

Pillar Page Template

Overview

Target Keyword: Keyword/s you want to rank for.

User Intent: The user wants to learn about a topic or target keyword.

Content-Type: Pillar Page

Page Title: Include the target keyword and words such as Definitive, Ultimate or Comprehensive.

Target Word Count: Input word count based on SERP analysis.

CTA: Direct your readers to other resources on your website or provide a call to action, such as downloading or subscribing.

Introduction

Introduce the topic or target keyword, its importance, how to use it and why you are qualified to write about this.

Outline (Headings and questions to answer)

(choose from some of these proposed headings)

- **[H2] What is target keyword?**
 - Include a definition of the keyword.
- **[H2] Why it matters?**
 - Talk about the personal and/or business implications of understanding, employing, or using your writing topic.

- **[H2] Background**
 - Elaborate on the background of what you're writing about and how the concept has developed from its inception to today.

- **[H2] Terms to know about**
 - List out and define a few of the key terms about your topic, especially if they're mentioned elsewhere in the post.
 - [H3] Term 1
 - [H3] Term 2

- **[H2] Pros and cons**
 - If your topic has pros and cons, outline those pluses and minuses here.
 - [H3] Pros
 - [H3] Cons

- **[H2] Examples/Tips**
 - Break down a few best practices on approaching the concept and/or a few tips or reminders about it.
 - [H3] Example/Tip 1
 - [H3] Example/Tip 2

- **[H2] How to do a task**
 - If your pillar page is dedicated to a concept that requires or benefits from a step-by-step process, outline those steps in this section.
 - [H3] Step 1
 - [H3] Step 2
 - [H3] Step 3

- **[H2] FAQs**

- Include any FAQs found in the SERP Analysis.
- [H3] Question 1
- [H4] Question 2

- **[H2] Resources**

- Provide further reading or resources for people just getting started who may want additional information

Conclusion

Remind your readers of the key takeaway you want them to walk away with.

CTA

Direct your readers to other resources on your website or provide a call to action, such as downloading or subscribing.