

# Skyrocket Your Website Ranking and Win New Leads with a Content Hub Strategy



# About Jimmy Newson

**Founder:** Jimmy Newson Consulting | Moving Forward Small Business.

*Senior Advisor | New York Marketing Association*

**Jimmy Newson** is the founder of the consulting firm that bears his name: a business strategy, online marketing, and sales powerhouse for small and medium enterprises. He has been dubbed the “Impact Influencer” for the outstanding results he achieves for his many clients. Jimmy is also the Senior Advisor for the New York Marketing Association, as well as the Founder of *Moving Forward Small Business*, a global effort to leverage the power of marketing, technology, and innovation to reduce startup failure and save 1 million businesses by 2050.



**Email:** [jimmy@movingforwardsmallbusiness.com](mailto:jimmy@movingforwardsmallbusiness.com)

**Linkedin:** @ jimmynewson

**Twitter:** @jimmynewson1

**FB:** @jimmylnewson

Certifications





SEO >

Local SEO >

Advertising >

Social Media >

Content Marketing >

**Content Marketing Dashboard**

- Topic Research
- SEO Content Template
- SEO Writing Assistant
- Brand Monitoring
- Post Tracking
- Content Audit

Competitive Research >

Agency Solutions >

MANAGEMENT

- Projects
- My Reports +
- Lead Generation Tool
- Marketing Calendar
- Notes

Online demo

SEOquake for your browser

# Content Marketing Platform

Just a couple of steps separate you from building excellent content easily and quickly.



Find a topic



Create a plan



Write an article



Optimize it



Analyze mentions



Measure the impact



Revise and Improve

## Find a Topic in Topic Research

An effective content plan is based on information about your audience's interests. SEMrush Content Platform allows you to conduct topic research by giving you the full picture of what your audience needs in just a couple of clicks.



US

Subtopics Headlines Questions

### Topic Research: content ideas Export topic ideas

Content Ideas Favorite Ideas

content ideas United States (Desktop) Search (country) (desktop) Get content ideas Favorite Ideas



# Benefits of Creating a Content Hub

## Benefits of Creating a Content Hub:

- Great for Search Engines = More Traffic
- Gain More Backlinks
- Generate New Leads & Sales
- Improved Website Authority & Credibility
- Builds Brand Awareness



# What is a Content Hub?



# What is a Content Hub?

A content hub is a destination on your website containing content around a certain topic. Generally, this content is intended to give a high-level overview of the subject in question and can be either a long-read, or simply a centralized hub page (depending on the type of site you run and the given topic).



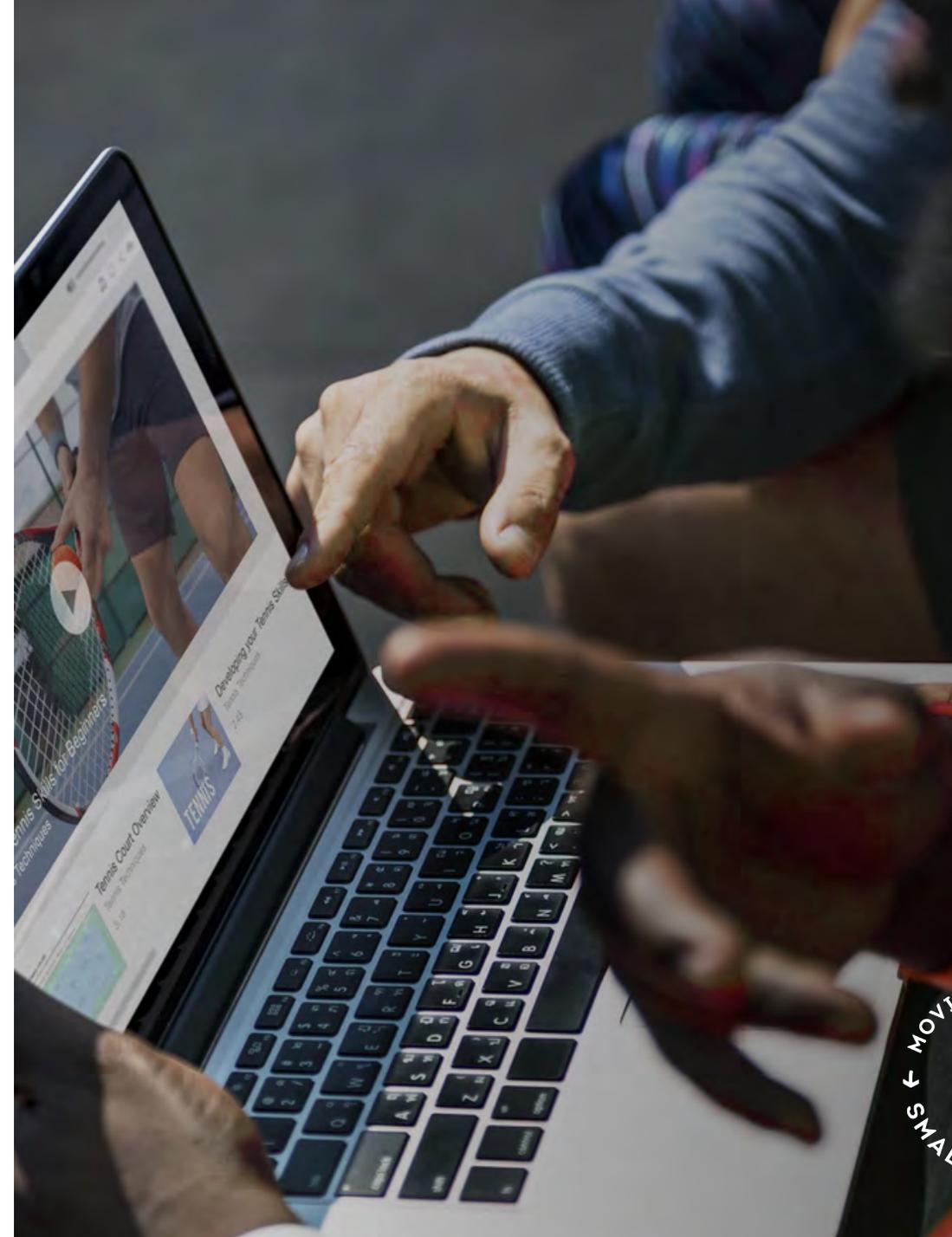


Why is a Content Hub  
Important?

# Why is a Content Hub Important?

There are several reasons, but primarily, it's because they are good for SEO.

If you have a wealth of high-quality, detailed content on a particular topic, then it helps to establish you as a credible authority on that topic. It's also more conducive to getting backlinks which, again, can boost your domain authority.





# How to Create A Content Hub



# The 7 Core Steps to Building a Content Hub





# 1. Choose Your Topics

# 1. Choose Your Topics

- Identify themes relevant to your brand
- Define the core topic of your cluster
- Choose your subtopics

# Topic Research: homemade beer

Export topic to XLSX

Order content writing

Content Ideas Favorite Ideas

homemade beer

United States

Search content on domain

Get content ideas

Favorite Ideas

Cards

Explorer

Overview

Mind Map

Trending subtopics first

Prioritize topics by: Topic Efficiency

## Racking Cane

Topic Efficiency: High

3 Ways to Siphon Your Beer

How to Transfer and Siphon Beer | Kitchn

How to Bottle Beer at Home

Show more

## Temperature Controlled

Topic Efficiency: High

BrewJacket Immersion Pro

Controlling Fermentation Temperature

Fermentation Temperature Control: Tips from the ...

Show more

## Grain Bag

Topic Efficiency: High

All-Grain (Brew in a Bag) Homebrewing

How to Brew In A Bag (BIAB)

Brew in a Bag All-Grain Techniques

Show more

## Bottling Bucket

Topic Efficiency: High

3 Ways to Siphon Your Beer

Bottling Day

Bottling & Kegging

Show more

## Dry Malt Extract

Topic Efficiency: High

The Beginner's Guide to Extract Brewing

How To Homebrew Incredible Extract Beer in 2021

Making Malt Extract

Show more

## Fermenting Vessel

Topic Efficiency: High

How to Brew Beer

Simplest Homemade Beer

Fermentation vessels,

Show more

## Pitch The Yeast

Topic Efficiency: High

Preparing Yeast and Yeast Starters

How to Make a Yeast Starter

This is how you make a perfect yeast starter

Show more

## Liquid Yeast

Topic Efficiency: High

White Labs: Yeast and Fermentation

Preparing Yeast and Yeast Starters

How to Brew Beer

Show more

## Conical Fermenters

Topic Efficiency: High

## Liquid Malt

Topic Efficiency: High

## Small Amount

Topic Efficiency: High

## Bottle Filler

Topic Efficiency: High



## 2. Audit Your Existing Content

## 2. Audit Your Existing Content

- Find out whether you already have content for your hub
- Fix outdated content and improve pages with decreasing traffic
- Use the content audit tool to automate your efforts

SEO

Local SEO

Advertising

Social Media

Content Marketing

Content Marketing Dashboard

Topic Research

SEO Content Template

SEO Writing Assistant

Brand Monitoring

Post Tracking

Content Audit

Competitive Research

Agency Solutions

MANAGEMENT

Projects

My Reports

Lead Generation Tool

Marketing Calendar

Notes

Online demo

SEOquake for your browser

Dashboard > Projects > AM Equipment Sales > Content Analyzer

# Content Analyzer: AM Equipment Sales

Content Audit Post Tracking

Content Sets Table

## Rewrite or remove

Content Update: older than 24 months  
Pageviews: to 15  
Words: from 200



### Workflow

Not Analyzed	3	<a href="#">Start analyzing</a>
In progress	1	<a href="#">Continue work</a>
Analyzed	0	<a href="#">Show me</a>

## Need to update

Content Update: older than 24 months  
Pageviews: from 15  
Words: from 200



### Workflow

100%  
Not Analyzed [Start analyzing](#)

## Quick review

Content Update: last 6 months  
Pageviews: from 150  
Words: from 200



### Workflow

Not Analyzed	0	<a href="#">Start analyzing</a>
In progress	1	<a href="#">Continue work</a>
Analyzed	0	<a href="#">Show me</a>

## Poor content

Words: to 200



### Workflow

100%  
Not Analyzed [Start analyzing](#)



### 3. Check Out Your Competition

### 3. Check Out Your Competition

- Check out the top 10 SERP results for your keyword
- Get an idea of the depth of structure required to compete
- Use the SEO content template to generate a brief with relevant insights

SEO >

Local SEO >

Advertising >

Social Media >

Content Marketing >

Content Marketing Dashboard

Topic Research

SEO Content Template

SEO Writing Assistant

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Join our Affiliate Program

[← Go to start](#)

# SEO Content Template: recent recommendations

[SEO Recommendations](#) Real-time Content Check

## SEO recommendations for your content

[Order content writing](#)

[Export to DOC](#)

Google Search tar

Our analysis is based on your Google top 10 rivals

human resource

- <https://www.shrm.org/>
  - [https://en.wikipedia.org/wiki/Human\\_resources](https://en.wikipedia.org/wiki/Human_resources)
  - <https://www.thebalancecareers.com/what-is-a-human-resource-1918144>
  - <https://www.bls.gov/ooh/management/mobile/human-resources-managers.htm>
- <https://www.investopedia.com/terms/h/humanresources.asp>

[Show all rivals \(1 keyword\)](#)

### Key recommendations (based on your Google top 10 rivals)

<b>Semantically related words</b>	<ul style="list-style-type: none"> <li>Enrich your text with the following semantically related words: <a href="#">human capital</a> <a href="#">company or organization</a> <a href="#">people who work</a> <a href="#">resources hr</a> <a href="#">human resources department</a> <a href="#">term hu</a> <a href="#">human resource management</a> <a href="#">hr professionals</a> <a href="#">working environment</a> <a href="#">strategic planning</a> <a href="#">business administration</a> <a href="#">talent management</a> <a href="#">compensation and benefits</a> <a href="#">hr depa</a> <a href="#">employee benefits</a> <a href="#">employee satisfaction</a></li> </ul>
<b>Backlinks</b>	<ul style="list-style-type: none"> <li>Try to acquire backlinks from the following domains: <a href="#">needajobnow.info</a> <a href="#">jobs-find-now.com</a> <a href="#">find-lawyer.net</a> <a href="#">recsoc.org</a> <a href="#">recruitingheadlines.com</a> <a href="#">postgraduates</a> <a href="#">free-online-courses.info</a> <a href="#">gotpreparedness.com</a> <a href="#">amedleyofpotpourri.blogspot.com</a> <a href="#">redvector.com</a> <a href="#">redtopics.com</a> <a href="#">celebdailyposts.com</a> <a href="#">stoneagetools.com</a> <a href="#">binus.ac.id</a> <a href="#">jobs-search.info</a> <a href="#">softwarezz.info</a> <a href="#">employerbrandingrevolution.com</a> <a href="#">standardsmichigan.com</a> <a href="#">windowssearch-exp.com</a></li> </ul>
<b>Readability</b>	<ul style="list-style-type: none"> <li>Average readability score of top 10 URLs: 50</li> </ul>
<b>Text length</b>	<ul style="list-style-type: none"> <li>Recommended text length: 783 words</li> </ul>

## See how your competitors use your target keywords

### human resources

#### 1. Human resources - Wikipedia

[https://en.wikipedia.org/wiki/Human\\_resources](https://en.wikipedia.org/wiki/Human_resources) 

**Human resources** is the set of people who make up the workforce of an organization , business sector , industry, or economy . A narrower concept is **human capital** , the knowledge and skills which the individuals command. Similar terms include manpower, labor, personnel, associates or simply: people.

The **human-resources** department (HR department) of an organization performs **human resource** management , overseeing various aspects of employment , such as compliance with labor law and employment standards, interviewing , administration of employee benefits , organizing of employee files with the required documents for future reference, and some aspects of recruitment (also known as talent acquisition) and employee offboarding . [1] They serve as the link between an organization's management and its employees.

[Show more \(50 occurrences\)](#)

#### 2. Human Resources (HR) Definition

<https://www.investopedia.com/terms/h/humanresources.asp> 

What Is **Human Resources** (HR)?

**Human resources** (HR) is the division of a business that is charged with finding, screening, recruiting, and training job applicants, as well as administering employee-benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees in the 21st century.

[Show more \(24 occurrences\)](#)

#### 3. What is Human Resources | HR | What is Human Resource Management

<https://www.humanresourcesedu.org/what-is-human-resources/> 

**Human resources** is used to describe both the people who work for a company or organization and the department responsible for managing all matters related to employees, who collectively represent one of the most valuable **resources** in any businesses or organization. The term **human resources** was first coined in the 1960s when the value of labor relations began to garner attention and when notions such as motivation, organizational behavior, and selection assessments began to take shape in all types of work settings.

Featured Program: B.S. in Business Administration - **Human Resources** Management and M.S. in **Human Resource** Management. M.B.A. in **Human Resource** Management also available.

[Show more \(50 occurrences\)](#)

#### 4. SHRM - The Voice of All Things Work

<https://www.shrm.org/> 



## 4. Research Influencers and Link Creators

## 4. Research Influencers and Link Creators

- Identify topics trending among “link creators” in your space
- Create authentic connections with relevant SME’s
- Use the Brand Monitoring tool to find potential partners

- SEO
- Local SEO
- Advertising
- Social Media
- Content Marketing
- Content Marketing Dashboard
- Topic Research
- SEO Content Template
- SEO Writing Assistant
- Brand Monitoring
- Post Tracking
- Content Audit
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- Online demo
- SEOquake For your browser

Meet Brand Monitoring! Is it working well for you? Yes No Ask me later

Dashboard > Projects > Jimmy Newson Cons... > Brand Monitoring

## Brand Monitoring: Jimmy Newson... ▼

[+ Add campaign](#) [✉ Email report](#)

Campaign: Starbucks US | Country: 3 | Keywords: Starbucks | Last Update: a few seconds ago [Update](#)

Overview **Mentions** Statistics Resources About tool

Web Jul 8, 2021 - Oct 6, 2021

Country Language Search in mentions Link to website Sentiment [Advanced filters](#) [Save filter view](#)

Actions Mentions found: 3.6K

[Send to Link Building Tool](#) [Export all](#)

<p><input type="checkbox"/> <b>Newark Airport (EWR) Car Service &amp; Transportation   Uber</b> <a href="#">↗</a> Oct 6, 2021 00:30</p> <p>Estimated Reach: 191.2K <a href="#">no backlink</a> Language: English</p> <p>A and B. Options include cafes, bars, fast-food places, and Newark Airport restaurants with table service. Find <b>coffee</b>, snacks, and more at the Newark Liberty International Airport <b>Starbucks</b>. Travelers can purchase a variety of snacks and meals at EWR Airport, including doughnuts, burgers and fries, and ...</p> <p><span>Negative</span> <a href="#">+ Add tag</a></p>	<p>Domain</p> <ul style="list-style-type: none"> <li>www.uber.com <a href="#">↗</a> </li> </ul> <p>Authority Score: 77/100</p> <p>Traffic: High</p> <p><a href="#">Track domain</a></p> <p><a href="#">Block domain</a></p>
<p><input type="checkbox"/> <b>Fort Myers Airport (RSW) Car Service &amp; Transportation   Uber</b> <a href="#">↗</a> Oct 6, 2021 00:29</p> <p>Estimated Reach: 191.2K <a href="#">no backlink</a> Language: English</p> <p>... has many places to eat. Dining options include fast-food outlets, bars, food markets, <b>coffee</b> shops, and restaurants. Travelers looking to buy a beverage or bite to eat can visit the Southwest Florida Airport <b>Starbucks</b>. RSW Airport food for purchase includes breakfast, lunch, dinner, snacks, candy, and ...</p> <p><span>Negative</span> <a href="#">+ Add tag</a></p>	<p>Domain</p> <ul style="list-style-type: none"> <li>www.uber.com <a href="#">↗</a> </li> </ul> <p>Authority Score: 77/100</p> <p>Traffic: High</p> <p><a href="#">Track domain</a></p> <p><a href="#">Block domain</a></p>
<p><input type="checkbox"/> <b>The best coffee shop in France is now expanding in Montreal —say hello to Columbus Café &amp; Co.   Think Retail   Chartered</b></p> <p>Oct 6, 2021 00:28</p>	<p>Domain</p> <ul style="list-style-type: none"> <li>thinkretail.ca <a href="#">↗</a> </li> </ul>

# Social Media Tracker: Moving Forward Small Business

Export to PDF

Overview Facebook Twitter Instagram YouTube LinkedIn Pinterest

Company:  Dates:

## Social channels

Social channels	Followers/Subscribers	Posts/Videos
YouTube	26,800	6
Facebook	14,312 ↑	0
Twitter	6,221 ↑	0
LinkedIn	1,794 ↑	—
Pinterest	N/A	N/A

## Top content by Total Engagement Engagement Rate

<https://www.thebalancesmb.com> Sep 15, 2021 · 15:58

A CFO is a crucial part of any company. Discover the details of the job and what skills are necessary to learn!

Total Engagement: **2,558** Engagement Rate: **100.06**

[View all Facebook posts](#)

<https://www.lifehack.org/> Sep 6, 2021 · 0:00

5 Ways to Get Your Life Back into Balance [moreti.me/3nqBEiq](https://moreti.me/3nqBEiq)

Total Engagement: **9** Engagement Rate: **0.84**

[View all Twitter tweets](#)

<https://www.lifehack.org/>

Are you living the life you want? 😊 Well, if stopping you? You do know you are in control of your life, right? 🙌 Here's a FREE guidebook *Dream...* [Expand](#)

Total Engagement: **85** Engagement Rate: **62.21**

[View all Instagram posts](#)

- SEO
- Local SEO
- Advertising
- Social Media
- Social Media Dashboard
- Social Media Poster
- Social Media Tracker
- Social Media Ads
- Content Marketing
- Competitive Research
- Agency Solutions
- MANAGEMENT
- Projects
- My Reports
- Lead Generation Tool
- Marketing Calendar
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- Online demo
- SEOquake for your browser
- Join our Affiliate Program
- Order custom database or report



## 5. Create The Content

## 5. Create The Content

- Focus on generating engaging headlines
- Plan the structure for each content piece
- Use Topic Research to find relevant questions

# 5. Create The Content



Source: Content Marketing Institute

SEO

Local SEO

Advertising

Social Media

Content Marketing

Content Marketing Dashboard

Topic Research

SEO Content Template

SEO Writing Assistant

Brand Monitoring

Post Tracking

Content Audit

Competitive Research

Agency Solutions

MANAGEMENT

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Marketing Calendar

Notes

Online demo

SEOquake for your browser

Dashboard &gt; SEO Writing Assistant

# SEO Writing Assistant

[← Go to documents list](#)

## Quick Checker

H1 H2 B I    

### The Importance of Human Resources in 2021

It is almost impossible not to find a human resources department in any organization. Surprisingly, human resources departments have the strongest ability and potential to manage an organization's most valuable resources. Lack of a properly functioning human resources department often leads to an organization failing to achieve the desired level of efficiency and workforce management. Read further to discover the importance of human resources.

### What is Human Resources?

Human resources is the area of a company, business, or organization whose main task is to handle the aspects of people.

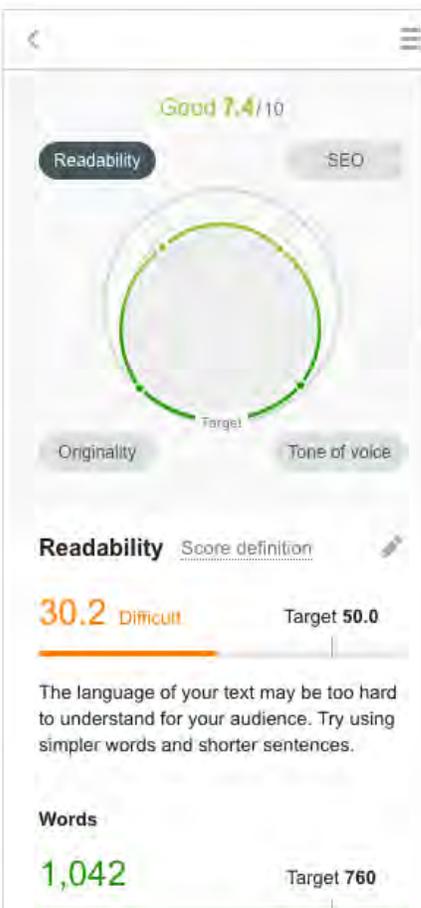
HR is the organizational branch tasked with recruiting, retaining, and tracking employees on the individual level.

In most cases, these tasks are listed under a general manager's job criteria. However, in these situations, you will discover that the same manager reports or answers directly to the human resources department instead of dealing with each employee separately.

### The Importance of Human Resources to An Organization

A well-functioning HR department is vital to an employee-oriented, productive work environment in which employees are engaged and energized. Here are reasons why;

- 1 Human resources monitor the culture. Some companies believe that human resources own the culture. The most expected scenario would be that all employees own the culture. However, human resources keep track of conduct in the offices. So in a significant way, HR ensures a smooth and





## 6. Publish the Content

## 6. Publish the Content

Once your cluster content:

- has a suitable title;
- is able to compete in terms of depth with the other top 10 search results;
- is unique and genuinely valuable; and
- is backed up by expert insight

SEO

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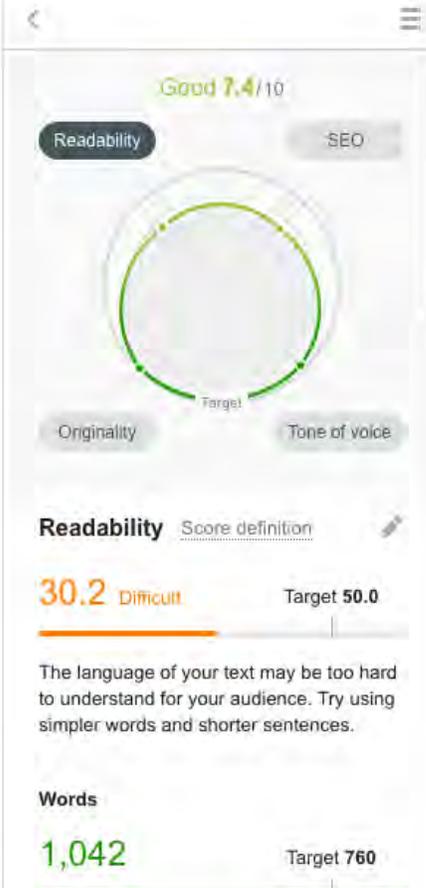
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## 7. Promote Your Content Externally & Internally

## 7. Promote Your Content Externally & Internally

- Make sure your content hubs are visible to users and are easy to navigate
- Reach out to influencers to promote your in-depth expert content (especially pillar pages)
- Use key promotional tactics for content hubs: leverage series of social media posts and emails, forums, and media outreach



# Bonus: Analyze Your Content Hub Performance

## Bonus: Analyze Your Content Hub Performance

- Regularly audit the performance of your content
- Assess your hub as a whole, looking at traffic and conversions
- Make decisions on creating gated pieces and updating content based on your hub analysis

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SEOquake for your browser

Dashboard > Projects > AM Equipment Sales > Content Analyzer

# Content Analyzer: AM Equipment Sales

Content Audit Post Tracking

Content Sets Table

## Rewrite or remove

Content Update: older than 24 months  
Pageviews: to 15  
Words: from 200



### Workflow

Not Analyzed	3	<a href="#">Start analyzing</a>
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## Need to update

Content Update: older than 24 months  
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### Workflow

100%  
Not Analyzed [Start analyzing](#)

## Quick review

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### Workflow

Not Analyzed	0	<a href="#">Start analyzing</a>
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Analyzed	0	<a href="#">Show me</a>

## Poor content

Words: to 200



### Workflow

100%  
Not Analyzed [Start analyzing](#)

is up-to-date: Oct 6, 2021

Mini Vending Machines | Small Vending Machines | A&M Equipment

Description: Small mini vending machines aren't just for snacks and candy. Smaller vending machines offer the opportunity beverages and more.

h date: Nov 14, 2018 · Author name: GenBeyond

# ways small mini vending machines can bring in g profits.

people think of vending machines, they often think of large, hulking machines that hold dozens of snacks and take up lots of However, many vending machine operators have discovered that smaller, wall mounted snack machines can offer a great o improve your bottom line. Here are 5 ways considering small vending machines may be useful to your business.

machines aren't just for snacks and candy. Smaller vending machines offer the opportunity to sell beverages, snacks, red food choices, and more.

er vending machines don't have to stick with coin-operated payment options. They can now also take bills, and even credit giving your customers more flexibility.

businesses are hesitant to host a vending machine because of concerns about energy consumption. Small vending machines, ver, are more energy efficient and tend to be more attractive to retail centers.

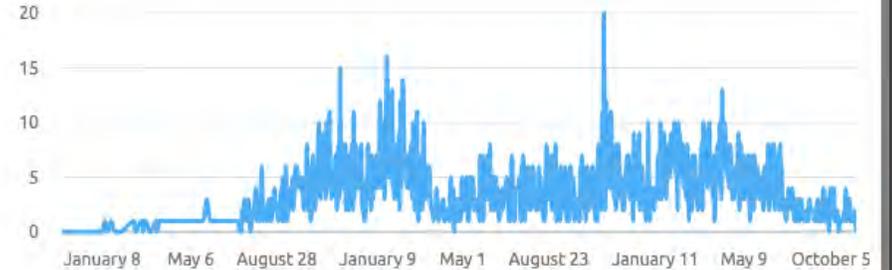
er issue which may cause businesses to be hesitant to host your machines is the square footage they take up. Mini vending ne options and wall mounted machines in particular, eliminate this issue.

smaller machine brings to mind gumball and candy machines, today's small and even mini vending machines are incredibly e. They can sell everything from cheap vending machine fare, such as typical snacks and candies, to full-service options that ake espresso, or serve up prepared foods and drinks. There are even machines that serve soft ice cream options.

Metrics Collaboration

### Metrics for URL by Date

Sessions Pageviews



Date	Words	Shares	Backlinks	Sessions	Avg. Session Duration	Bounce Rate
Oct 6, 2021	↓ 333	↓ 0	↓ 0	↓ 0	0:00:00	0%

You've already saved today's data

Google Analytics data for the last 30 days

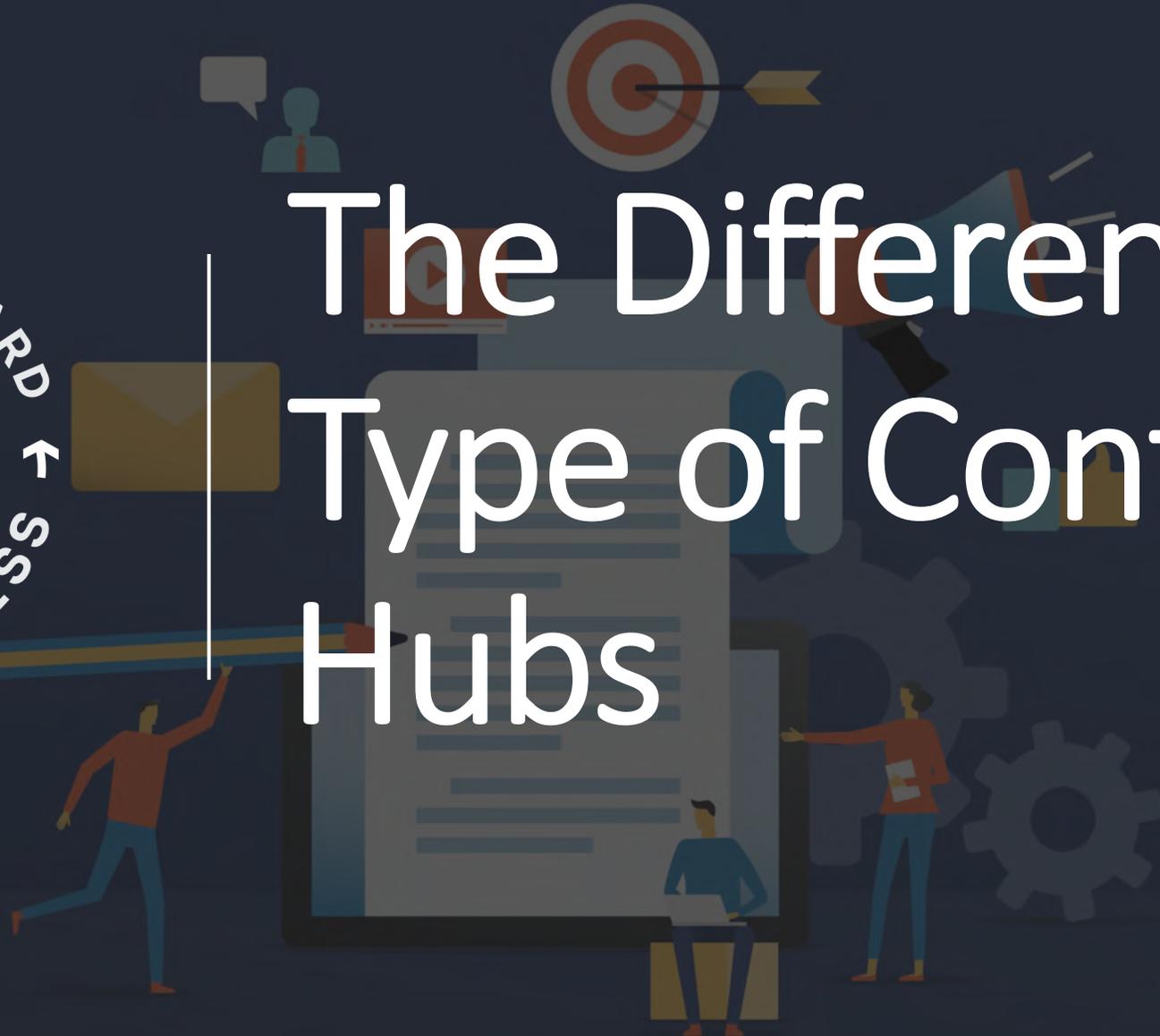
### Performance on Search Queries

Total Clicks	Total Impres...	Avg. CTR	Avg. Position
26 +8.3%	11K -8.8%	0.2% +18.7%	9.2 ↓0.1





# The Different Type of Content Hubs



# Classic Hub and Spoke

## Bitcoin for beginners

The advent of cryptocurrency is one of the most interesting and disruptive techno-social phenomena in recent memory, with Bitcoin (BTC) being the genesis of it all. Learn where Bitcoin came from, how it works, how to mine it, and how to buy and sell it.



ROBUST LIQUIDITY ON HITBTC



HUNT FOR BETTER RATES

### Bitcoin 101



What is cryptocurrency? A guide for beginners



What is Bitcoin, and how does it work?



The history of Bitcoin



# Content Library

## Career Advice

Expert tips and advice for all stages of your career



**Graduate Advice: How to Secure a Role after Your Studies**



**The 20 Best CV and Résumé Examples for Your Inspiration**



**How to Answer the 20 Hardest Interview Questions**

# Topic Gateway



[Keto recipes >](#)



[Meal plans >](#)



[Keto foods >](#)

## A keto diet for beginners

By Dr. Andreas Eenfeldt, MD  , medical review by Dr. Bret Scher, MD  - Updated June 7, 2021  Evidence based

[What is keto?](#) | [Foods to eat](#) | [Foods to avoid](#) | [Meal plans](#) | [Printable leaflet](#) |  
[Weight loss & other benefits](#) | [Ketosis](#) | [Practical tips](#) | [Side effects](#) | [FAQ](#) | [Start free trial](#)

A keto or ketogenic diet is a low-carb, moderate protein, higher-fat diet that can help you burn fat more effectively. It has many benefits for weight loss, health, and performance, as shown in over 50 studies.  That's why it's recommended by a growing number of doctors and healthcare practitioners. 

A keto diet is especially useful for losing excess body fat, reducing hunger, and improving type 2 diabetes or metabolic syndrome.  

Here, you'll learn how to eat a keto diet based on real foods. Get started with our visual guides, recipes, meal plans, and simple 2-week [Get Started program](#). It's everything you need to succeed on keto.

### Key takeaways

- 1 How to eat keto:**  
Reduce carbs, get plenty of protein, and add fat for flavor and fullness.  
[What to eat and avoid ↓](#)
- 2 Should you try it?**  
If you want to lose weight or improve blood sugar with little hunger and without counting calories, it's a great option. [Here's why ↓](#)
- 3 Does keto work?**  
Backed by years of science, a keto diet can help you lose weight and improve your health, in a way other diets don't. [Find out how ↓](#)

FREE TRIAL

# Content Database

## Some of Our Favorite Birds

Abert's Towhee

Latin: *Melospiza aberti*



Acadian Flycatcher

Latin: *Empidonax virescens*



Acorn Woodpecker

Latin: *Melanerpes formicivorus*



Alder Flycatcher

Latin: *Empidonax alnorum*



Aleutian Tern

Latin: *Onychoprion aleuticus*



Allen's Hummingbird

Latin: *Selasphorus sasin*



Altamira Oriole

Latin: *Icterus gularis*



American Avocet

Latin: *Recurvirostra americana*



American Bittern

Latin: *Botaurus lentiginosus*



American Black Duck

Latin: *Anas rubripes*



American Coot

Latin: *Fulica americana*



American Crow

Latin: *Corvus brachyrhynchos*



# Topic Matrix

## Diseases and Conditions

Comprehensive guides on hundreds of conditions.

### Narrow your search

<b>A</b>	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y
Z	#			

### A

A fib (See: [Atrial fibrillation](#))

[Abdominal aortic aneurysm](#)

Abnormally excessive sweating (See: [Hyperhidrosis](#))

Abscess, Bartholin's (See: [Bartholin's cyst](#))

[Absence seizure](#)

AC joint separation (See: [Separated shoulder](#))

[Acanthosis nigricans](#)

[Achalasia](#)

[Achilles tendinitis](#)

[Achilles tendon rupture](#)

Acid reflux (See: [Gastroesophageal reflux disease \(GERD\)](#))

Acid reflux, infant (See: [Infant reflux](#))

[ACL injury](#)

[Acne](#)

[Acoustic neuroma](#)

Acquired immunodeficiency syndrome (See: [HIV/AIDS](#))

[Acromegaly](#)

Acromioclavicular joint separation (See: [Separated shoulder](#))

[Actinic keratosis](#)

[Acute coronary syndrome](#)

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# Resources

Main page / Content Marketing

# How to Create Content Hubs (Guide + Examples)



Margarita Loktionova Jun 15, 2021 21 min read

## TABLE OF CONTENTS

- What Is a Content Hub in SEO?
- Why Are Content Hubs Important?
- How To Create a Content Hub
- Different Types of Content Hubs
- Conclusion

Within your wider content marketing strategy, knowing how to properly structure your content is crucial. Your site visitors need to be able to access and navigate it with ease, and search engines need to be able to connect the dots — especially when you’re targeting broader high-value keywords.

The solution to this is to implement content hubs across your website. They allow you to build and expand your expertise on a particular topic, all the while ensuring that this content group is centralized and easily found, both by humans and search engines.

In this article, we will attempt to explain what exactly a content hub is, why it’s beneficial for your business to have one, and — of course



## The Competitive Content Analysis Template

Jun 21, 2021 1.3K downloads

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Analyzing your competitors and their content can help you enhance your own content marketing strategy and generate creative ideas.

Whether you are new to content marketing or have been in the industry for a while, organizing your competitive content analysis will prove useful. To make this task a bit easier, explore the customizable template and explanatory guide we have prepared for you.

### What's included in the template:

- Editable Google Sheets template
- Explanatory guide with step-by-step instructions and tips

### Download it to be able to:

- Analyze each of your competitor's key content strategy elements
- Drive ideas and establish benchmarks for your own strategy
- Summarize the key findings and come up with actionable insights

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Looking for specific steps to generate more organic traffic to your website?

Download the ultimate 2021 SEO writing checklist and learn how to create engaging and SEO-friendly content from scratch (in just 9 steps).

Save the checklist for yourself or share it with colleagues to make sure your next content piece is perfectly optimized! And don't forget to review the bonus section with tips and tricks on adding an extra boost to your content optimization strategy.

The checklist includes:

- 1) 9 steps to take to optimize any content piece for SEO
- 2) Tips on making the right decisions at each of those steps
- 3) Additional ranking factors to take into consideration in 2021

<https://www.semrush.com/ebooks/seo-friendly-content-checklist/>



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CONTENT MARKETING



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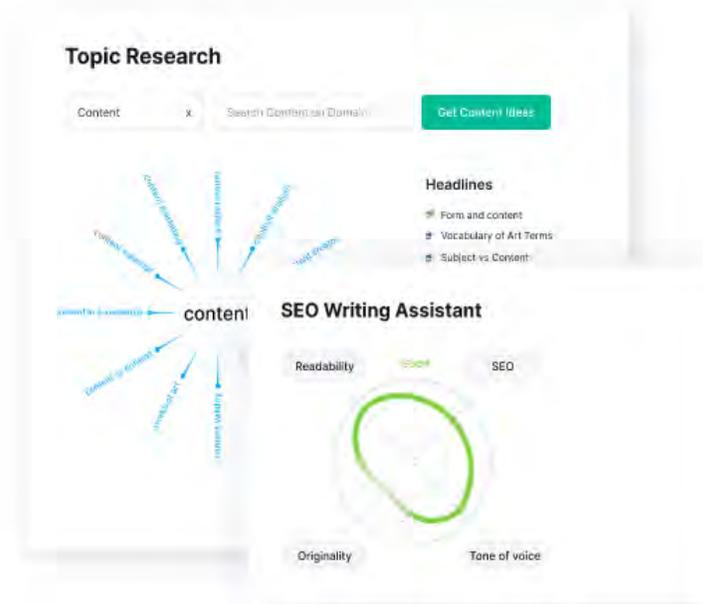


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