

Creating Topic Clusters and Pillar Pages



**Why are topic
clusters important?**



"I struggle to measure the ROI of the content I create."



"I struggle to measure the ROI of the content I create."



"We know the content we're creating provides value, but we still don't seem to rank high on Google for our target keywords."



"I struggle to measure the ROI of the content I create."



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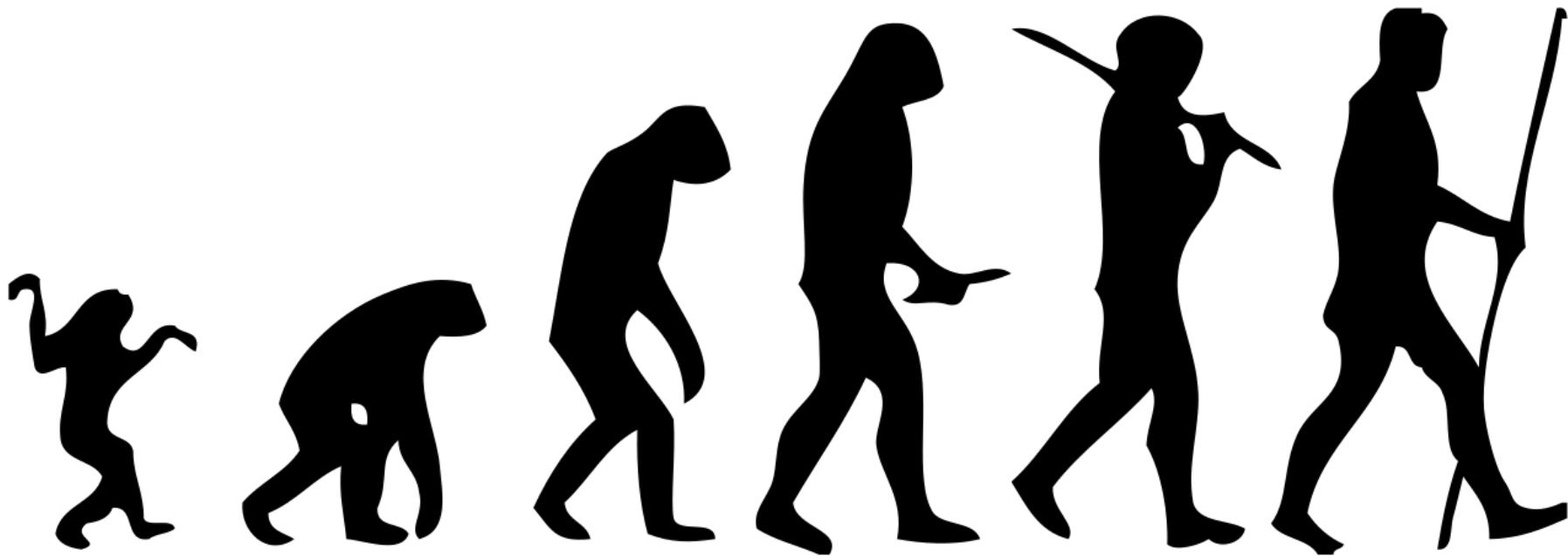


"I've done my keyword research. Now what?"

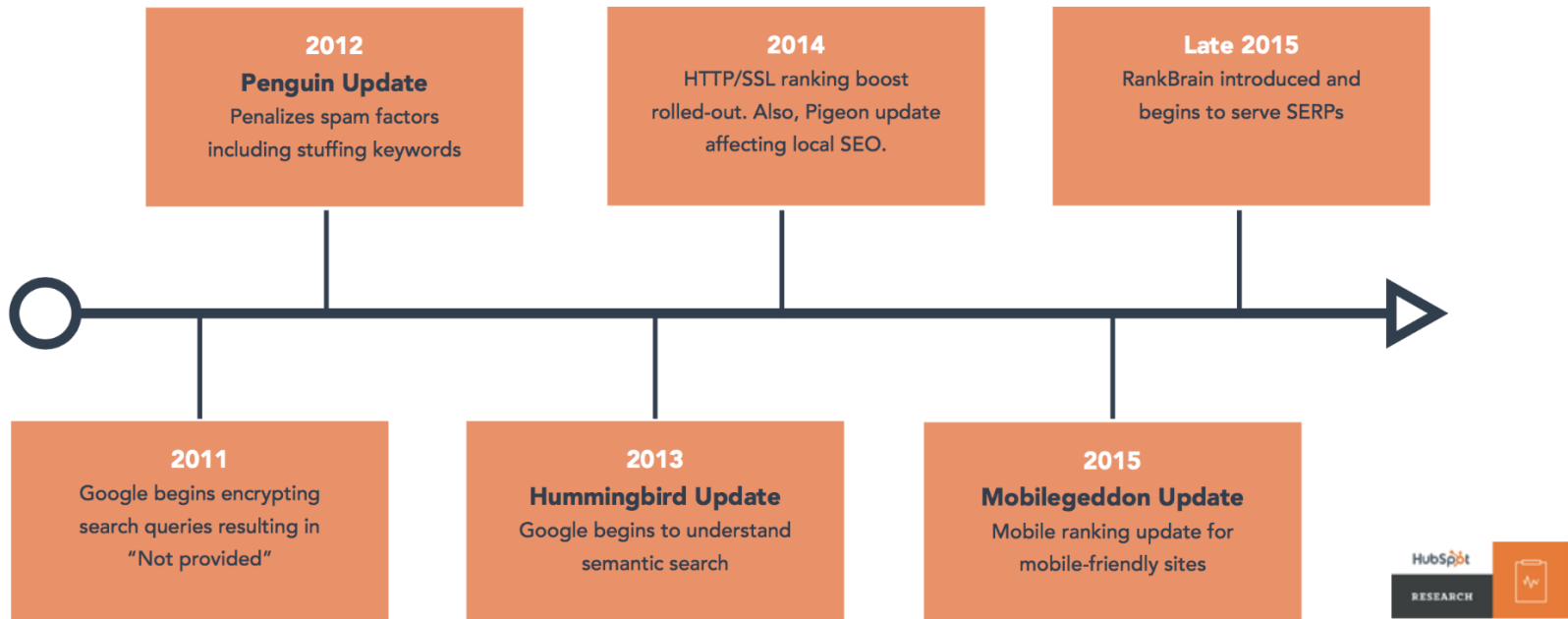




Adding more content to an outdated existing site architecture can make it **harder** for Google to find and rank your content.



SEO is **evolving**, and marketers need to adapt.

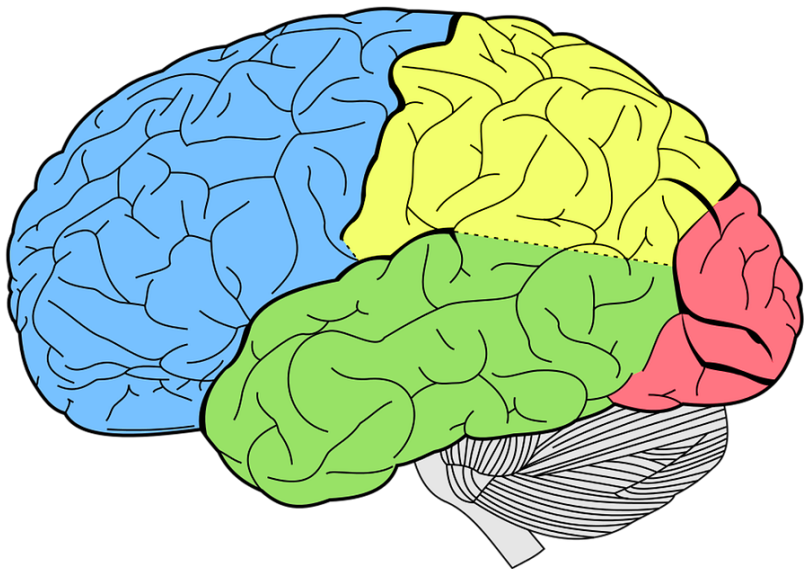


To remain a **relevant and helpful** search engine, Google released a series of algorithm updates over the past several years.

The first notable update, which **really shook things up**, was Google's "Hummingbird" algorithm update in 2013.

This update focused on parsing out phrases rather than focusing on specific search queries.





The next major update happened in 2015–
Google's **RankBrain** algorithm update.



All this change brings opportunity
to be found by your **ideal audience.**



Search engines are not your customers—**humans are.**

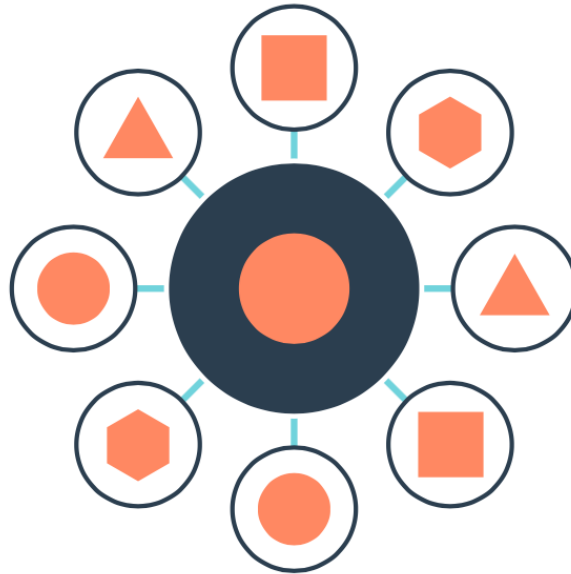
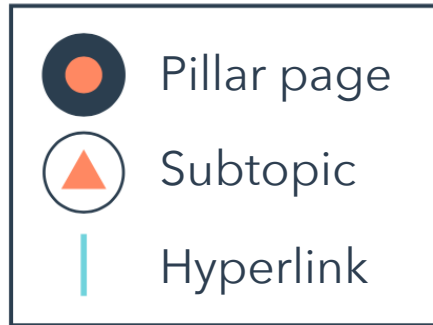
Here's how you can solve for both:

Create targeted clusters of relevant content
that each cover a specific topic in depth.

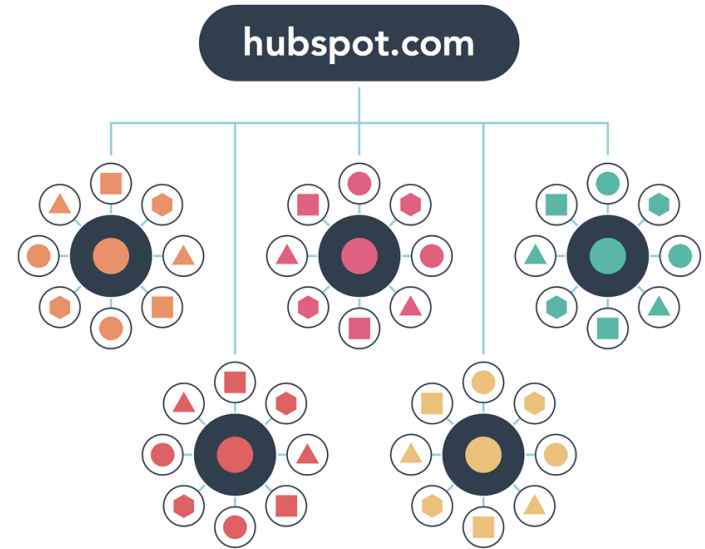
Pillar Page

A website page that covers a topic in depth and is linked to a cluster of related content.

The Topic Cluster Model



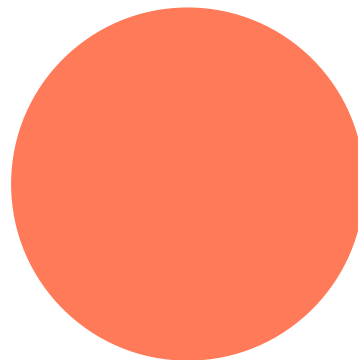
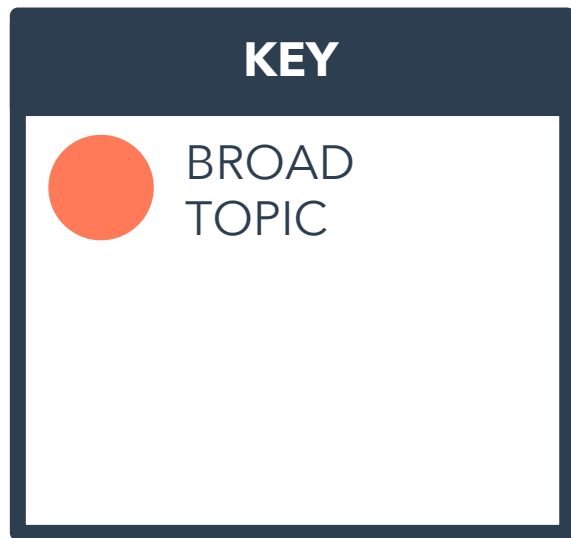
Topic clusters **rearrange** site architecture to clusters of related content that link to a central pillar page.



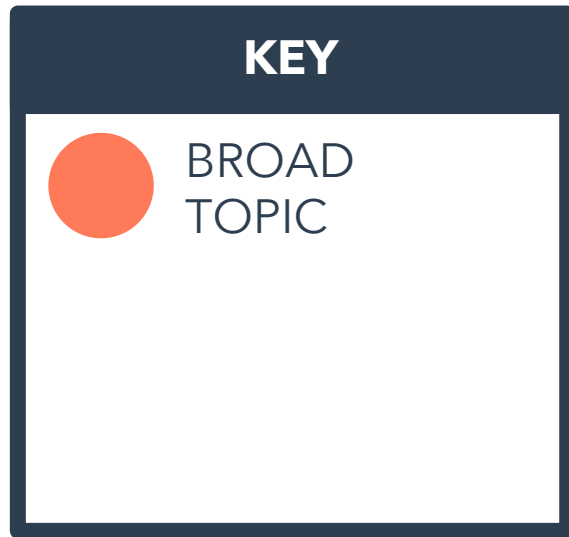
**How do you
create an effective
topic cluster?**



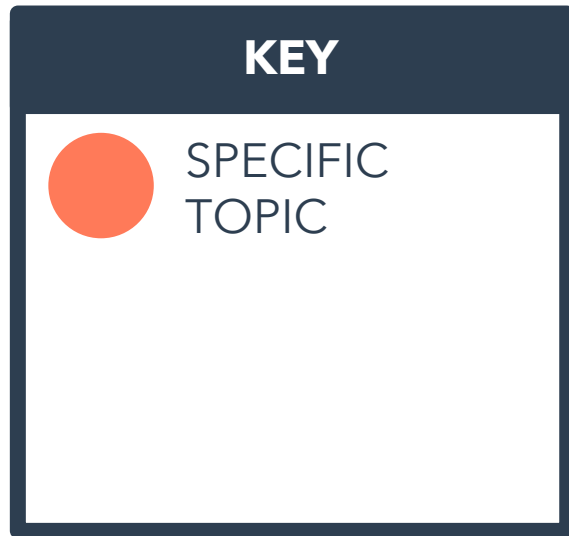
Topic Cluster and Pillar Page Overview



Topic Cluster and Pillar Page Overview



Topic Cluster and Pillar Page Overview



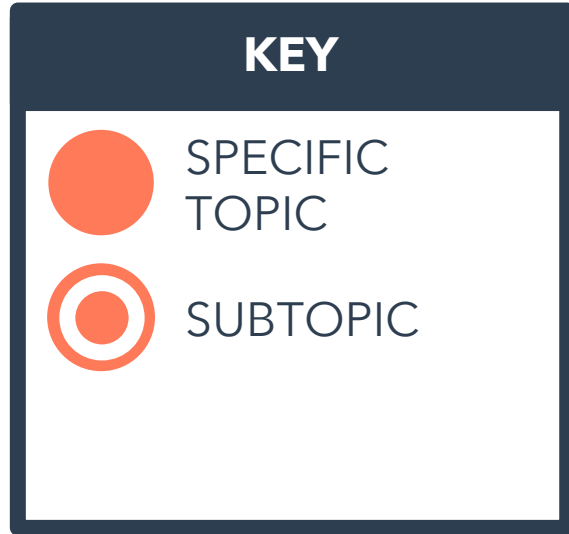
Pro Tip:

When doing keyword research, identify a list of keywords you could use to bring context to your broad topic.

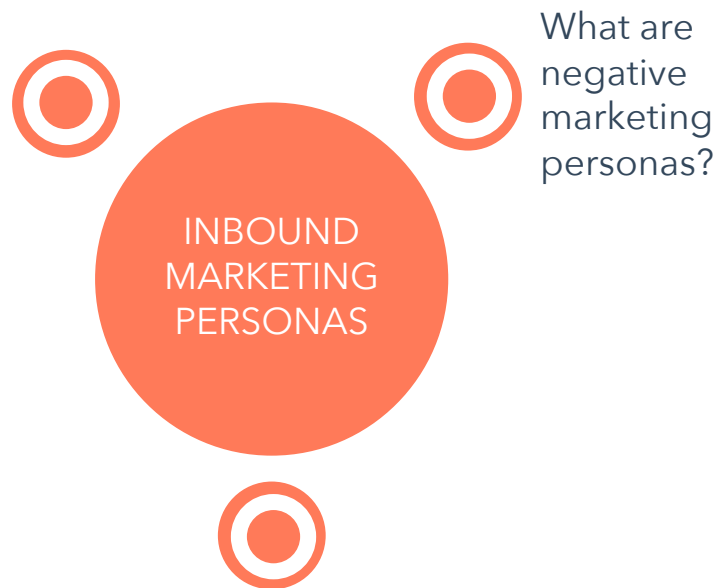
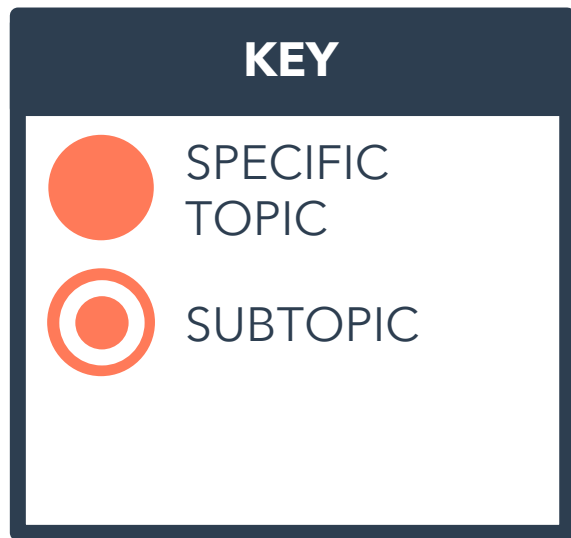
"The average first-page ranking will also rank well for about a thousand other relevant keywords."

AHREFS

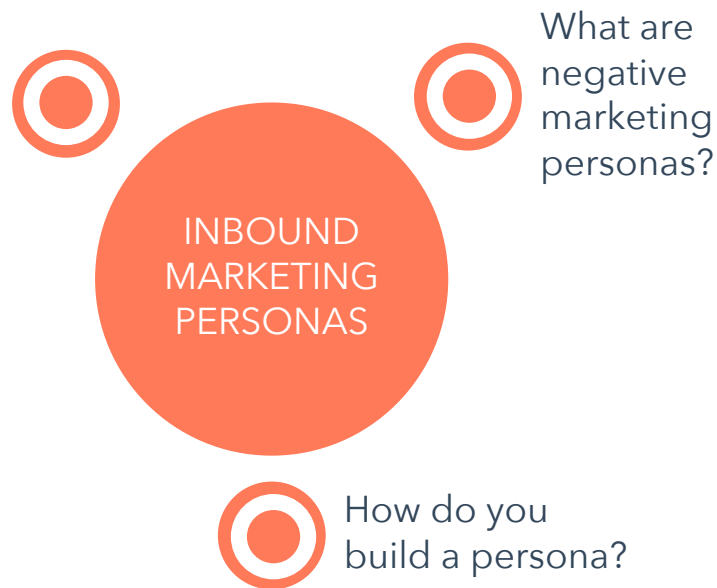
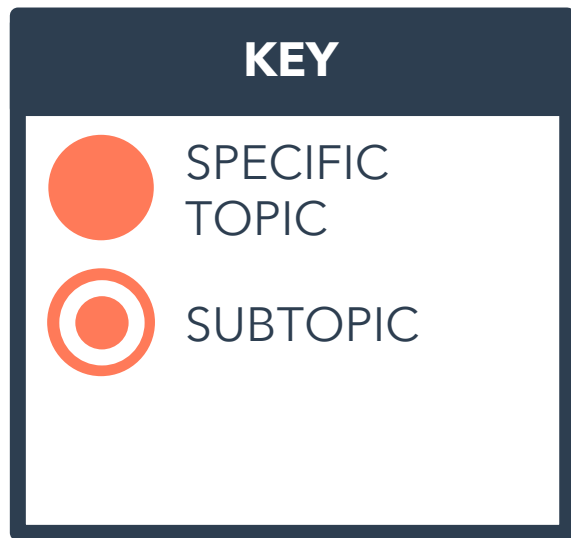
Topic Cluster and Pillar Page Overview



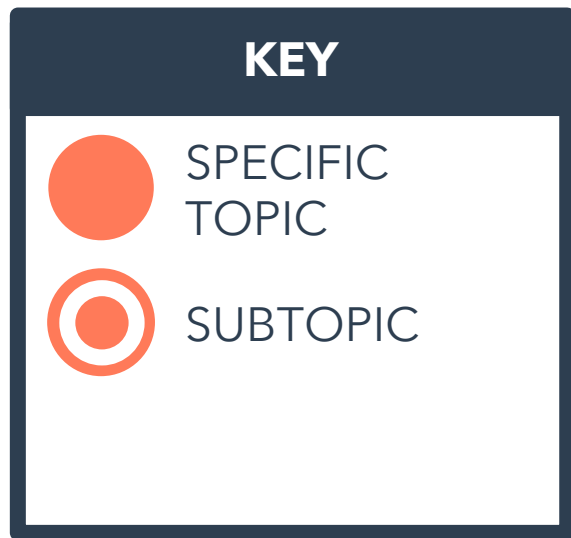
Topic Cluster and Pillar Page Overview



Topic Cluster and Pillar Page Overview



Topic Cluster and Pillar Page Overview



What content
does my
persona want?



What are
negative
marketing
personas?



INBOUND
MARKETING
PERSONAS

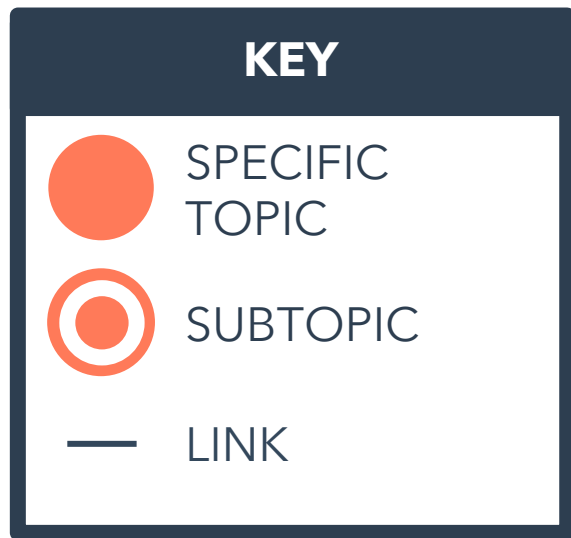


How do you
build a persona?

Pro Tip:

If you're looking for a place to start when identifying subtopics, consider the questions your audience has around the specific topic you chose to write about.

Topic Cluster and Pillar Page Overview



What content
does my
persona want?



What are
negative
marketing
personas?



INBOUND
MARKETING
PERSONAS

How do you
build a persona?





inbound marketing personas



All Images News Videos Shopping More Settings Tools

About 3,660,000 results (0.43 seconds)

The Ultimate Guide to **Inbound Marketing Personas**. **Buyer personas** refine your **inbound marketing** efforts. They streamline the sales process. And they can even improve customer and product support.

[Inbound Marketing Personas - SmartBug Media](https://www.smartbugmedia.com/inbound-marketing-personas)

<https://www.smartbugmedia.com/inbound-marketing-personas>



About this result Feedback

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The Ultimate Guide to Inbound Marketing Personas. Buyer personas refine your inbound marketing efforts. They streamline the sales process. And they can even improve customer and product support.

People also ask

How many buyer personas should you create?



What is a customer persona?



How do you develop marketing personas?



What should be included in a persona?



Feedback

Featured snippet



 inbound marketing personas 

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[Inbound Marketing Personas - SmartBug Media](https://www.smartbugmedia.com/inbound-marketing-personas)
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People also ask

How many buyer personas should you create? ▼

What is a customer persona? ▼

How do you develop marketing personas? ▼

What should be included in a persona? ▼

Feedback

Featured snippet

#1 Google listing

The image is a screenshot of a Google search results page for the query "inbound marketing personas". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 3,660,000 results (0.43 seconds)".

The first result is a featured snippet. It has a title "The Ultimate Guide to Inbound Marketing Personas. Buyer personas refine your inbound marketing efforts. They streamline the sales process. And they can even improve customer and product support." and a URL "https://www.smartbugmedia.com/inbound-marketing-personas". To the right of the text is a thumbnail image titled "Buyer Personas: Marketing Story" showing a woman pointing at a screen. Below the featured snippet is a link "Inbound Marketing Personas - SmartBug Media" with the same URL. Below that is another link "Inbound Marketing Personas - SmartBug Media" with the same URL and a dropdown arrow. Below the links is a section titled "People also ask" with four questions: "How many buyer personas should you create?", "What is a customer persona?", "How do you develop marketing personas?", and "What should be included in a persona?". Each question has a dropdown arrow. At the bottom right of the page is a "Feedback" link.

Google

inbound marketing personas

All Images News Videos Shopping More Settings Tools

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Inbound Marketing Personas - SmartBug Media
<https://www.smartbugmedia.com/inbound-marketing-personas>

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People also ask

How many buyer personas should you create?

What is a customer persona?

How do you develop marketing personas?

What should be included in a persona?

Feedback

Not every subtopic you have will be referenced on your pillar page.

3 months

In the first 3 months after publishing their pillar page and linking their topic cluster together, SmartBug's pillar page received over **4,800 views and 1,000 downloads.**

Examples of commonly used pillar page types



Common pillar page types:

- Resource pillar page

Colgate's Resource Pillar Page

Resource pillar page

 ORAL CARE CENTER ▾ ORAL CARE PRODUCTS ▾ BRIGHT SMILES, BRIGHT FUTURES ▾ SPECIAL OFFERS ▾ BUY NOW Q

GUM DISEASE

[Definition](#)[Signs & Symptoms](#)[Cause](#)[Diagnosis](#)[Prevention](#)[Treatment](#)[Related Conditions](#)

[Complications](#)[Other Info About Gum Disease](#)[Featured Products](#)

Definition

Gum disease is an inflammation of the gum line that can progress to affect the bone that surrounds and supports your teeth. The three stages of gum disease — from least to most severe — are gingivitis, periodontitis and advanced periodontitis.

 [Parent Primer: What Is Gum Disease and How Can It Affect Your Child?](#)

 [Periodontal Disease: Causes and Prevention](#)

 [What is Periodontal Disease?](#)

 [What is Periodontitis?](#)

 [Periodontal Disease](#)

 [Gingivitis: Overview And Prevention](#)

Signs & Symptoms

Gum disease can be painless, so it is important to be aware of any of the following symptoms:

- Gums that easily bleed when brushing or flossing
- Swollen, red or tender gums
- Gums that recede or move away from the tooth
- Persistent bad breath or bad taste in mouth
- Loose teeth
- A change in the way your teeth come together
- A change in the fit of partial dentures
- Visible pus surrounding the teeth and gums
- Sharp or dull pains when chewing foods
- Teeth that are overly sensitive to cold or hot temperatures

 [5 Causes of Bleeding Gums You Should Know](#)

 [Are You at Risk for Periodontal \(Gum\) Disease?](#)

 [Bleeding Gums and Other Warning Signs of Gingivitis](#)

 [Common Warning Signs of Gingivitis](#)

 [Do You Know the Signs of Gingivitis?](#)

 [Gum Disease Symptoms and What to Do About Them](#)

Colgate's Resource Pillar Page

Resource pillar page

Subtopic

The screenshot shows the 'GUM DISEASE' resource pillar page on the Colgate website. The page has a red header with the Colgate logo and navigation links. Below the header, the title 'GUM DISEASE' is prominently displayed. A horizontal menu contains buttons for 'Definition', 'Signs & Symptoms', 'Cause', 'Diagnosis', 'Prevention', 'Treatment', and 'Related Conditions'. Below this menu, the 'Definition' section is active, showing a paragraph about gum disease and a list of related topics. The 'Signs & Symptoms' section is also visible, showing a paragraph and a list of symptoms. The page is designed to provide comprehensive information about gum disease, with a focus on the 'Definition' and 'Signs & Symptoms' sections.

GUM DISEASE

Definition Signs & Symptoms Cause Diagnosis Prevention Treatment Related Conditions

Complications Other Info About Gum Disease Featured Products

Definition

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Parent Primer: What Is Gum Disease and How Can It Affect Your Child? Periodontal Disease: Causes and Prevention

What Is Periodontal Disease? What Is Periodontitis?

Periodontal Disease Gingivitis: Overview And Prevention

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5 Causes of Bleeding Gums You Should Know Are You at Risk for Periodontal (Gum) Disease?

Bleeding Gums and Other Warning Signs of Gingivitis Common Warning Signs of Gingivitis

Do You Know the Signs of Gingivitis? Gum Disease Symptoms and What to Do About Them

The screenshot shows the 'Common Warning Signs of Gingivitis' subtopic page on the Colgate website. The page has a red header with the Colgate logo and navigation links. Below the header, the title 'Common Warning Signs of Gingivitis' is prominently displayed. A large image of a family sitting together is featured. Below the image, the text explains the common warning signs of gingivitis and provides a list of symptoms. The page is designed to provide comprehensive information about gingivitis, with a focus on the 'Common Warning Signs of Gingivitis' section.

Common Warning Signs of Gingivitis

Gingivitis, the first stage of gum disease, has several warning signs. By learning the common symptoms, you can treat the condition right away to prevent it from causing harm to your teeth and gums.

According to the **American Dental Association (ADA)**, common warning signs of gingivitis include:

- Inflammation of the gums:** Gums are red, swollen and sensitive to the touch. Gums take on these properties because the toxins that plaque releases irritates the gum tissue. The toxins build up on the gumline and are a leading cause of gingivitis.
- Teeth appear longer:** Gumline recession occurs for many people with gingivitis. Recessed gums reveal more of the teeth than healthy gums. Thus, teeth appear longer than they did before development of gum disease.
- A Pocket between the tooth and gum:** A pocket or area can develop between the tooth and gum. More than one pocket in the mouth may exist. If food particles fall

GUM DISEASE

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- Visible pus surrounding the teeth and gums

Related Conditions

Diabetes

Heart Disease

Plaque & Tartar

More Videos You May Like

Pro Tip:

If you have a lot of subtopics related to your broad topic, let's say over 75, then consider only promoting your top-performing content on your resource pillar page.

Help Scout's Resource Pillar Page

Resource pillar page

SEARCH ENGINE OPTIMIZATION

The great part about creating practical, useful content is that all of those shares and links will help you start to naturally rank in search engines. And as you know, organic search results are a great place for potential customers to find you.

SEO INFORMATION & INSIGHT

- [Google's SEO Starter Guide](#)
- [Beginner's Guide to SEO](#)
- [The Complete List of Link Building Tactics](#)
- [The Periodic Table Of SEO Ranking Factors](#)
- [SEO Copywriting Guide](#)
- [Perfecting On-Page Optimization](#)
- [Google's Ranking Factors](#)
- [Simplifying SEO Guide](#)

SEO BLOGS

- [Moz](#)
- [AJ Kohn](#)
- [Ross Hudgens](#)
- [Bill Slawski](#)
- [Jon Cooper](#)
- [Brian Dean](#)

SEO TOOLS

- [Google Keyword Tool](#)
- [Moz Tools](#)
- [Open Site Explorer](#)

Help Scout's Resource Pillar Page

Resource pillar page

CONVERSION RATE OPTIMIZATION

When your website starts getting traffic, it's time to start doing something with it.

The fact is, improving certain elements of your site can help you increase leads and sales with the traffic that you already have.

CRO INFORMATION & INSIGHT

- [The Conversion Rate Optimization Rulebook](#)
- [50+ Awesome Posts on Conversion Rate Optimization](#)
- [29 Case Studies on CRO](#)
- [7 Usability Mistakes that Will Kill Your Sales](#)
- [Which Color is Best for Conversions?](#)
- [7 Pricing Mistakes that Can Seriously Stifle Sales](#)
- [16 Fresh Pieces of Conversion Advice](#)

CRO BLOGS

- [Unbounce blog](#)
- [Conversion Rate Experts](#)
- [ConversionXL](#)
- [Which Test Won?](#)
- [Visual Website Optimizer blog](#)
- [KISSmetrics Blog](#)

CRO TOOLS

- [Clicktale](#)
- [CrazyEgg](#)

Help Scout's Resource Pillar Page

Resource pillar page

CONTENT MARKETING

The absolute best tactic for acquiring new customers as a cash-poor startup is utilizing the power of content marketing. Although the buzz around this term is at an all-time high, the results for those businesses that do it well speak for themselves.

CONTENT MARKETING INFORMATION & INSIGHT

- [The 25 Principles that Power the Help Scout Blog](#)
- [Rand Fishkin's Best Advice for Increasing Blog Traffic](#)
- [How to Create a Content Marketing Strategy](#)
- [Why Startups Need to Rise Above the Deluge of Crappy Content](#)
- [Priceonomics's Content Handbook](#)
- [Hiten Shah's Content Marketing Playbook](#)
- [Building a B2C2B Content Strategy](#)
- [75 Inspiring Content Marketing Examples](#)
- [Content Is Customer Success](#)

CONTENT MARKETING BLOGS

- [Copyblogger](#)
- [Velocity Partners](#)
- [Content Marketing Institute](#)
- [HubSpot](#)
- [The Content Strategist](#)

CONTENT MARKETING TOOLS

- [BuzzSumo](#)
- [Nuzzel](#)
- [Canva](#)

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- [BuzzSumo](#)
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- [Canva](#)

Subtopic

BuzzSumo Solutions Customers Pricing Blog Resources

Signup Login

Analyze what content performs best for any topic or competitor

Find the key influencers to promote your content

Enter a topic or domain to try out BuzzSumo (e.g. content marketing) Go!

For example: [Content Marketing, Cnn.com](#)

Brands Using BuzzSumo

Publishers Using BuzzSumo

Pro Tip:

If you decide to create a resource pillar page like this, then you'll want to develop an outreach plan to let the sources you include on the page know it exists.

Common pillar page types:

- Resource pillar page
- 10x content pillar page

90%

90% of website visitors prefer to read lengthy content in the form of a PDF as opposed to a website page.

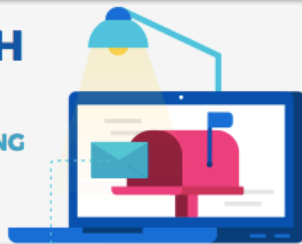
It's **human nature** to want to take something with you if you find value in it.



EMAIL OUTREACH PLAYBOOK:

MASTER THE CRAFT OF SENDING
SALES EMAILS THAT CONVERT

SUJAN PATEL



Email is a priceless cold sales tool. It's less intrusive, more efficient, and, according to data from [MarketingSherpa](#), more effective than a phone call.



COLD CALL

2%

of cold calls result
in an
appointment



EMAIL

2x

higher ROI than
cold call,
networking or
trade shows

Long story short: If you're not using cold outreach emails to generate leads for your business, *you probably should be*. Of course, there's knowing you need to send outreach emails, and there's knowing how to send effective outreach emails that *actually convert*.

IN THIS PLAYBOOK I'M GOING TO TAKE YOU THROUGH:

- 1 Best practices for sending sales outreach emails.
- 2 Examples of poor outreach emails and what we can learn from them.
- 3 Examples of good (and great) outreach emails and what we can learn from them.
- 4 How to boost open rates.

This 10x content
pillar page covers a
comprehensive
approach to email
outreach with
sectioned content.

Mailshake generates a pop-up form and offers the content as a **packaged downloadable resource**.

Take your email outreach to the next level

[Sign up for Mailshake](#)

looking at what *not* to do. Let's switch it up and take a look at a few examples of some stand-out outreach emails.

HIGHLIGHT COMMON GROUND

Subject

Quick question Robbie Richards

Body

Hey [First Name]!

My name is Michael Pozdnev and I am, just like you, Robbie Richards's dedicated fan.



EMAIL OUTREACH PLAYBOOK
Increase the success of your cold emails
Download the Email Outreach Playbook for FREE

Increase the success of your cold emails
Download the Email Outreach Playbook for FREE

Enter your email address

[Free Download](#)

In less than one year, this page has:

- Been viewed over 43,000 times.

In less than one year, this page has:

- Been viewed over 43,000 times.
- Been shared on social media 398 times.

In less than one year, this page has:

- Been viewed over 43,000 times.
- Been shared on social media 398 times.
- Attracted 372 inbound links.

In less than one year, this page has:

- Been viewed over 43,000 times.
- Been shared on social media 398 times.
- Attracted 372 inbound links.
- Acquired 5,321 email opt-ins.

In less than one year, this page has:

- Been viewed over 43,000 times.
- Been shared on social media 398 times.
- Attracted 372 inbound links.
- Acquired 5,321 email opt-ins.
- Acquired 402 customers.

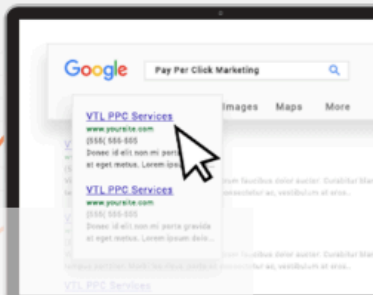
Common pillar page types:

- Resource pillar page
- 10x content pillar page
- Product or service pillar page

DIGITAL MARKETING

Pay-Per-Click (PPC) Management Services

Better performance. No nonsense.



Vital's Service Pillar Page

Overview

Vital helps clients manage their PPC campaigns towards their goals. From Google AdWords to Facebook ads, we help our clients reach their buyers on the paid platforms that are most effective. Over the years we've managed millions of dollars of PPC budget and we've learned what makes a great relationship between a client and their PPC agency. We've built our PPC management program based on what gets our clients the best results, while providing the ultimate level of transparency.

Management Services Offered

Our PPC management program covers the following ad platforms:



A pillar page can **either** be
a page on your website or
a blog post on your blog.

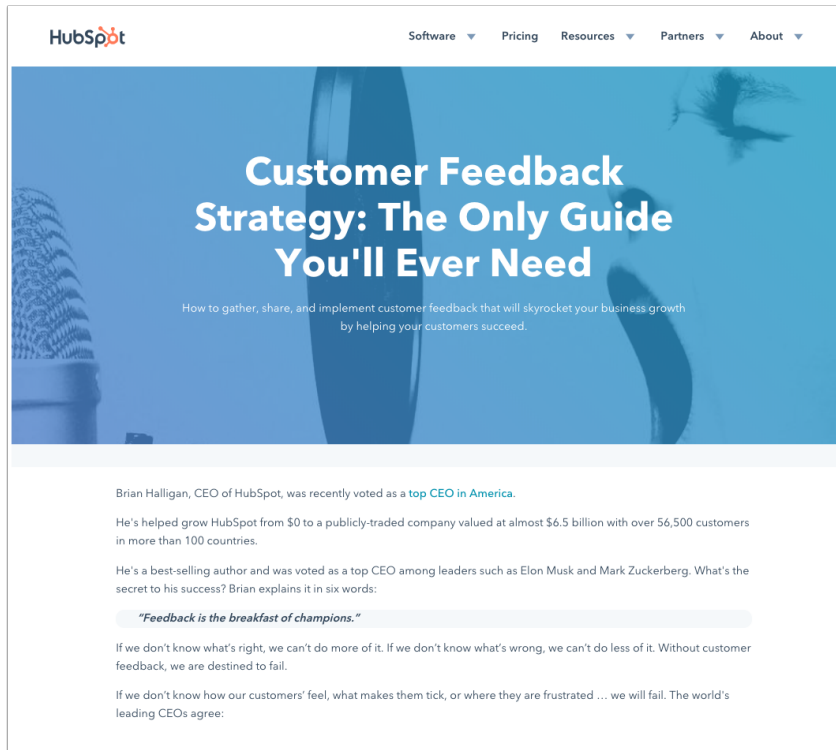
Pillar Page Site Architecture

10x content pillar page (blog post)

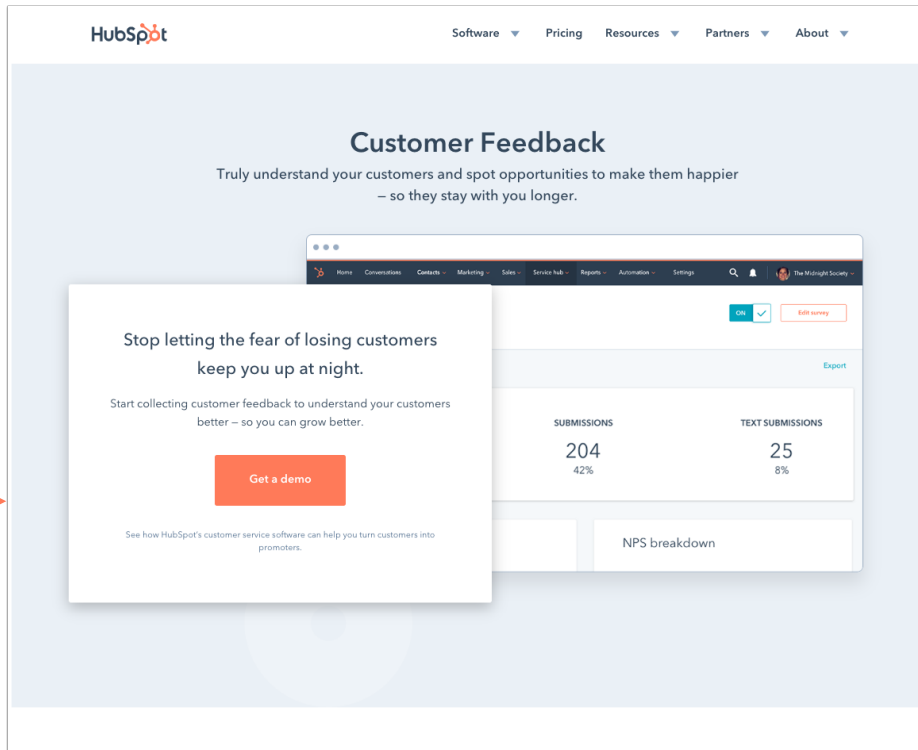


Pillar Page Site Architecture

10x content pillar page (blog post)



Product pillar page (website page)

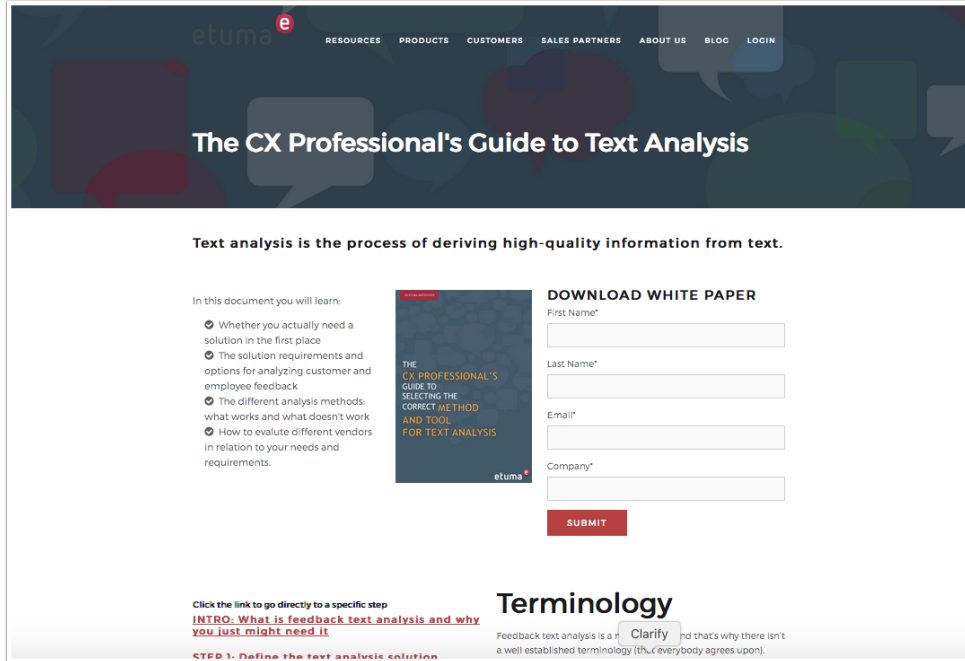


**How do you
create an effective
pillar page?**



Let's **cover** how a company called Etuma created their business's first 10x content pillar page.

10x content pillar page



etuma^e RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

The CX Professional's Guide to Text Analysis

Text analysis is the process of deriving high-quality information from text.

In this document you will learn:

- Whether you actually need a solution in the first place
- The solution requirements and options for analyzing customer and employee feedback
- The different analysis methods: what works and what doesn't work
- How to evaluate different vendors in relation to your needs and requirements.



DOWNLOAD WHITE PAPER

First Name*

Last Name*

Email*

Company*

SUBMIT

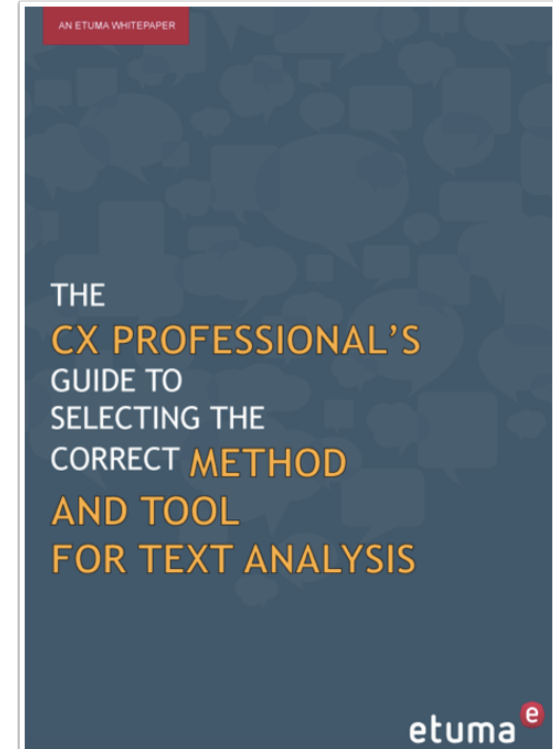
Click the link to go directly to a specific step
[INTRO: What is feedback text analysis and why you just might need it](#)

Terminology

Feedback text analysis is a [Clarify](#) and that's why there isn't a well established terminology (that everybody agrees upon).

STEP 1: Define the text analysis solution

Downloadable content offer

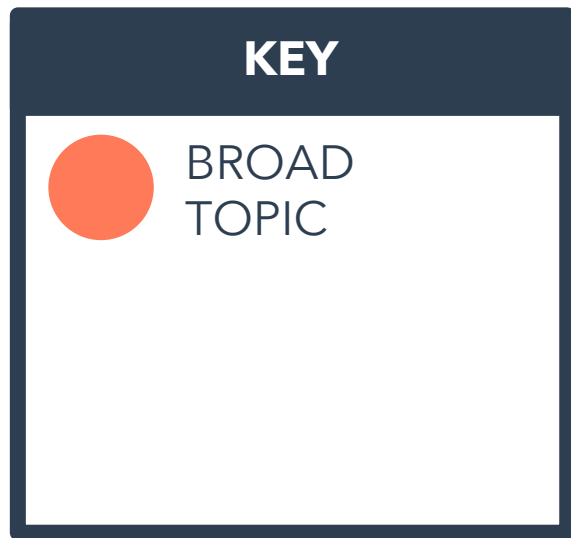


There's **more than one way**
to create an effective topic
cluster and pillar page.

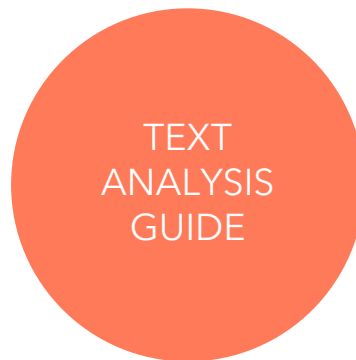
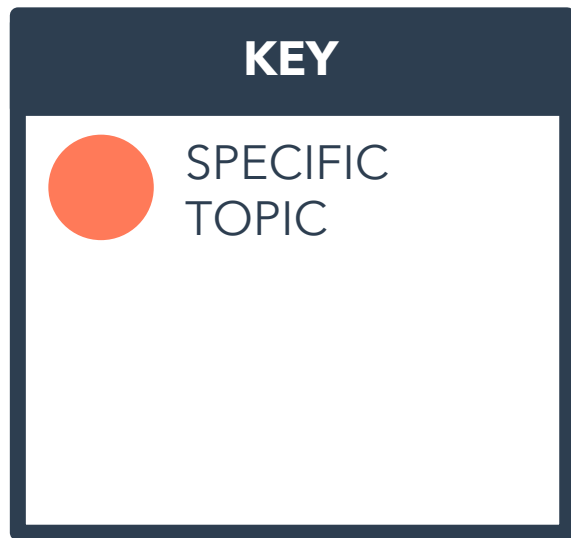
7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.

Etuma's topic cluster overview



Etuma's topic cluster overview



Pro Tip:

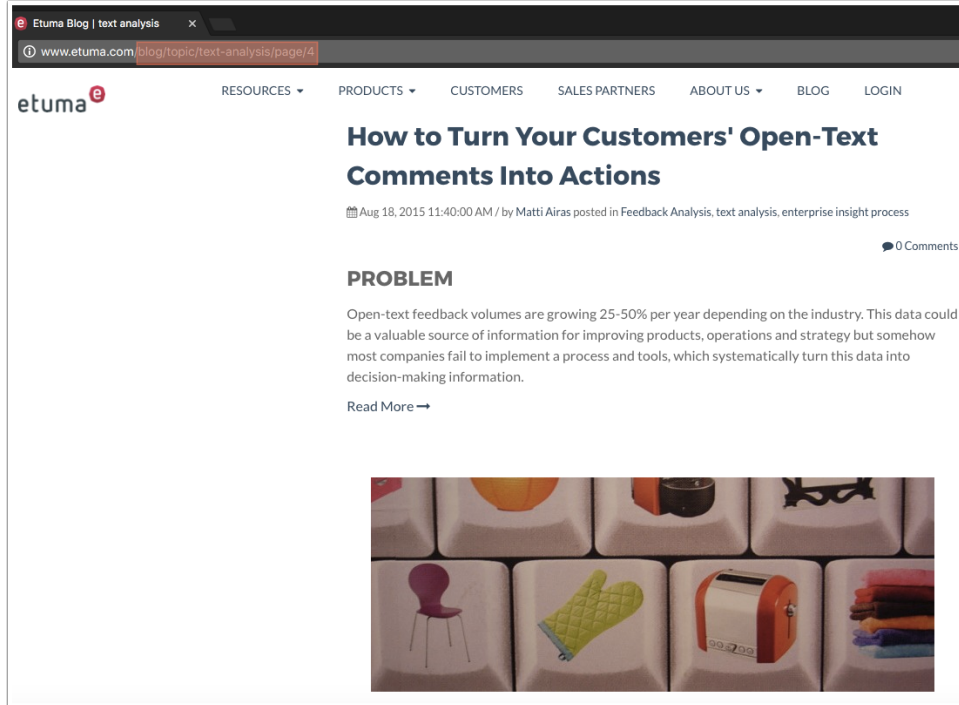
If you're going to take the time to create content that educates your audience, make sure it connects to, and supports, at least one of your products or services.

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.

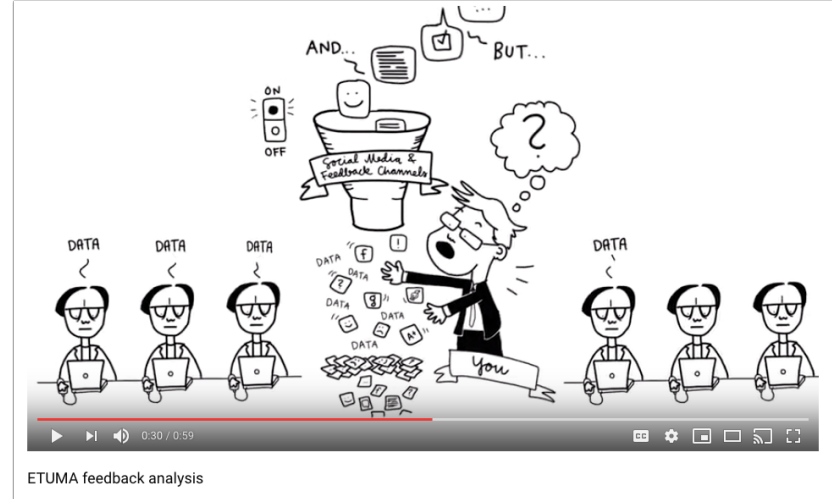
Identify **current owned media** that's relevant to the specific topic you're planning to write about.

Four pages of blog content



The screenshot shows a web browser window with the URL www.etuma.com/blog/topic/text-analysis/page/4. The page header includes the Etuma logo and navigation links: RESOURCES, PRODUCTS, CUSTOMERS, SALES PARTNERS, ABOUT US, BLOG, and LOGIN. The main heading is "How to Turn Your Customers' Open-Text Comments Into Actions" by Matti Airas, dated August 18, 2015. The article is categorized under Feedback Analysis, text analysis, and enterprise insight process. The "PROBLEM" section states that open-text feedback volumes are growing 25-50% per year, but many companies fail to implement processes to turn this data into decision-making information. A "Read More" link is provided. At the bottom, there is a grid of images showing various objects like a chair, a glove, a toaster, and a stack of clothes, likely representing customer feedback data.

Video content on YouTube

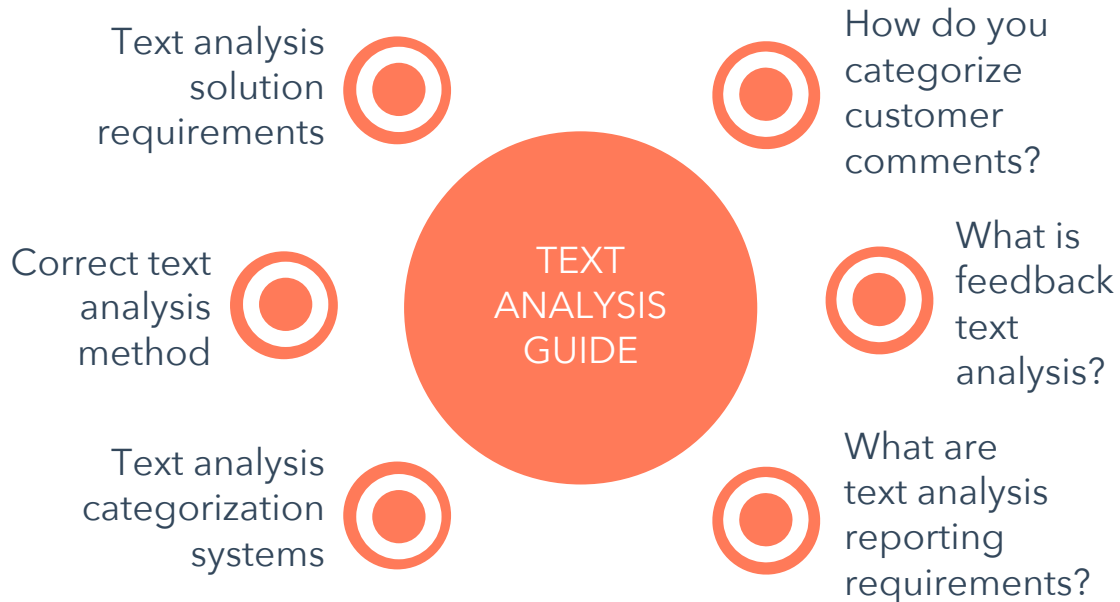
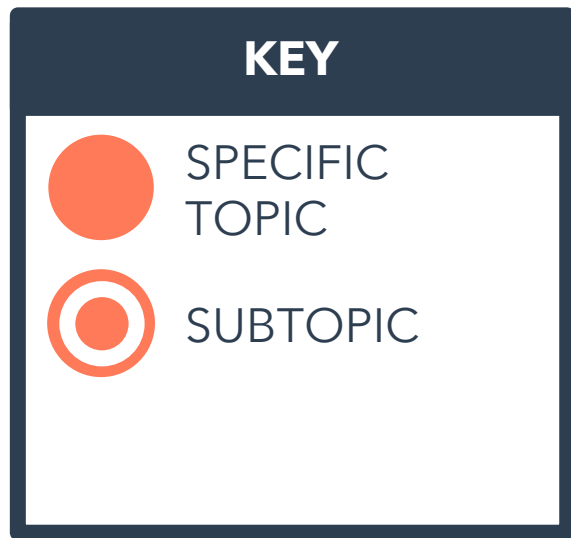


The video player shows a cartoon illustration of a man in a suit, labeled "You", standing in front of a large trash can labeled "Special Media & Feedback Channels". He is surrounded by people labeled "DATA" who are throwing papers into the trash can. The man is looking at the trash can with a question mark above his head, and there are speech bubbles saying "AND..." and "BUT...". The video player interface shows a progress bar at 0:30 / 0:59 and various control icons. The video title is "ETUMA feedback analysis".



Brainstorm a list of
as many subtopics
as possible that
bring value to your
topic that have
yet to be published.

Etuma's topic cluster overview



7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.

Etuma **needed content for their subtopic** "text analysis categorization systems," so the created a blog post.

RecentPopularCategories



How to Create a Customer Feedback Taxonomy

posted at Mar 10, 2017



Six Customer Feedback Taxonomy Requirements

posted at Mar 10, 2017



Four Methods for Categorizing Customer Feedback

posted at Mar 10, 2017



Do you really need to analyze text?

posted at Mar 10, 2017



Five and a Half eCommerce Loyalty Factors

posted at Mar 9, 2017

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How to Create a Customer Feedback Taxonomy

 Mar 10, 2017 4:26:09 PM / by Matti Airas

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There are four ways to create the categorization system (Codeframe, Taxonomy). But whatever way you choose, make sure that the system takes into account both top-down (what the management wants to see) and bottom-up (what the text makes possible) approaches. Well working categorization system requires a couple of iterations and is a balance between these two views.

Designing and implementing a uniform categorization system might seem like a daunting task but the benefits are clear. Uniformly categorized customer comments have the power to transform your organization.

1. Manually

This must be more of a top-down approach because humans can only handle about a dozen discrete categories. This method as already stated in tip #3 is slow and it can also be expensive in higher feedback volumes. It is more suitable for BtoB companies. It is important to notice that there will not be whole world view: it will be difficult to detect weak signals. Also, trend analysis can be unreliable because of inconsistency of human tabulation.

2. Do it yourself using text analysis modelling tool

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.
4. Repurpose your subtopic content into a downloadable content offer.

THE
CX PROFESSIONAL'S
GUIDE TO
SELECTING THE
CORRECT METHOD
AND TOOL
FOR TEXT ANALYSIS

Once you have all of the content you need to create your pillar page, **repurpose and expand** the subtopic content into a downloadable content offer.

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.
4. Repurpose your subtopic content into a downloadable content offer.
5. Deconstruct your downloadable content offer into a 10x content pillar page.

10x Content Pillar Page **Layout Tips**

etuma

RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

The CX Professional's Guide to Text Analysis

Text analysis is the process of deriving high-quality information from text.

In this document you will learn:

- ✓ Whether you actually need a solution in the first place
- ✓ The solution requirements and options for analyzing customer and employee feedback
- ✓ The different analysis methods: what works and what doesn't work
- ✓ How to evaluate different vendors in relation to your needs and requirements.

DOWNLOAD WHITE PAPER

First Name*

Last Name*

Email*

Company*

SUBMIT

Terminology

Feedback text analysis is a new industry and that's why there isn't a well established terminology (that everybody agrees upon).

Click the link to go directly to a specific step

INTRO: What is feedback text analysis and why you just might need it

STEP 1: Define the text analysis solution

10x Content Pillar Page **Layout Tips**

1. Specific topic referenced in page title

The screenshot shows a web browser window with the URL <https://www.etuma.com/cx-professionals-guide-to-text-analysis>. The page title in the browser tab is "CX Professional's Guide to ...". An arrow points from the text "1. Specific topic referenced in page title" to the page title in the browser tab.

The page layout includes a dark header with the Etuma logo and navigation links: RESOURCES, PRODUCTS, CUSTOMERS, SALES PARTNERS, ABOUT US, BLOG, LOGIN. The main heading is "The CX Professional's Guide to Text Analysis".

Below the heading, a subheading reads: "Text analysis is the process of deriving high-quality information from text."

The content area is divided into two columns. The left column contains the text: "In this document you will learn:" followed by a list of bullet points:

- ✓ Whether you actually need a solution in the first place
- ✓ The solution requirements and options for analyzing customer and employee feedback
- ✓ The different analysis methods: what works and what doesn't work
- ✓ How to evaluate different vendors in relation to your needs and requirements.

The right column features a "DOWNLOAD WHITE PAPER" section with a form for First Name*, Last Name*, Email*, and Company*, and a red "SUBMIT" button. To the left of the form is a thumbnail image of the white paper cover, which reads: "THE CX PROFESSIONAL'S GUIDE TO SELECTING THE CORRECT METHOD AND TOOL FOR TEXT ANALYSIS".

At the bottom, there is a section titled "Terminology" with a subheading "Click the link to go directly to a specific step" and a link: "INTRO: What is feedback text analysis and why you just might need it". Below this is a section titled "STEP 1: Define the text analysis solution".

10x Content Pillar Page **Layout Tips**

1. Specific topic referenced in page title

2. Specific topic referenced in URL

The screenshot shows a web browser window with the URL <https://www.etuma.com/cx-professionals-guide-to-text-analysis>. The page title is "The CX Professional's Guide to Text Analysis". The header includes the Etuma logo and navigation links: RESOURCES, PRODUCTS, CUSTOMERS, SALES PARTNERS, ABOUT US, BLOG, LOGIN. The main content area features a large title "The CX Professional's Guide to Text Analysis" and a subheading "Text analysis is the process of deriving high-quality information from text." Below this, there is a section titled "In this document you will learn:" with a list of bullet points. To the right of the list is a "DOWNLOAD WHITE PAPER" form with fields for First Name, Last Name, Email, and Company, and a SUBMIT button. At the bottom, there is a "Terminology" section with a link to "INTRO: What is feedback text analysis and why you just might need it" and a subheading "STEP 1: Define the text analysis solution".

etuma

RESOURCES PRODUCTS CUSTOMERS SALES PARTNERS ABOUT US BLOG LOGIN

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Click the link to go directly to a specific step
INTRO: What is feedback text analysis and why you just might need it

STEP 1: Define the text analysis solution

Terminology

Feedback text analysis is a new industry and that's why there isn't a well established terminology (that everybody agrees upon).

10x Content Pillar Page **Layout Tips**

1. Specific topic referenced in page title

2. Specific topic referenced in URL

3. Specific topic referenced in H1 tag

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SUBMIT

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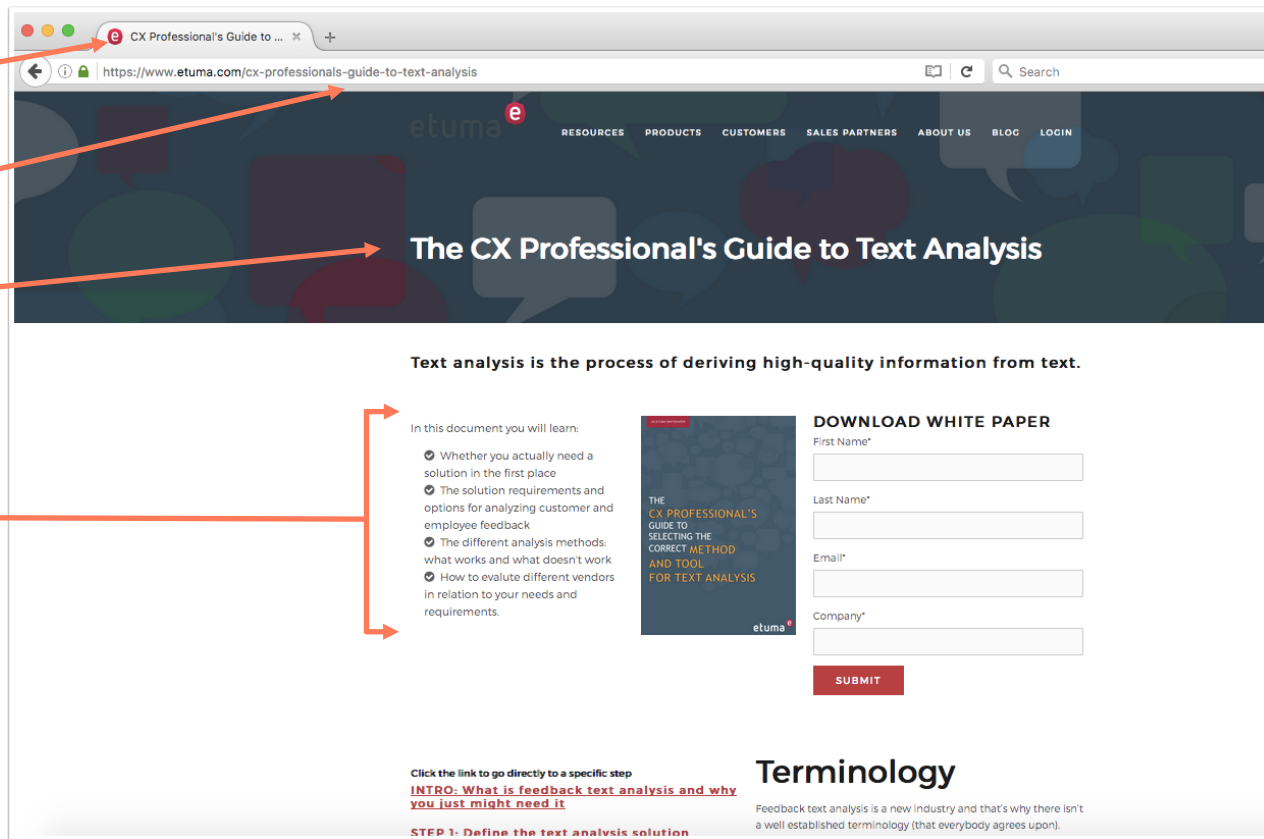
10x Content Pillar Page **Layout Tips**

1. Specific topic referenced in page title

2. Specific topic referenced in URL

3. Specific topic referenced in H1 tag

4. Conversion-focused landing page elements



10x Content Pillar Page **Layout Tips**

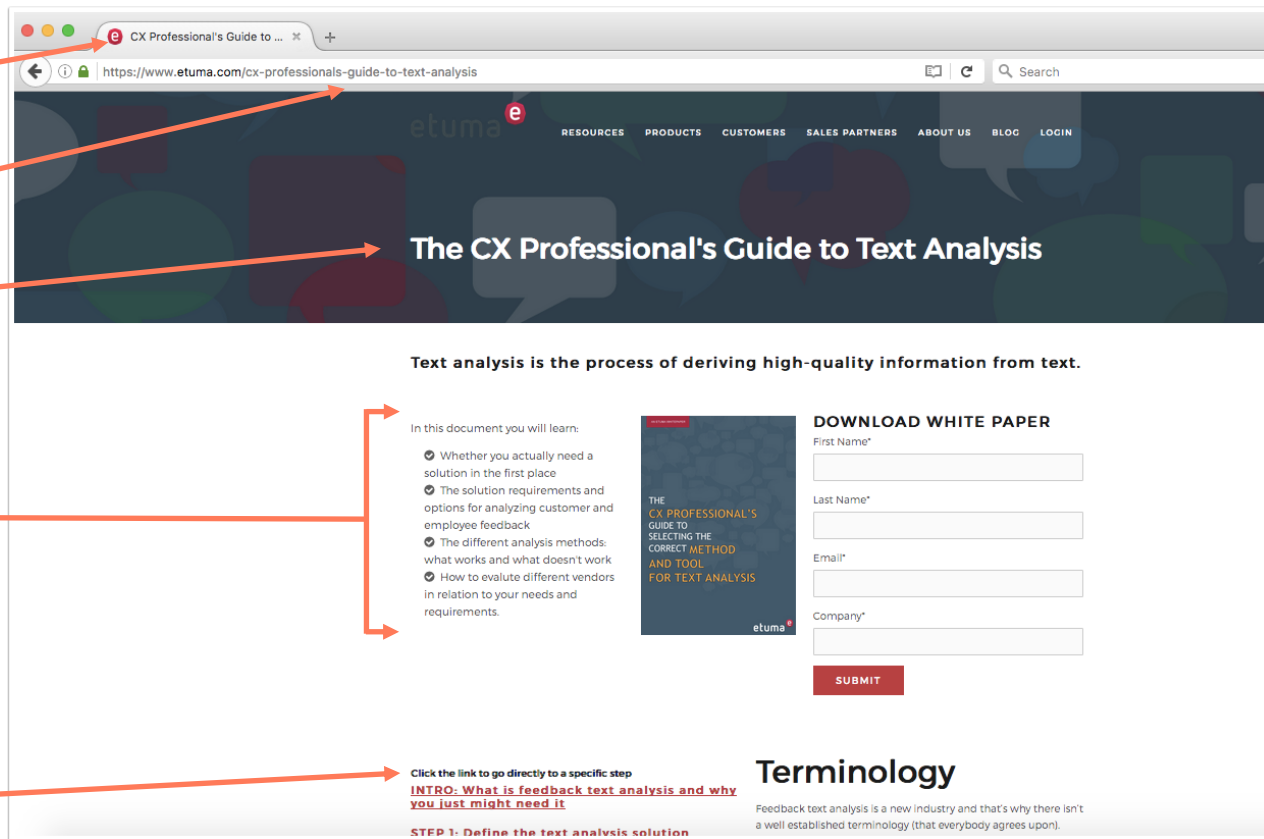
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2. Specific topic referenced in URL

3. Specific topic referenced in H1 tag

4. Conversion-focused landing page elements

5. Anchor-linked table of contents



10x Content Pillar Page **Layout Tips**

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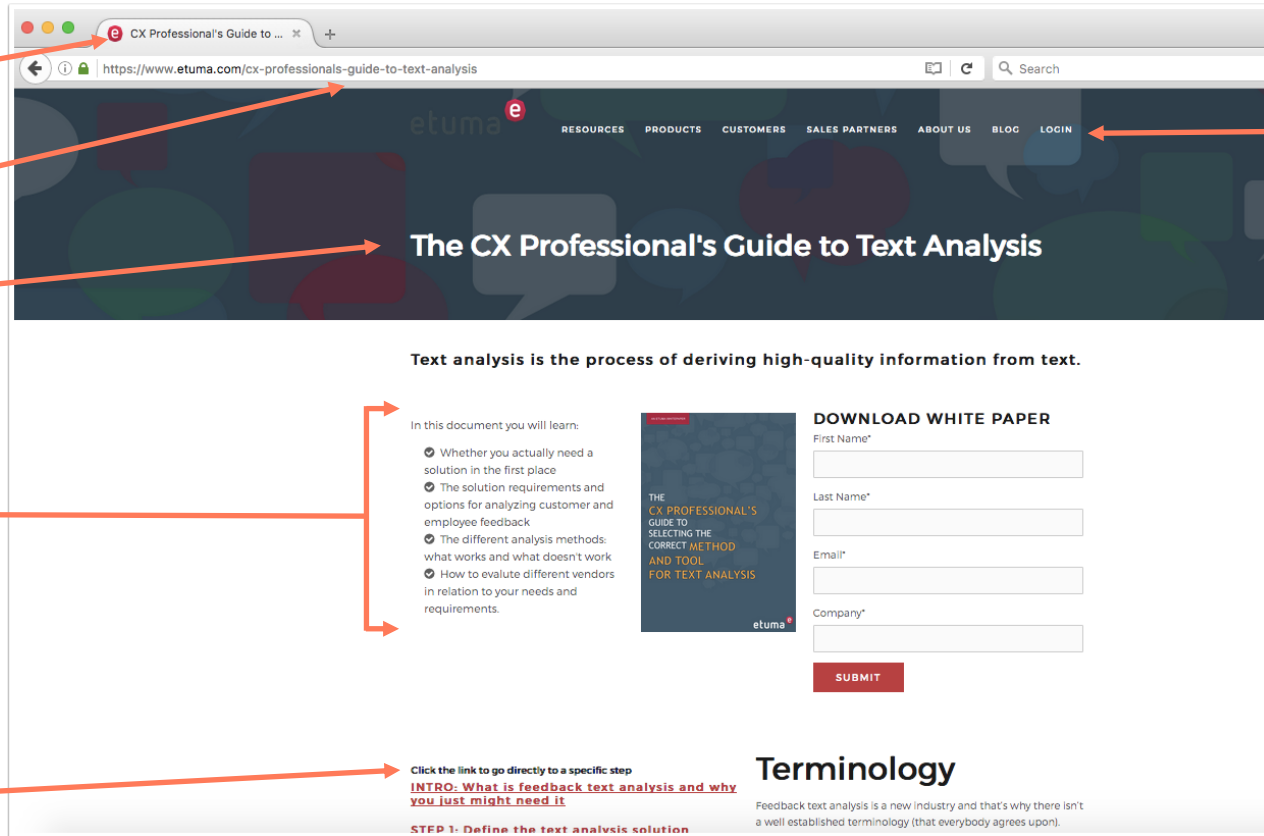
2. Specific topic referenced in URL

3. Specific topic referenced in H1 tag

4. Conversion-focused landing page elements

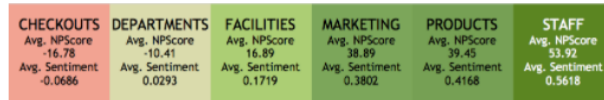
5. Anchor-linked table of contents

6. Website navigation



10x Content Pillar Page **Layout Tips**

7. Images with specific topic referenced in alt text



CHECKOUTS	DEPARTMENTS	FACILITIES	MARKETING	PRODUCTS	STAFF
Avg. NPScore -16.78	Avg. NPScore -10.41	Avg. NPScore 16.89	Avg. NPScore 38.09	Avg. NPScore 39.45	Avg. NPScore 53.92
Avg. Sentiment -0.0686	Avg. Sentiment 0.0293	Avg. Sentiment 0.1719	Avg. Sentiment 0.3802	Avg. Sentiment 0.4168	Avg. Sentiment 0.5618

STEP 2: Decide how to categorize customer comments (**Signals**)

You cannot analyze customer feedback without categorizing it. This categorization has to be done systematically, relevantly and consistently. Your categorization system (**Codeframe**) needs to be **uniform** across the organization otherwise the text analysis results cannot be used in top management reporting.

Signal categorization turns open-text into statistical information, which enables you to

- ✔ Detect patterns (trends, weak signals);
- ✔ Benchmark organizational units; and
- ✔ Distribute the customer comments in real-time based on customer experience stakeholder roles.

Twelve criteria for choosing a verbatim analytics provider

But choosing the right text analysis solution is easier said than done. It is hard to justify the investment with a meaningful ROI calculation (what is the value of better information?), and choosing the right solution among the many text analysis methods and approaches can seem like a daunting task.

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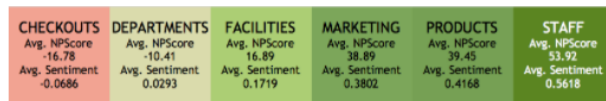
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10x Content Pillar Page **Layout Tips**

7. Images with specific topic referenced in alt text

8. H2 tags for sub-headers



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Avg. NPScore -16.78	Avg. NPScore -10.41	Avg. NPScore 16.89	Avg. NPScore 38.09	Avg. NPScore 39.45	Avg. NPScore 53.92
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8. H2 tags for sub-headers

9. H3 tags for list items

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10. Links to relevant internal resources

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11. Links to relevant external resources

12. Reference your topic throughout the page

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You cannot analyze customer feedback without categorizing it. This categorization has to be done systematically, relevantly and consistently. Your categorization system (**Codeframe**) needs to be **uniform** across the organization otherwise the text analysis results cannot be used in top management reporting.

Signal categorization turns open-text into statistical information, which enables you to

- ✔ Detect patterns (trends, weak signals);
- ✔ Benchmark organizational units; and
- ✔ Distribute the customer comments in real-time based on customer experience stakeholder roles.

Twelve criteria for choosing a verbatim analytics provider

But choosing the right text analysis solution is easier said than done. It is hard to justify the investment with a meaningful ROI calculation (what is the value of better information?), and choosing the right solution among the many text analysis methods and approaches can seem like a daunting task.

In his excellent blog post ["12 Criteria for Choosing a Text/Social Analytics Provider"](#), Seth Grimes tries to make the vendor selection process easier by creating a common-sense list of requirements and checkpoints. Because Seth's list covers the requirements for all kinds of text analysis, I will try to paraphrase it from the point-of-view of open-ended customer and employee comment analysis (verbatim analysis).

His advice-to keep a clear head and set realistic expectations-is great:

"Some preliminary advice: Work back from your business goals. Determine what sorts of indicators, insights, and guidance you'll need. No business is going to need 98.7% sentiment analysis accuracy in 48 languages across a dozen different business domains. Be reasonable; stay away from over-detailed requirements checklists that rate options based on capabilities you'll never use. Create search criteria that separate the essentials from the nice-to-haves and leave off the don't-needs. Then design an evaluation that suits your situation - include proof-of-concept prototyping, if possible - to confirm whether each short-list option can transform data relevant to your business into the outputs you need, with the performance characteristics and at a cost you expect."

13. Back-to-top button

SOURCE: ETUMA

Pro Tip:

If you want to make it easy for people to access your packaged downloadable content offer, then consider inserting a pop-up form on your pillar page.

50.2%

The average top-performing pop-up forms convert at 9.28%, with some instances as high as **50.2%**.

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.
4. Repurpose your subtopic content into a downloadable content offer.
5. Deconstruct your downloadable content offer into a 10x content pillar page.
6. Link your relevant owned media to your 10x content pillar page.

Text analysis generic or even industry specific Codeframe might not fulfill your granularity and reporting requirements. Make sure that either the vendor provides modifications to the Codeframe as a service or they give you an easy-to-use tool which you can use to tune the Topics.

Getting a lot of unstructured feedback from customers or employees? Looking for a way to analyze them? No worries, we wrote a "[Guide for selecting the right method and tool for feedback analysis](#)". Read it and you will be able to select the correct solution for your needs.

Topics: Feedback Analysis, feedback categorization, text analysis methods

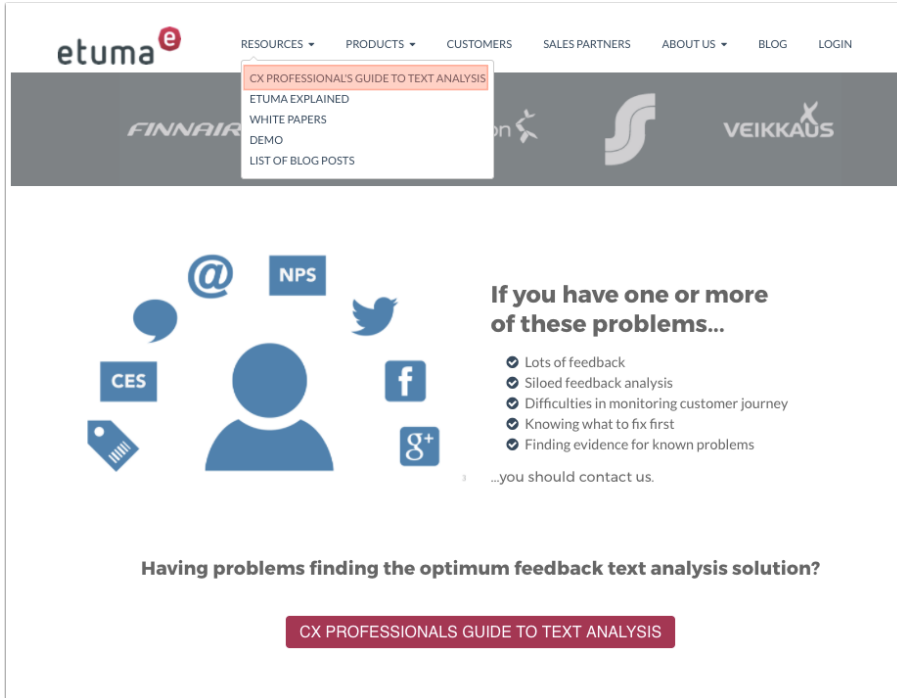


Written by Matti Airas

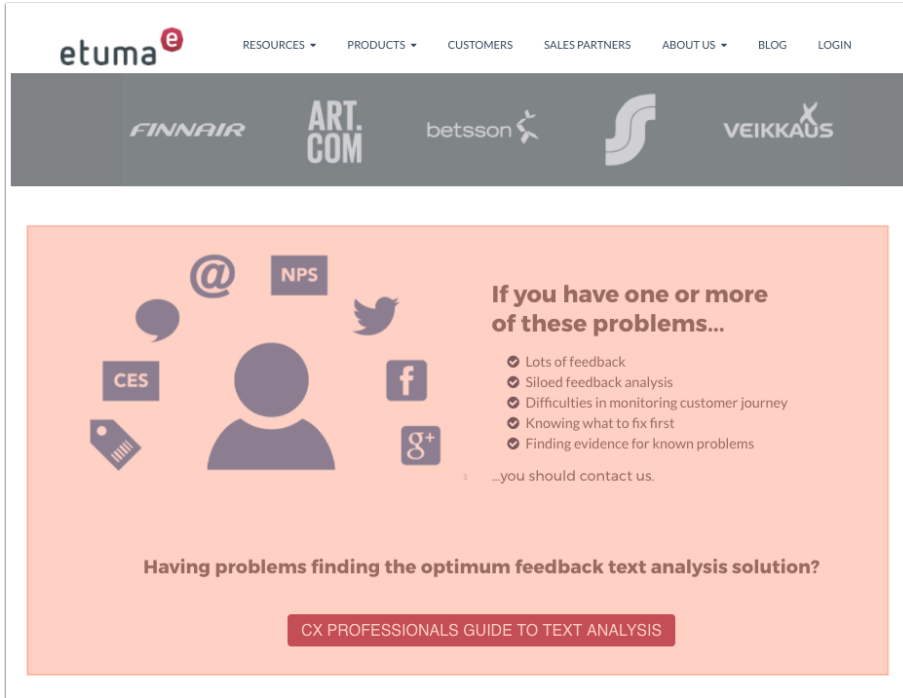
My passion is to figure out how to turn open-text feedback into well structured usable information.

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.
4. Repurpose your subtopic content into a downloadable content offer.
5. Deconstruct your downloadable content offer into a 10x content pillar page.
6. Link your relevant owned media to your 10x content pillar page.
7. Create a conversion path for people to access your 10x content pillar page.



Consider calling out
your pillar page in
the **top navigation**.



Another place to consider is the **top of your homepage** with a call-to-action.

7 steps to creating a 10x content pillar page:

1. Identify a specific topic you want to be known for and rank for online.
2. Identify your topic cluster.
3. Create blog posts for needed subtopics.
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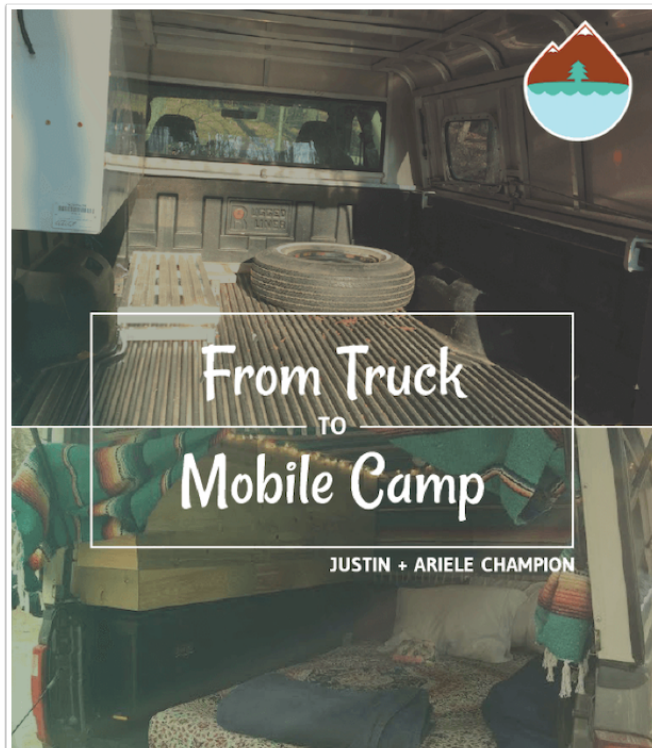
"We are receiving about **4x leads** (if you measure by quality) compared to before the text analysis pillar page."

MATTI AIRAS

Etuma

Consider **deconstructing** your current awareness- or consideration-stage offers into 10x content pillar pages.

Downloadable content offer

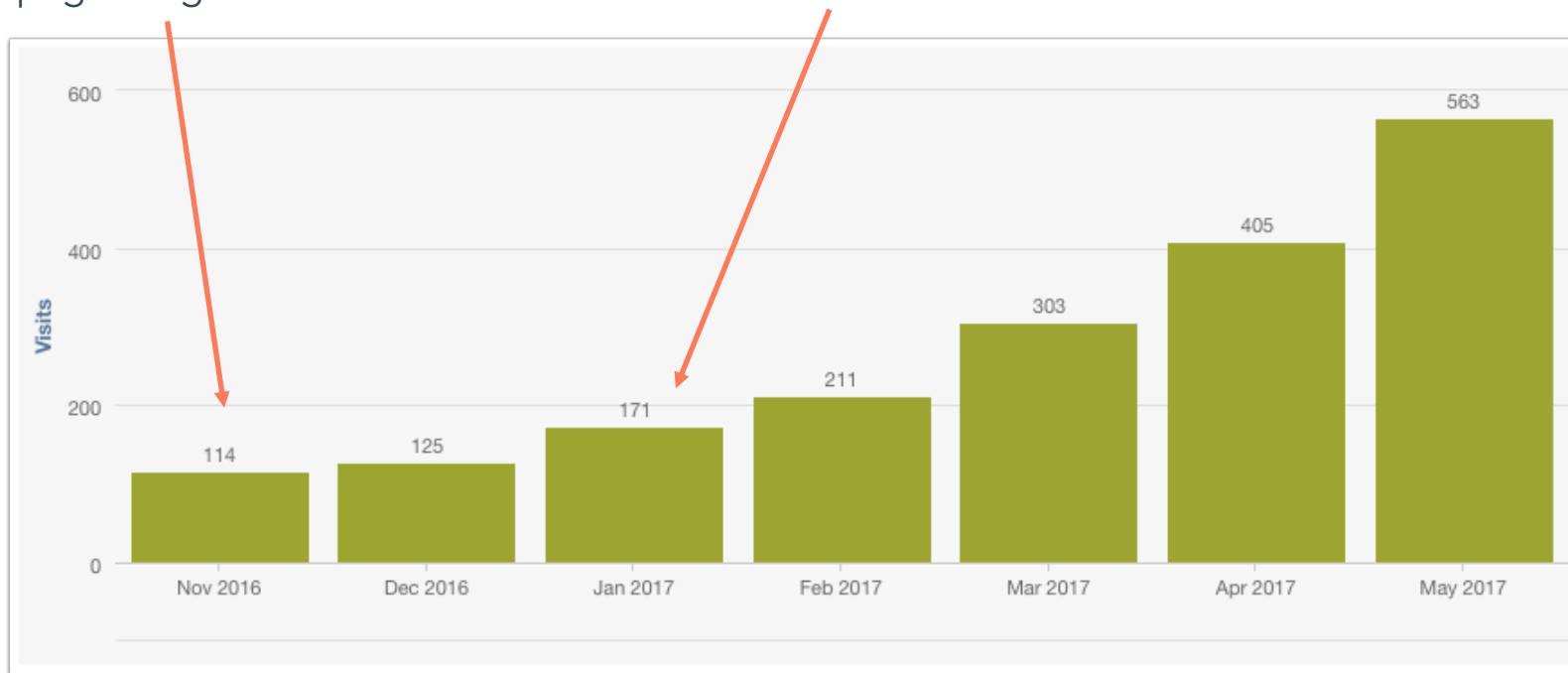


10x content pillar page



Traditional landing page for guide

Converted landing page into a 10x content pillar page



In 4 months our non-paid, organic traffic coming from search engines **increased 329%.**

How to optimize and grow your pillar pages over time





Your pillar pages should always be **under construction.**

Download eBook: The Encryption Guide

X



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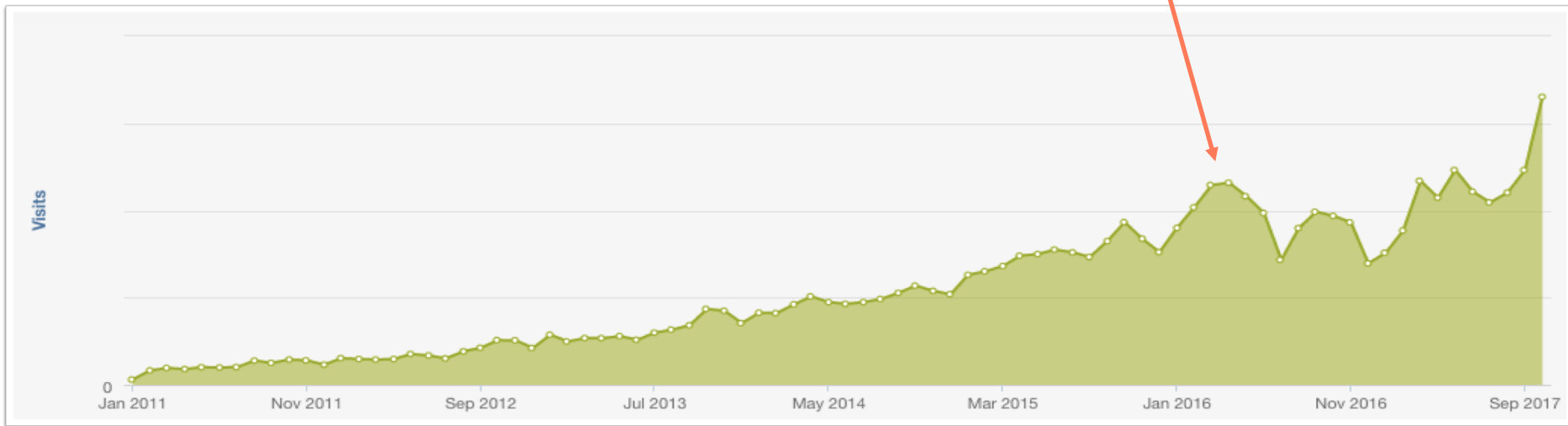
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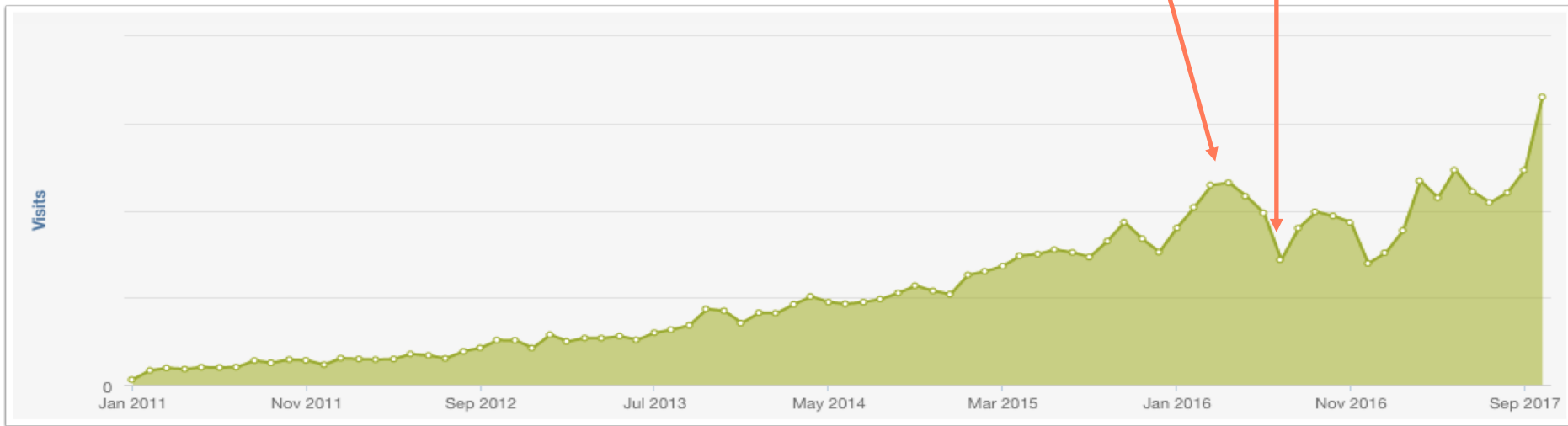
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THE DEFINITIVE GUIDE TO ENCRYPTION KEY MANAGEMENT FUNDAMENTALS



WHAT IS ENCRYPTION KEY MANAGEMENT?

Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, using, storing, archiving, and deleting of keys. Protection of the encryption keys includes limiting access to the keys physically, logically, and through user/role access.

SHORTCUTS

- Introduction
- Types of Encryption Keys and How They Work
- How Encryption Key Systems Work
- The Full Life-Cycle of Keys
- Segregated Roles in Key Management
- The Domains to Secure Encryption Keys
- Communication Protocols
- Platforms for Housing the Encryption Key Manager
- Encryption Key Management in Meeting Compliance
- Bonus Content: A Brief History - the Need for Encryption Key Management

Click here to view this eBook
offline



INTRODUCTION

Introduction to Encryption & Key Management



The Townsend team's goal was to become **thought leaders** on "encryption key management."

Townsend inserted links to their pillar page by:

- Thoughtfully answering questions on Quora.

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- Thoughtfully answering questions on Quora.
- Adding insights to other websites by visiting their blogs and commenting on relevant blog posts.

Townsend inserted links to their pillar page by:

- Thoughtfully answering questions on Quora.
- Adding insights to other websites by visiting their blogs and commenting on relevant blog posts.
- Contributing thought leadership guest blog posts on other websites that shared a similar audience.

In summary: A rose is a rose is a rose.

However, a Key Management **Service** is NOT a Key Management **System**.

When discussing encryption key management care must be taken to understand the meaning of KMS. It can be quite different depending on the context. I hope this blog helps clarify the language and issues around key management.

Patrick

(with apologies to Gertrude Stein)



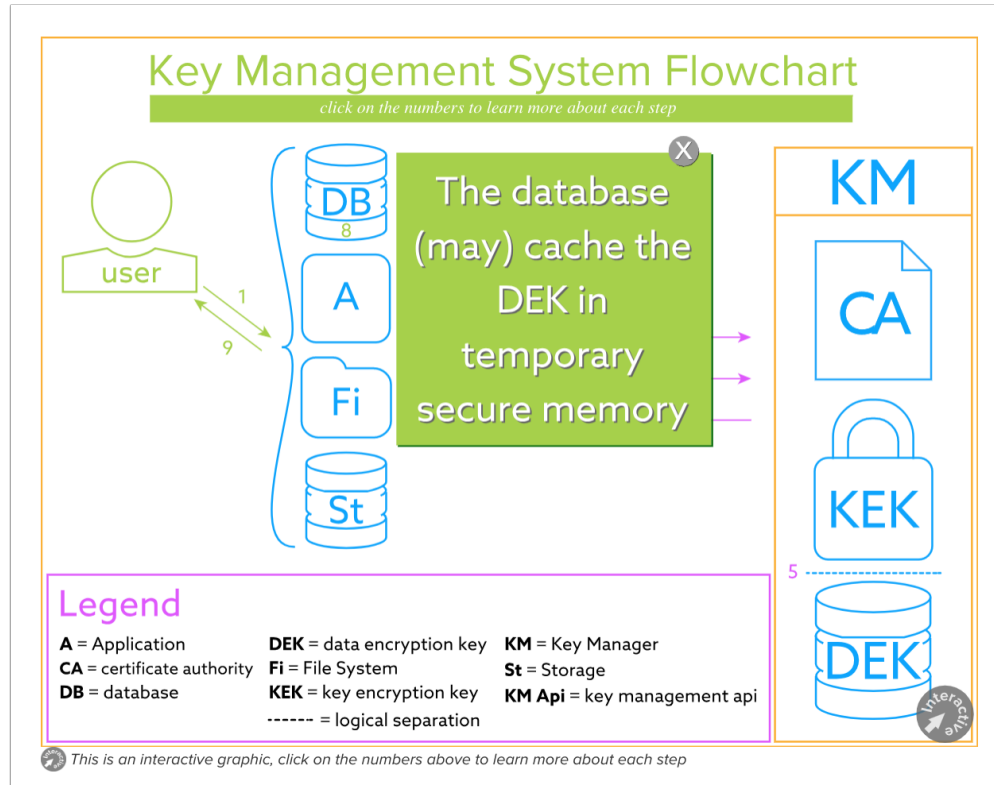
0 Comments [Click here to read/write comments](#)

Topics: [Encryption Key Management](#)

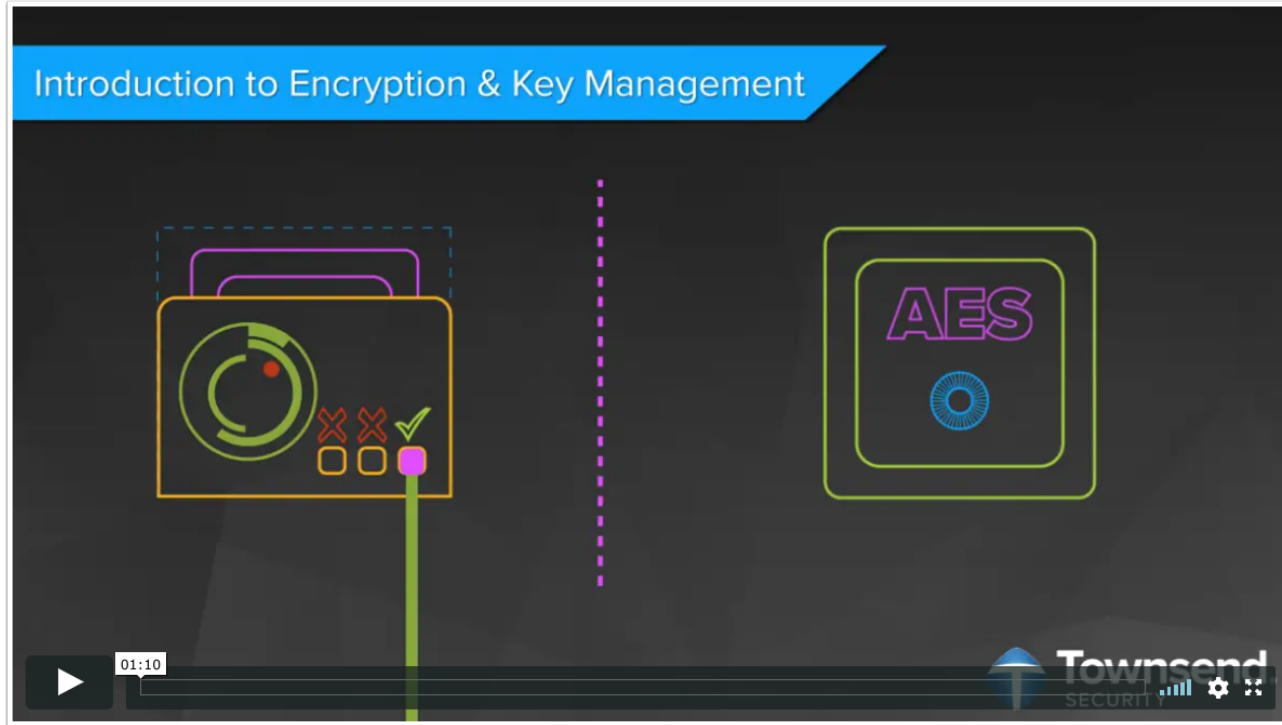
Since Townsend had been blogging on encryption key management for years, it was easy for them to identify a topic cluster.

Let's review 3 ways to improve the on-page experience of your pillar pages.

- Offer various forms of media per section for the reader to engage with.



Townsend turned their images into **interactive infographics** with pop-up text using HTML5.



Townsend repurposed content on the page into a **short descriptive video.**

Let's review 3 ways to improve the on-page experience of your pillar pages.

- Offer various forms of media per section for the reader to engage with.
- Sprinkle in relevant content offers that progress your buyer personas through their buyer's journey.

Townsend offered **additional content offers** throughout the page based on relevancy, like an ebook or a whitepaper.

How an Encryption Key Manager is Validated

Every data security product available makes claims as to superior functionality or data protection. But when protecting sensitive data, organizations need to have assurance that a product's stated security claim is valid. This is certainly true when it comes to an encryption key manager. To address this, NIST has devised a system to validate cryptographic modules and ensure that they comply with FIPS 140-2 standards. Here are the steps an encryption key manager vendor must take to show full compliance:

1. First they will contract with an [accredited laboratory](#), who has successfully undergone the [National Voluntary Laboratory Accreditation Program \(NVLAP\)](#), to conduct "adequate testing and validation of the cryptographic module and its underlying cryptographic algorithms against established standards" to look for "weaknesses such as poor design or weak algorithms."
2. Next, the accredited laboratory will conduct the [Cryptographic Algorithm Validation Program \(CAVP\)](#). With this testing, they will provide "validation testing of FIPS-approved and NIST-recommended cryptographic algorithms and their individual components."
3. Once that testing is complete and the key manager has met all standards, the lab will then move on to the [Cryptographic Module Validation Program \(CMVP\)](#) testing. The "laboratories use the [Derived Test Requirements \(DTR\)](#), [Implementation Guidance \(IG\)](#) and applicable CMVP programmatic guidance to test cryptographic modules against the applicable standards."
4. Finally, once the encryption key manager has been shown to meet all FIPS 140-2 standards, the independent lab issues the FIPS 140-2 Validation Certificate and the cryptographic module is placed on the [FIPS 140-1 and FIPS 140-2 Vendor List](#).

Logical Access Security

The next arena in which you can protect your encryption keys is by logically separating the different cryptographic components housing the keys from the rest of the larger network. There are three main items to consider:

- **Interfaces:** In [FIPS 140-2](#), Section 4.2, it gives this criteria for needing to separate logical interfaces:
 - **Level 1 and 2:** the "logical interface(s) used for the input and output of plaintext cryptographic keys, cryptographic key components, authentication data, and CSFs may be shared physically and logically with other ports and interfaces of the cryptographic module."
 - **Level 3 and 4:** "the logical interfaces used for the input and output of plaintext cryptographic key components, authentication data, and CSFs shall be logically separated from all other interfaces using a trusted path."
- **DEK from encrypted data:** In level 1 environments, where the encryption key manager is not in a physically separated HSM, the DEK(s) should be logically separated from the data that is encrypted. This effectively keeps the DEK(s) from being used to decrypt the data in case unauthorized users gain access to the sensitive material.
- **KEK from DEK:** Within the encryption key manager, the KEK(s) should be logically separated from the DEK(s). This ensures that though the database DEK(s) be compromised, they will be rendered unusable because the KEK is in a logically separate location from the DEKs.



ENCRYPTION KEY MANAGEMENT IN MEETING COMPLIANCE

PCI DSS



[Payment card industry Data Security Standard \(PCI DSS\)](#) is a widely accepted set of regulations intended to secure credit, debit and cash card transactions and cardholder data. PCI DSS

requires that merchants protect sensitive cardholder information from loss and use good security practices to detect and protect against security breaches.

In [Section 3.5 of PCI DSS](#), organizations that process, store, or transmit cardholder data should, "document and implement procedures to protect keys used to secure stored cardholder data against disclosure and misuse." This includes:

- maintaining "a documented description of the cryptographic architecture" used to protect the data
- restricting "access to cryptographic keys to the fewest number of custodians necessary"
- store encryption keys "in one (or more) of the following forms at all times:"
 - encrypt the data encryption key with a key encryption key
 - within a secure cryptographic device

Likewise, [Section 3.6](#) requires that you "fully document and implement all key management processes and procedures for cryptographic keys used for encryption of cardholder data." This includes securely:

- generating cryptographically strong encryption keys
- secure distribution of keys
- secure storage of keys
- establishment of cryptoperiods for all keys
- retiring and destroying the keys

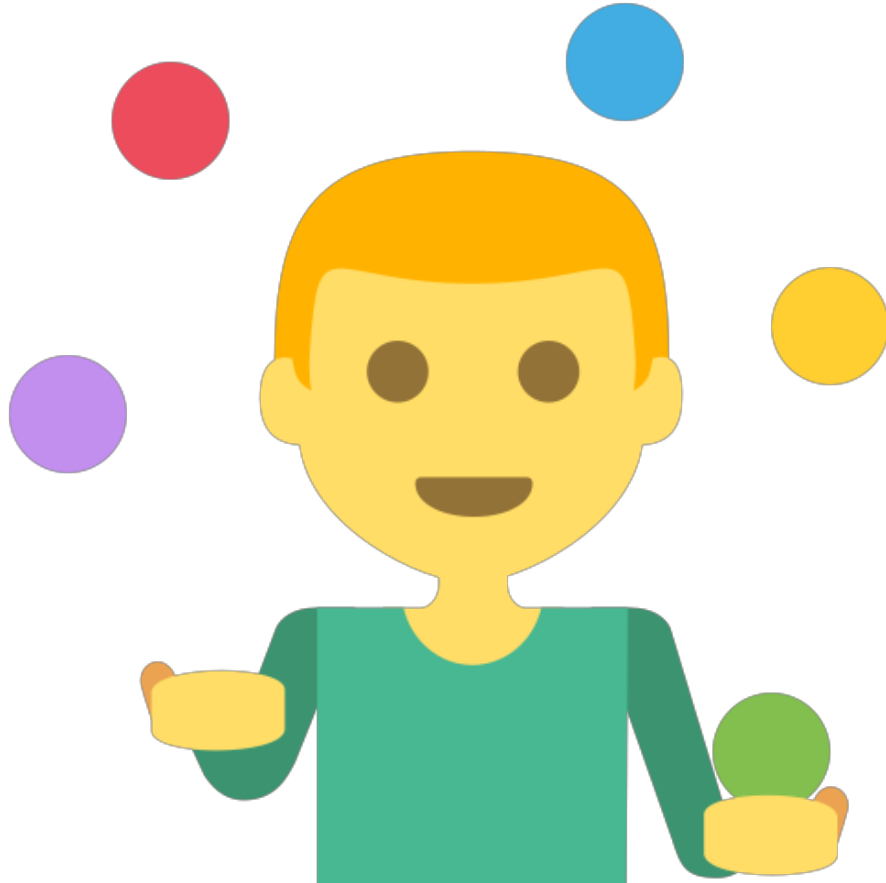


HIPAA HITECH



[The Health Insurance Portability and Accountability Act \(HIPAA\)](#) and the [Health Information Technology for Economic and Clinical Health \(HITECH\) Act](#) both seek greater adoption and meaningful use of health information technology. Both also lay out guidelines and regulations for proper data

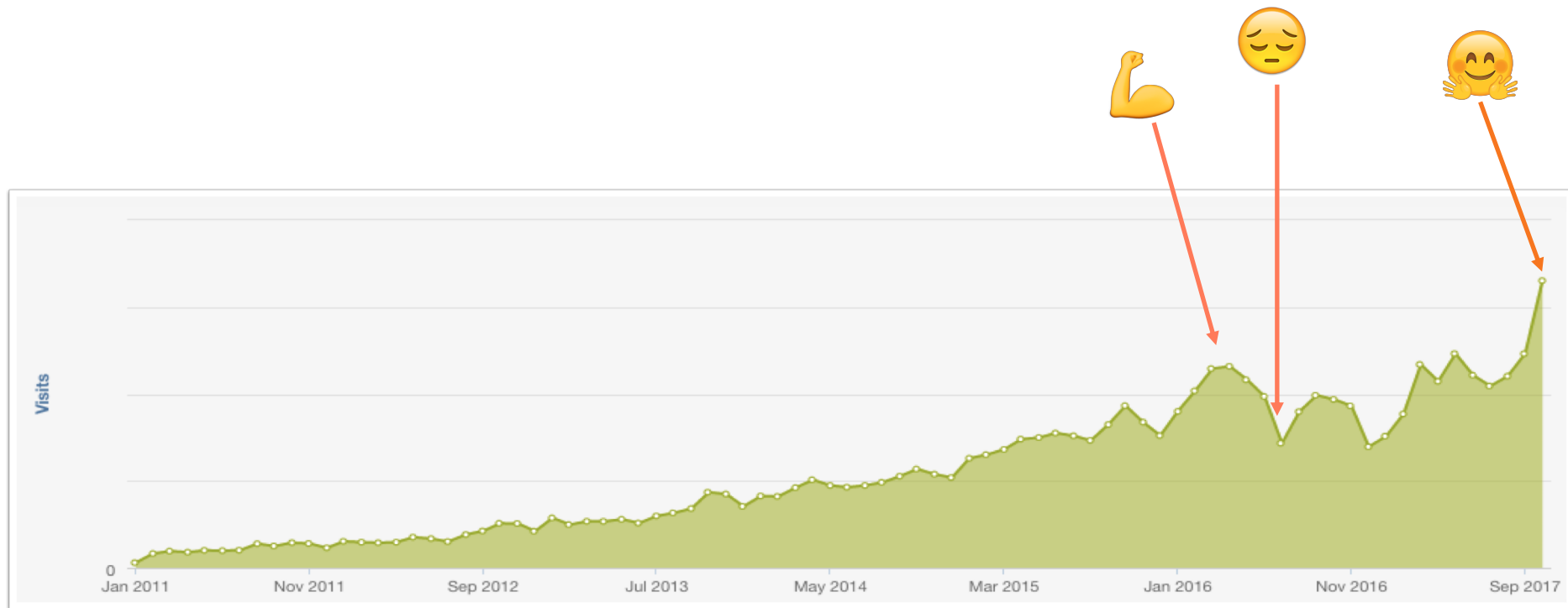
security around Electronic Protected Health Information (ePHI). Compliance with the HIPAA Security Rules and HIPAA Privacy Rules for ePHI requires the use of security technologies and best practices to demonstrate strong efforts towards complying with this federal regulation.



Find a way to keep people **coming back** to your content.

Continue to educate or entertain them (or both). If you don't, someone else will.

10 months after publishing and promoting their 10x content pillar page, Townsend's organic search engine traffic **increased over 150%**.



63%

63% of people who visited the encryption key management pillar page decided to download the content and take it with them.



encryption key management



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The Definitive Guide to Encryption Key Management Fundamentals

<https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...> ▼

Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, ...

[How Encryption Key ...](#) · [Segregated Roles in Key ...](#) · [The Domains to Secure ...](#)

What is encryption key management? - Definition from WhatIs.com

<https://searchdatabackup.techtarget.com/definition/encryption-key-management> ▼

This definition explains the meaning of **encryption key management** and how the process protects, stores, backs up and organizes encryption keys.



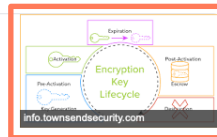
encryption key



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An **encryption key** is a random string of bits created explicitly for scrambling and unscrambling data. **Encryption keys** are designed with algorithms intended to ensure that every **key** is unpredictable and unique. The longer the **key** built in this manner, the harder it is to crack the **encryption** code.



[What is an Encryption Key? - Definition from Techopedia](#)

<https://www.techopedia.com/definition/25403/encryption-key>

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https://www.ibm.com/support/.../en/.../top_tscom_reuse_encryptview_keys.html

The encryption keys that are used to encrypt data are described. An **encryption key** is typically a random string of bits generated specifically to scramble and ...

[What is an Encryption Key? - Definition from Techopedia](#)

<https://www.techopedia.com/definition/25403/encryption-key>

An **encryption key** is a random string of bits created explicitly for scrambling and unscrambling data. **Encryption keys** are designed with algorithms intended to ensure that every **key** is unpredictable and unique. The longer the **key** built in this manner, the harder it is to crack the **encryption** code.

People also ask

Where do you find the encryption key?



How do I make an encryption key?



Which key is used for encryption?



Is an encryption key the same as a password?



[Feedback](#)

[The Definitive Guide to Encryption Key Management Fundamentals](#)

<https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...>

Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, ...

"The average first-page ranking will also rank well for about a thousand other relevant keywords."

AHREFS

Let's review 3 ways to improve the on-page experience of your pillar pages.

- Offer various forms of media per section for the reader to engage with.
- Sprinkle in relevant content offers that progress your buyer personas through their buyer's journey.
- Insert a heatmap on your pillar page to better understand performance and optimization next steps.

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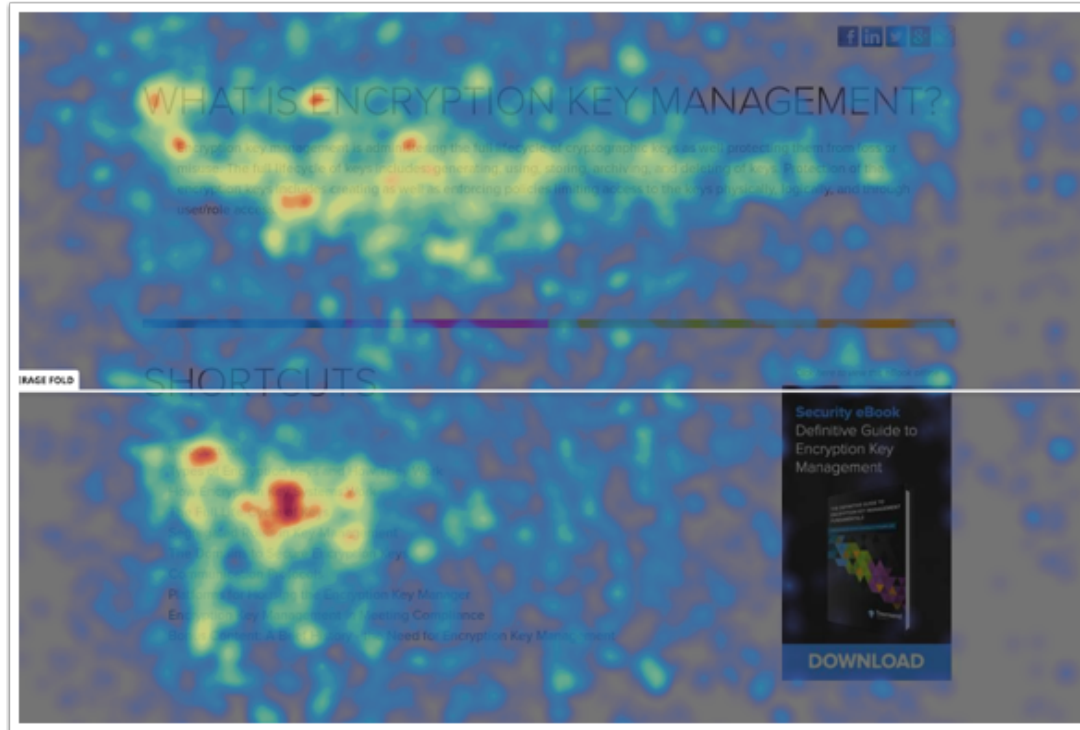
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Here's a screenshot of Townsend's heatmap at the **top** of their pillar page.



The call-to-action for the guide $\frac{3}{4}$ of the way
down the page led to the most conversions.

Key Management Interoperability Protocol (KMIP): As defined by OASIS, KMIP is a communication "protocol" used for the communication between clients and servers to perform certain management operations on objects stored and maintained by a key management system." This protocol is a standardized way of managing encryption keys throughout the lifecycle of the key and is designed to facilitate "symmetric and asymmetric cryptographic keys, digital certificates, and templates used to simplify the creation of objects and control their use."

Below is a *condensed* list of what OASIS further defines in Section 4 as what the key management client can request of the key management server:

- **Create a Key or Key Pair:** "to generate a new symmetric key" or "new public/private key pair" and register the "corresponding new Managed Cryptographic Objects."
- **Register:** "to register a Managed Object," typically keys, certificates, or other cryptographic materials, "that was created by the client or obtained by the client through some other means, allowing the server to manage the object."
- **Re-Key or Re-key Key Pair:** "to generate a replacement key," also called a key change, "for an existing symmetric key" or "key pair for an existing public/private key pair."
- **Derive Key:** "to derive a Symmetric Key or Secret Data object from keys or Secret Data objects that are already known to the key management system."
- **Certify or Re-certify:** "to generate a Certificate object for a public key" or "renew an existing certificate."
- **Locate:** "to search for one or more Managed Objects, depending on the attributes specified in the request."
- **Check:** "to check for the use of a Managed Object according to values specified in the request."
- **Get or Get Attributes:** to return "the Managed Object specified by its Unique Identifier" or request "one or more attributes associated with a Managed Object."
- **Add, Modify, or Delete Attribute:** to add, modify, delete an "attribute instance to be associated with a Managed Object and set its value."
- **Activate:** "to activate a Managed Cryptographic Object."
- **Revoke:** "to revoke a Managed Cryptographic Object or an Opaque Object."
- **Destroy:** "that the key material for the specified Managed Object SHALL be destroyed."
- **Archive:** "to specify that a Managed Object MAY be archived."
- **Recover:** "to obtain access to a Managed Object that has been archived."

For further reading on KMIP, try the *KMIP Usage Guide Version 1.2*, Edited by Indra Fitzgerald and Judith Felsing.

[Click here to view this eBook online](#)

Derive, Create, or Register a Key or Key Pair

DOWNLOAD

About 20,000,000 results (0.43 seconds)

When you implement **SQL Server** Transparent Data Encryption (TDE) the **encryption** of the database is performed by **SQL Server** itself. The EKM Provider protects the symmetric **encryption** key used by TDE, but **encryption** (usually AES) is performed by **SQL Server** using Microsoft **encryption** libraries.



[The Definitive Guide to SQL Server Encryption and Key Management](https://info.townsendsecurity.com/sql-server-encryption-key-management-definitive-guide)
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at rest standard key function

About this result Feedback

SQL Server Encryption - SQL Server | Microsoft Docs

<https://docs.microsoft.com/en-us/sql/relational-databases/encryption/sql-server-encryption>

May 14, 2017 - You can use encryption in SQL Server for connections, data, and stored procedures.

The following topics contain more information about ...

[Transparent Data Encryption](#) · [SQL Server and Database ...](#) · [Securing SQL Server](#)

Transparent Data Encryption (TDE) - SQL Server | Microsoft Docs

<https://docs.microsoft.com/en-us/sql/relational-databases/encryption/transparent-data-encryption>

May 8, 2019 - Transparent Data Encryption and the tempdb System Database. The tempdb system database will be encrypted if any other database on the instance of SQL Server is encrypted by using TDE. This might have a performance effect for unencrypted databases on the same instance of SQL Server.

[About TDE](#) · [Using Transparent Data ...](#) · [Considerations](#) · [Transparent Data ...](#)

SQL Server and Database Encryption Keys (Database Engine) - SQL ...

<https://docs.microsoft.com/en-us/sql/relational-databases/encryption/sql-server-and-database-encryption-keys>

Mar 13, 2017 - SQL Server uses encryption keys to help secure data, credentials, and connection information that is stored in a server database. SQL Server ...

[Applications for SQL Server ...](#) · [Managing SQL Server and ...](#)

5 Flavors of Microsoft SQL Data Encryption | Thrive Networks

<https://www.thrivenetworks.com/blog/2018/5-flavors-sql/>

Jan 18, 2018 - 5 Flavors of Microsoft SQL Data Encryption. SSL Transport Encryption. SSL (Secure Socket Layer) is a common encryption protocol used to encrypt data between network endpoints. Transparent Data Encryption (TDE) While SSL encrypts data in motion on the network, TDE encrypts data at rest. Backup Encryption. Column/Cell ...

People also ask

What type of encryption does SQL Server use? ▼

Is SQL database encrypted? ▼

Does SQL Server support encryption? ▼

Are databases encrypted? ▼

Feedback

The Definitive Guide to SQL Server Encryption and Key Management

<https://info.townsendsecurity.com/sql-server-encryption-key-management-definitive-guide>

When you implement SQL Server Transparent Data Encryption (TDE) the encryption of the database is performed by SQL Server itself. The EKM Provider protects the symmetric encryption key used by TDE, but encryption (usually AES) is performed by SQL Server using Microsoft encryption libraries.

Currently Townsend's pillar page on "SQL server encryption" ranks at the fifth position on Google and claims the image featured snippet.



Thank you!