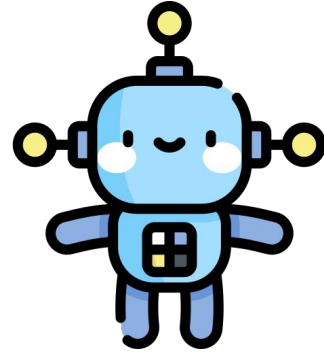
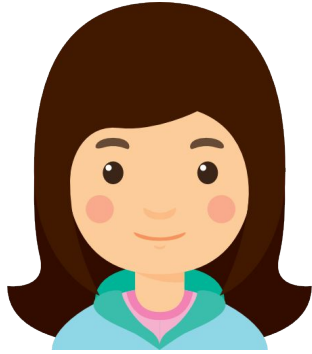




# **WordPress CornerStone Content (The Right Way)**

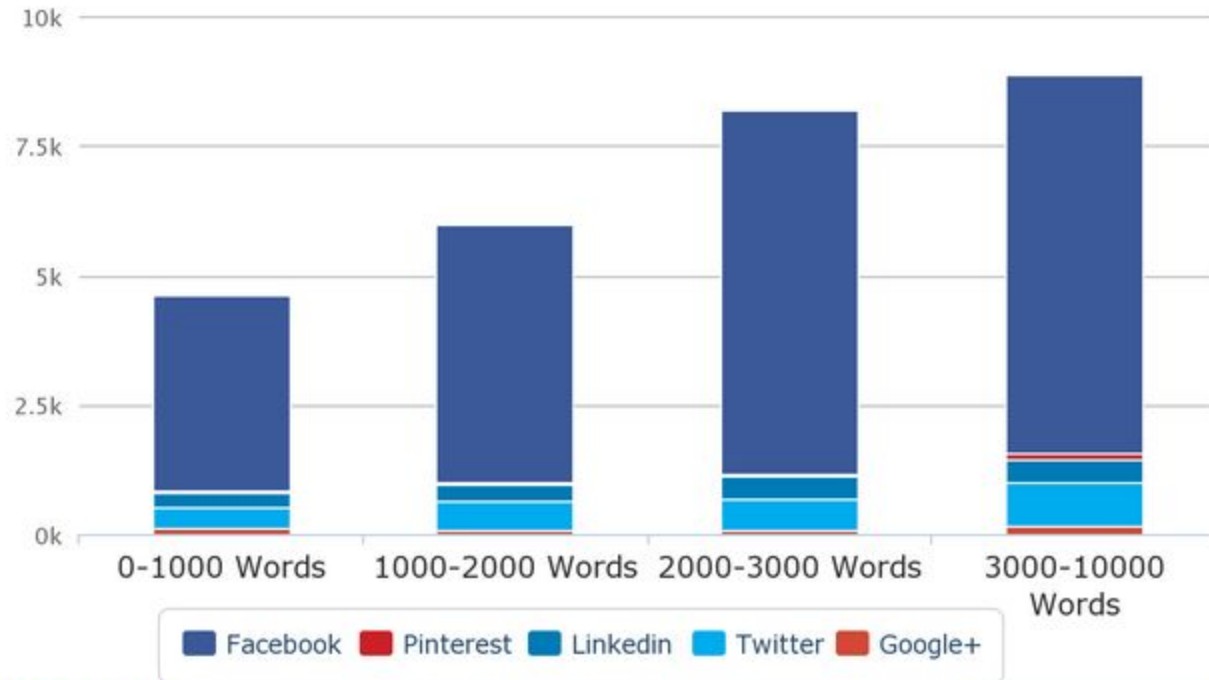
**Jitesh Patil**



- 1. Why Cornerstone Content?**
- 2. What is Cornerstone Content?**
- 3. How to implement Cornerstone Content?**

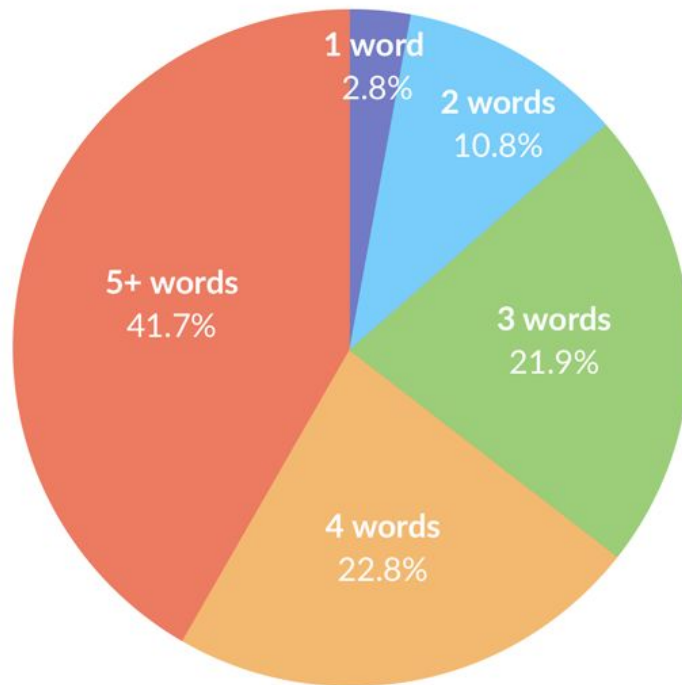
# 1. **Why** Cornerstone Content?

## Average Shares by Content Length

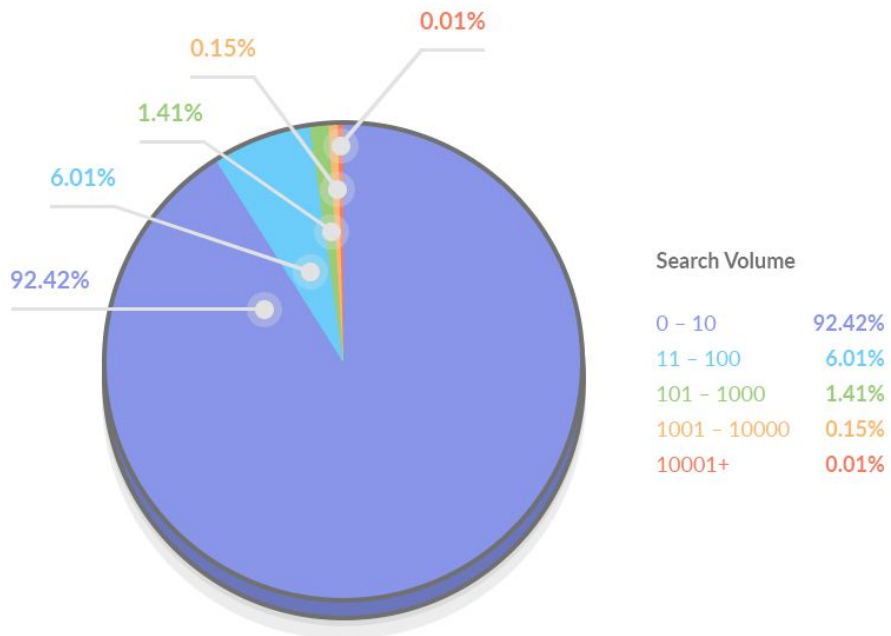


# Keyword length distribution

Total keywords = 1.4 Billion



## Monthly Search Volume Distribution of 1.9 Billion Search Queries



Source: <https://ahrefs.com/blog/long-tail-keywords/>

# **Takeaway #1**

**Content strategy, structure & creation  
needs to change.**



## 2. **What** is Cornerstone Content?



[Products](#)[Blog](#)[About](#)[Resources](#)[Moz Pro](#)[Moz Local](#)[Free SEO Tools](#)[Moz Pro](#)[How it works](#)[Solutions](#)[Pricing](#)[Testimonials](#)[Start My Free 30-Day Trial](#)

# The Beginner's Guide to SEO

Welcome to the world's #1 SEO guide.



Explore the chapters:

Chapters ▾

NEXT



## LINK BUILDING FOR SEO:

## The Definitive Guide (2019 Update)

10,836  
shares

It's no secret that link building is the most important skill in SEO.

In fact, it's a culmination of several different skills: you need to master content, sales, programming, psychology, and good old-fashioned marketing if you want other people to link to your site.

**Bottom line? If you want more search engine traffic, link building is a must.**

And in this guide I'm going to show you everything you need to build quality





# Brand awareness:

Nearly everything  
you need to know

by Marc Cinanni

---

[The basics of brand awareness](#)

---

[How to track your brand awareness](#)

---

[How to kick-start your brand awareness](#)

---

[How to measure your brand awareness](#)

---

[Parting words](#)

---

# **Pillar Content**

**Educational overview of a specific topic,  
long-form, with optional opt-ins.**

## **Cluster Content**

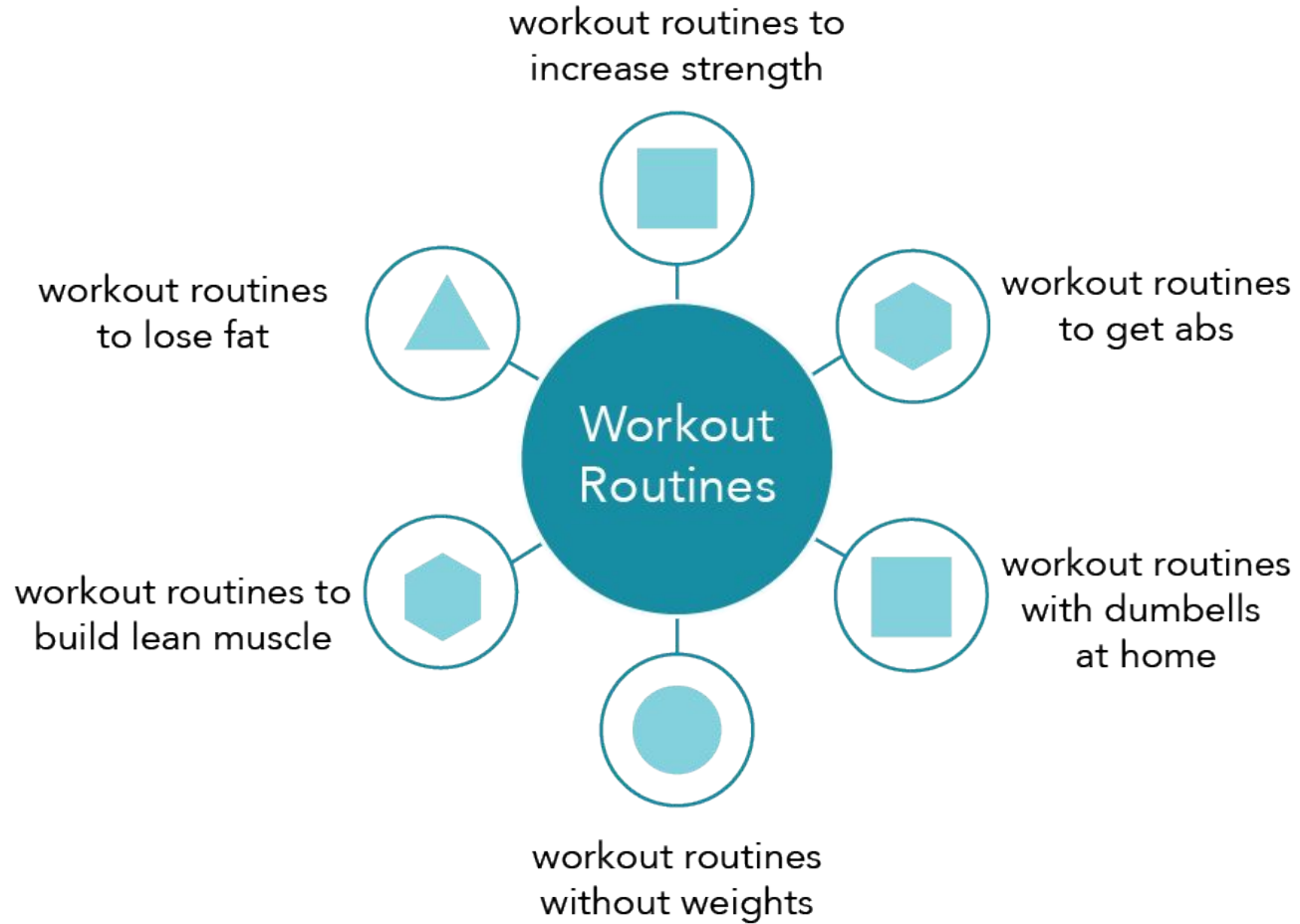
**Specific sub-topic, keyword focused, with  
internal links to pillar.**

## **Takeaway #2**

**Optimize pillar content for conversions & cluster content for traffic.**



### **3. How to implement Cornerstone Content?**



# Pillar Content

- **WordPress Page**

[myfitsite.com/workout-routines](https://myfitsite.com/workout-routines)

- **Link from Site Navigation menu**
- **Links to cluster content**

# Cluster Content

- **WordPress Post**

[myfitsite.com/workout-routines/for-abs](https://myfitsite.com/workout-routines/for-abs)

[myfitsite.com/workout-routines/fat-loss](https://myfitsite.com/workout-routines/fat-loss)

[myfitsite.com/workout-routines/at-home](https://myfitsite.com/workout-routines/at-home)

- **Links to pillar content**

Plain

`http://localhost:8888/wordpress/?p=123`

Day and name

`http://localhost:8888/wordpress/2019/11/05/sample-post/`

Month and name

`http://localhost:8888/wordpress/2019/11/sample-post/`

Numeric

`http://localhost:8888/wordpress/archives/123`

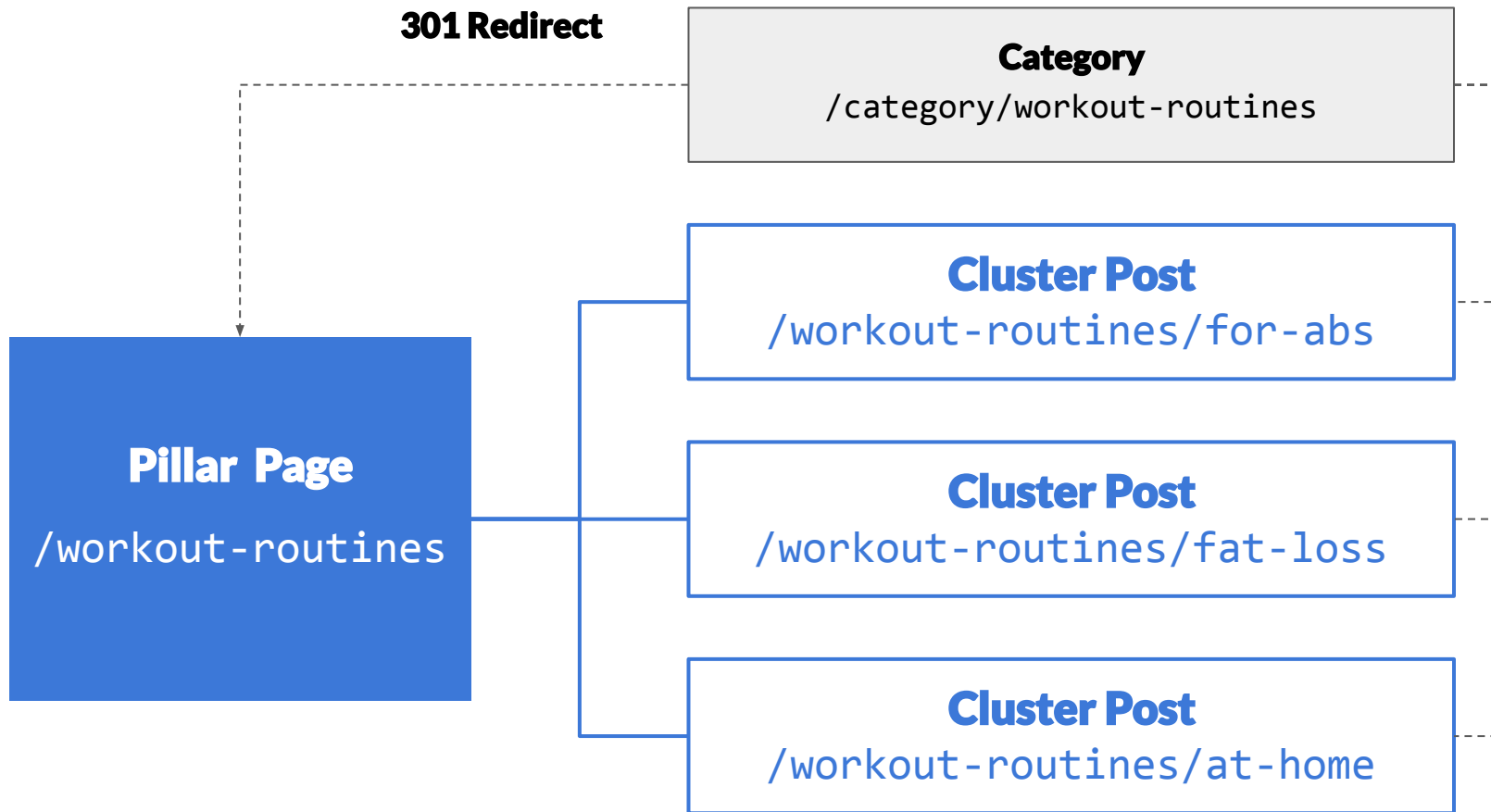
Post name

`http://localhost:8888/wordpress/sample-post/`

Custom Structure

`http://localhost:8888/wordpress`

Available tags:



## **Takeaway #3**

**Create the right content structure using  
internal links.**

# Thank you. Questions?



@jiteshpatil



cyberchimps



WPeKa