the info and designed to be a step above everyone else's content. The blog is hallmarked and defined by the amount of effort that should be put into it. While a regular blog might start at \$100+ from an outsourced writer, you can expect to pay thousands of dollars for a real skyscraper blog from a team of veterans that is taking things seriously.

It could be better known as a "Giant Killer". The blog is designed to go after the big boys in the most competitive SERPs and it should have your full effort behind it.

**Recommended Length?** Long... very long, but readability is even more important than length. A reader should be able to skim the headlines, data, and bullets almost instantly. Aim for 2k to 5k words with some rich media content.





## Product Testing, Comparisons & Reviews



These blogs are known for bringing high-converting organic traffic to websites. If you have an e-commerce site you should be able to come up with multiple ways to review your products on the blog.

Go in-depth with the products that you sell. You can start with basic reviews. Include some top lists such as “Top XYZ Picks for Father’s Day”, or “Top XYZ for Children”. First-hand product testing and detailed images are highly valued by users and search engines here. Remember that you can always visit Topic Village in Content Valley if you need listicle ideas.



**Recommended Length?** 1,000+ words can be a good starting target. Again, readability and info quality are the most important things here. In-depth reviews and testing will usually mean going beyond 1k words.

## Pillar Cluster



A pillar & cluster strategy involves one major blog which is the center of attention, and a group of surrounding blogs which are closely related.

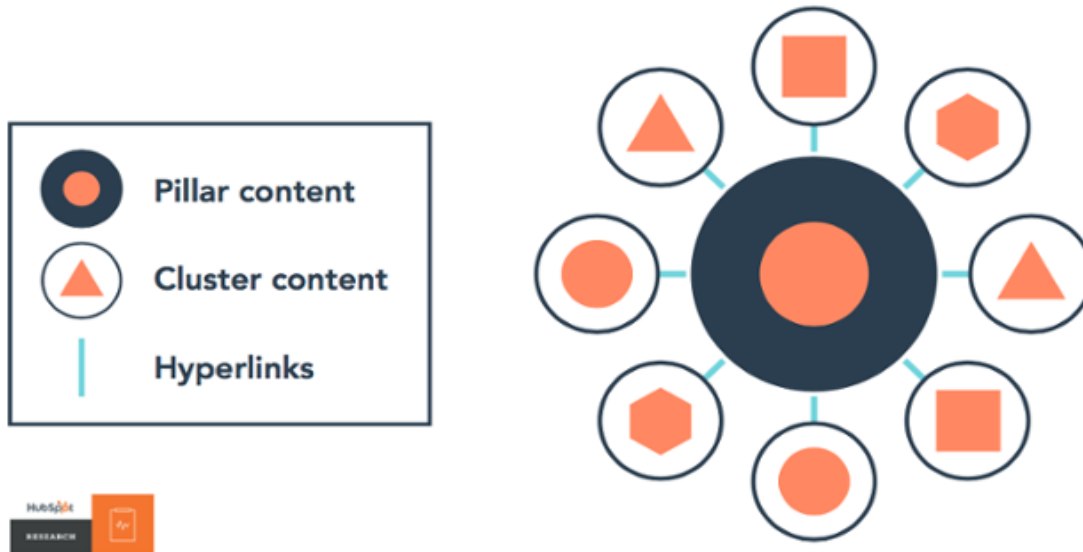
In this strategy:

1. A core topic is defined, and considered to be the **Pillar**.
2. Then additional subtopics, closely related to the core topic, are set in a **Cluster** around the Pillar, supporting it with internal backlinks.

You can visualize it this way:



## Topic Clusters



### Why the Pillar/Cluster Strategy is Important

The advantage of this type of structure is that it can help users find informative and related content quickly and easily. In addition, the related semantic context of the surrounding content is seen by Google's algorithms and can play a positive role in Google rankings.

A good pillar page will:

- Look to rank for high volume keywords
- Be broken into sections that will later be associated with Cluster pages
- Include a hyperlink to each cluster topic page
- Be informative, useful, and result in the buyer wanting to click through the links to see more detailed information

A Pillar page can grow over time, and be updated as more cluster content is created. This makes it "evergreen" in nature, and often worthy of significant upfront time investment.

**Recommended Length?** A pillar blog will tend to be the longest of the group and should usually be well over 1k words. The blogs in the surrounding cluster don't need to be as long. Some of these smaller cluster blogs can target specific queries that customers have. Those blogs will often be under 1k words because they tend to get right to the point and only answer



one specific question. Remember, this doesn't mean that "thin" content is acceptable. The content should be rich in info but it can be short in length.

## The Rest of Content Valley

*Don't forget, there is more to Content Valley than these 5 types of blogs!*



If you zoom around the valley roadmap you'll see many regions and locations that will remind you of this. The whole valley is fair game for marketers!



Content Valley is filled with content ideas for other types of content and various starting points for writers. There are also some subtle reminders for creators and even a few ghosts from the past hidden around the map.

Here are a few more things that you'll find in and around Content Valley, USA! We won't include everything from the map in the list below but this includes some of the highlights.

### **More Cities & Regions**

- Influencer City
- The Social Media Hills
- Affiliate Arches
- Thousand Algorithm Islands
- The Search Engine Swamp
- The SEO Jungle
- Conversion Testing Site

### **Mountains**

- Retargeting Mountain Range
- Instagram Peak
- Mount Facebook
- Tik Tok Peak
- Listicle Peak
- Twitter Gulch & the Social Media Hills
- The Skyscraper Blog Range

### **Education**

- The Keyword Research Institute of Content Valley
- Research and Data Blog Center of Content Valley

### **Local Attractions**

- Mr Beast's Cave
- The Infoseek Ruins
- Myspace Ghost Town
- The Youtube Alpine Resort
- Fishkin's Wharf

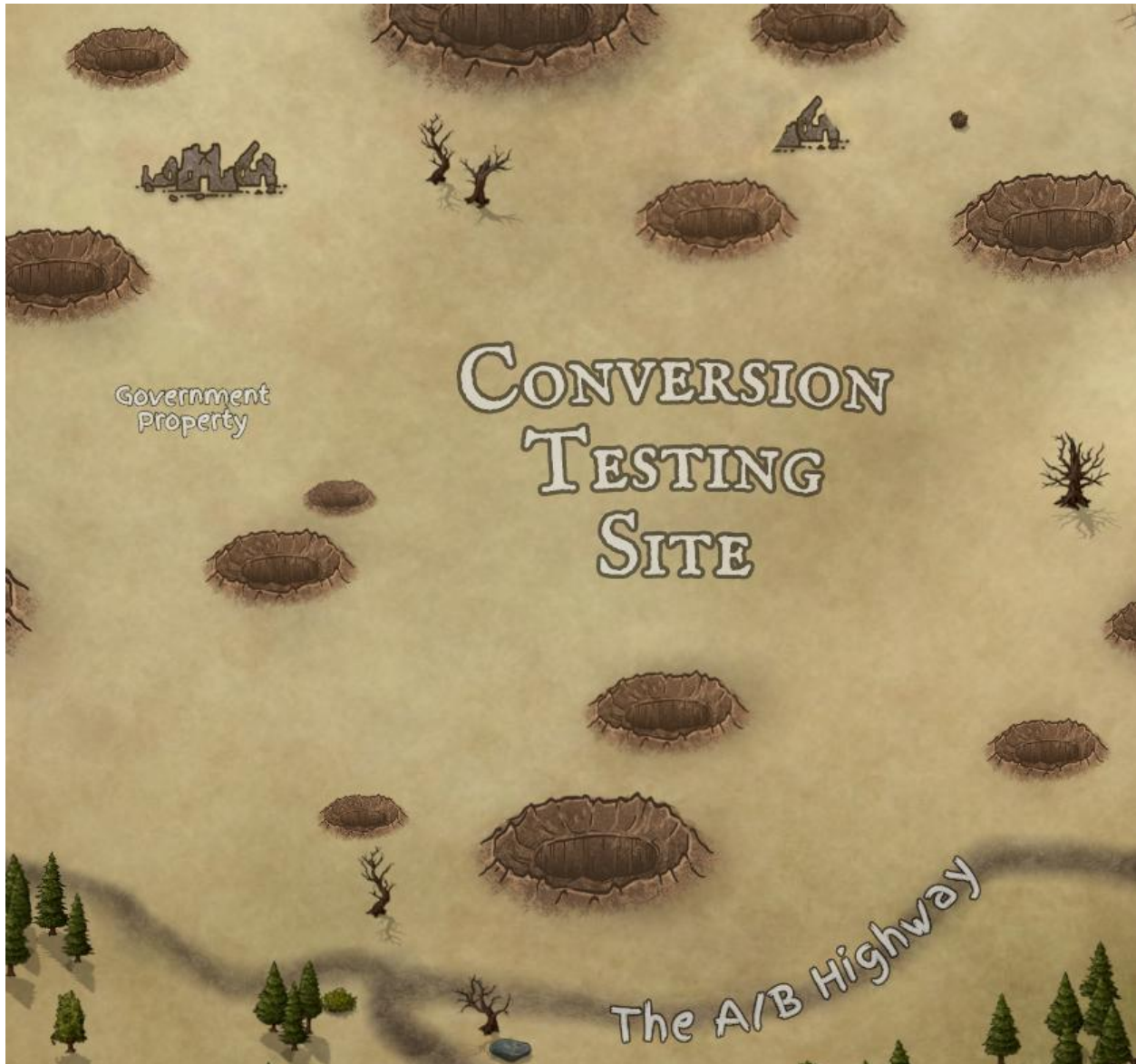
### **Camping**

Camping is allowed in the following areas:

- Omnichannel National Forest (including Pinterest Pond and the Rich Content River Region)
- Nofollow Trail
- User Generated Content Campgrounds
- Schema Island
- Podcaster's Island
- Hummingbird Island (Located in the Thousand Algorithm Islands)
- Gated Content Island



## Post-Publishing, Promotion, Integration



Your job isn't done when you hit the publish button. Promotion is a part of your roadmap in many cases.

### Potential tasks may include:

- Sharing the article link on social media channels.
- Promote the content in email & SMS campaigns.
- Integrate some content into relevant sections of the website.
- Update some older blogs to link to the newer blog.



- Paid promotions on social channels.
- Send a press release.
- Share with affiliates.
- Share a link to the content with internal employees at the company.
- Outreach into the blogosphere and to media contacts.
- Consider conversion testing if you deal with a high amount of traffic to your content.