

# *Topic Cluster Strategy*

List your main products, packages or services:

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Pick three topics from above and use the sites on pg. 2 to find 3 trending keywords associated with the chosen items listed from above.

Core Topic:

Core Topic:

Core Topic:

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Keywords:

Keywords:

Keywords:

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Select one Core Topic. Use the keywords found to develop topic titles regarding your main products, packages or services in the first activity.

Core Topic: -----

Subtopic Title: -----

Subtopic Title: -----

Subtopic Title: -----

There you have it! Your first Topic Cluster has been formed. Now repeat this step for every item in the first activity until you have a Topic Cluster for each. Use the Subtopic Titles to focus your content and link each release back to the Core Topic it falls under. This will help you as you keep building to increase your SEO.

# Ways to Identify What's Trending

*Sites to help you identify trending topics and keywords that can be added to your content and SEO strategy.*

- [Google Trends](#)
- [SEM Rush](#)
- [Twitters Trending Topics](#)
- [WorldStream](#)
- [Pinterest Trends](#)
- [BuzzFeed](#)
- [Buzzsumo](#)