Yello

yello + ✦ **MarketMuse**

How Yello Doubled Organic Blog Traffic in Six Months

Yello's mission is to help recruiting teams love their work. For fast-growing enterprise companies who invest heavily in recruiting early talent, Yello provides an end-to-end talent acquisition platform that helps teams source, engage and advance early talent through every step of the hiring journey.

As Yello continues to grow, the marketing team has developed a strategy that relies heavily on organic growth to drive greater brand recognition, establish the company as a thought leader in the early talent recruiting space, and expand the top of the marketing funnel. With a limited budget and resources, they leveraged their blog to increase search visibility, provide helpful tips and best practices for talent acquisition professionals, and ultimately double blog traffic within a six-month span.

The Problem

Over the last two years, Yello's marketing strategy has evolved to prioritize organic growth rather than paid performance. But with low page-one search visibility and blog traffic declining month-over-month, their marketing messages were not reaching their intended audiences, and the company suffered from low brand recognition amongst potential new customers.

To accomplish greater top-of-funnel growth, they knew that high-performing, searchable content would be key to bringing new visitors to their website, establishing incremental, long-term visibility in search, and ultimately converting site traffic into qualified leads.

Yello blog visitors: Jan - May 2019
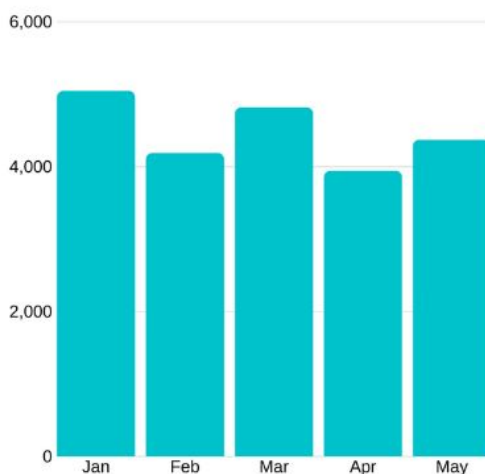
**Yello organic keyword volume: Jan - May 2019**
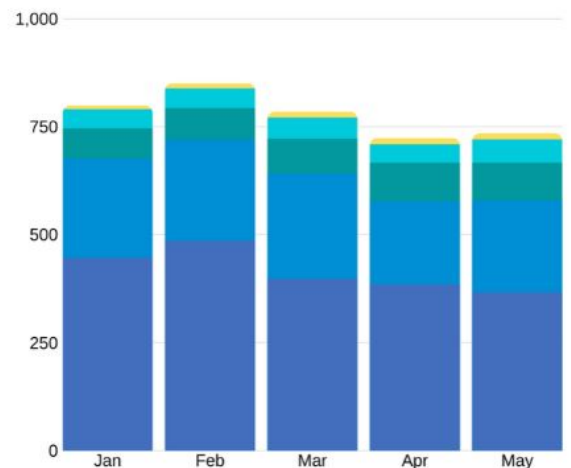
The Solution

The Yello team invested in a new SEO strategy that utilizes blog topic clusters to improve search authority, establish brand pillars that will inform all future content creation, and address every possible user question around a key set of topics related to Yello's brand.

What are topic clusters?

A topic cluster is multiple pieces of blog content that are grouped by a shared topic and related sub-topics. As a whole, these pages offer comprehensive coverage of a specific subject. These clusters enable site visitors to answer any search query they may have around a given topic, and show search engines that your brand is the expert on your chosen set of topics. (Source: MarketMuse)

Yello topic cluster example
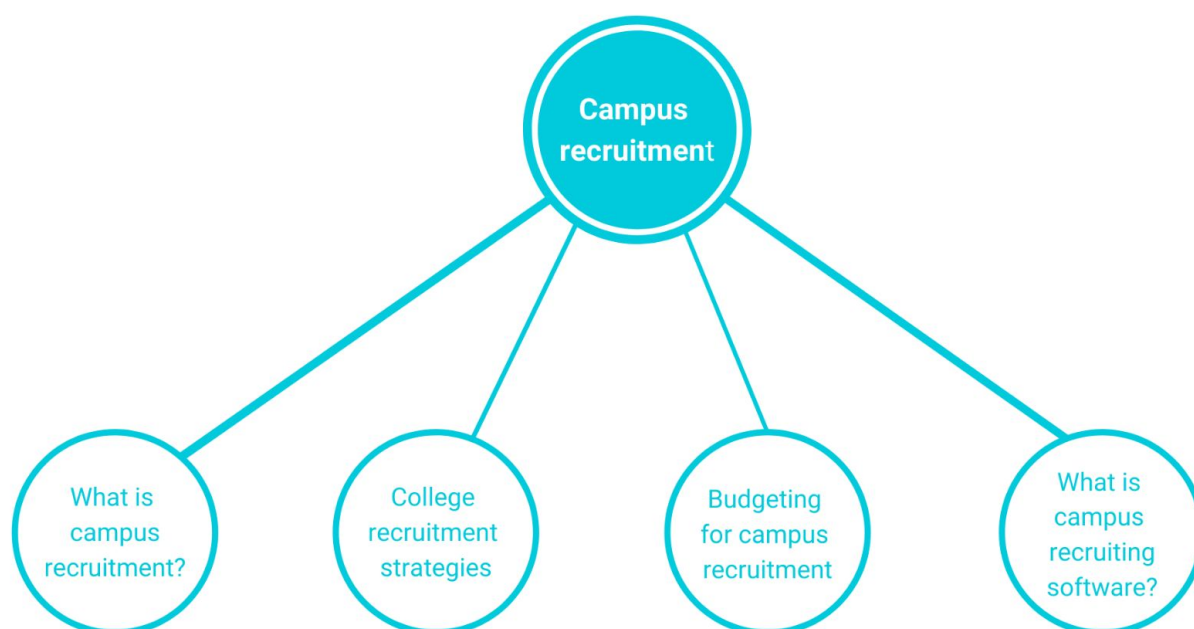
How did they build a topic cluster blog strategy?

1.   Choose topic clusters

Before digging into keyword research, the Yello team looked holistically at the company's brand positioning. What general topics most relate to who they are? What do they do? Who are they speaking to?

Once they could answer those questions, they identified nine brand pillars that would serve as topic clusters on the blog. As a last step, they confirmed that there was a reasonable amount of monthly search volume for each of our topic clusters.

Examples of Yellow Topic Clusters

Topic	Monthly Search Volume
Campus recruitment	720
Recruitment marketing	1,300

2.   Identify blog posts for each cluster

Once they defined their set of topic clusters, the goal was to use the Yello blog to answer every possible search query surrounding each topic.

Using MarketMuse and SEMrush, they identified the target search queries and keywords for each cluster. They then built a blog content calendar around those topics, identifying existing content and planning new content that answer each query.
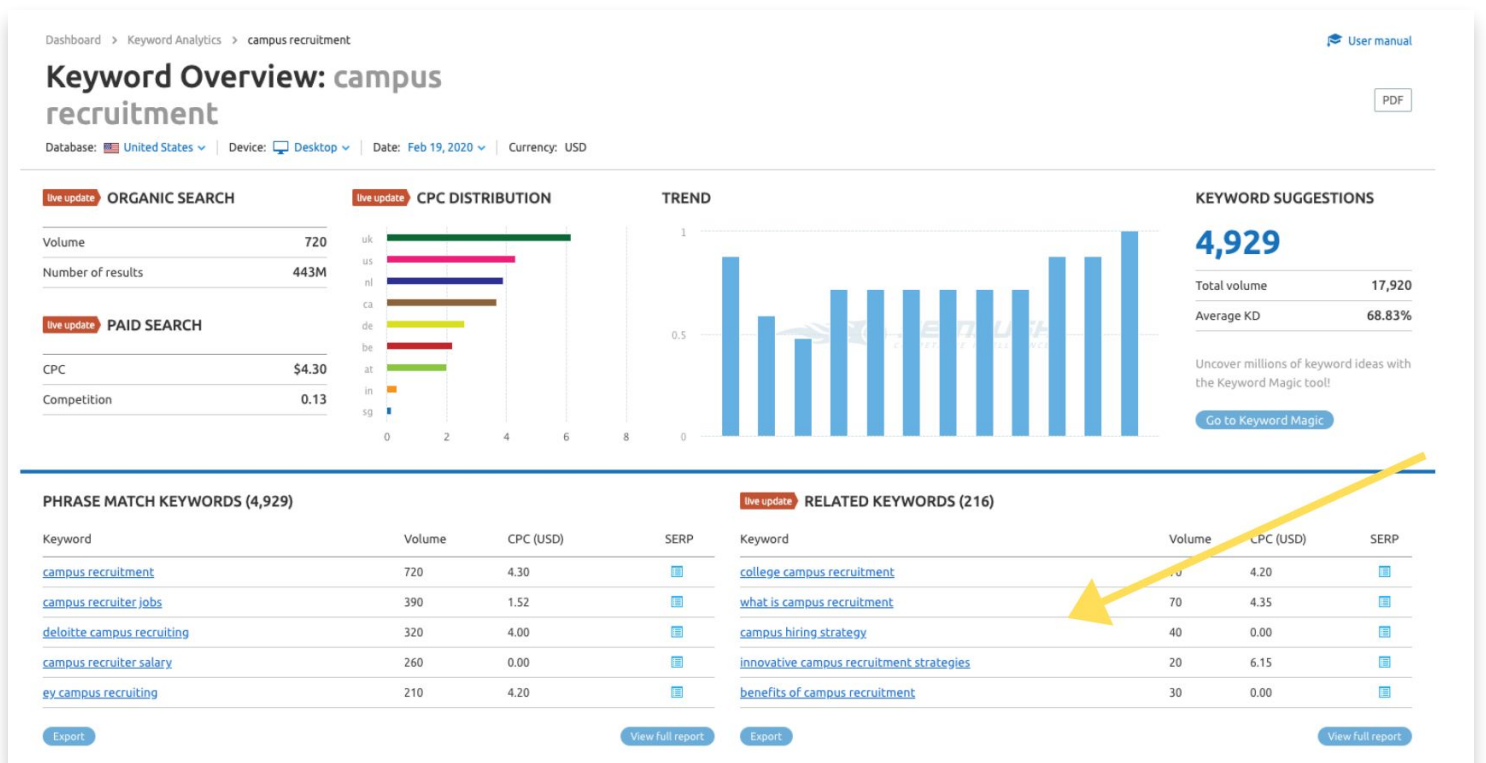
Example
For the "campus recruitment" topic cluster, they looked at related queries and search keywords in MarketMuse and SEMRush. From there, they mapped which queries they've already answered with existing content, and where there were gaps.

MarketMuse search:

	TOPIC	TOP RELATED PAGE	PAGES	OPPORTUNITY ⌄	AUTHORITY ⇕	DIFFICULTY ⇕	COMPETITIVE ADVANTAGE	PERSONA DIFFICUL
☐	campus recruitment	① What is campus recruitment?	2	35	52	76 Hard		24 Muc
☐	what is campus recruitment	① What is campus recruitment?	2	17	49	77 Hard		28 Eas
☐	college campus recruitment	① What is campus recruitment?	2	17	44	84 Hard		40 Eas
☐	companies looking for campus recruitment	③ Big Company on Campus: Recruiting Tips to Stand Out from the Competition - Yello	2	16	48	62 Med.		14 Easi
☐	campus recruitment definition	② What is campus recruitment?	2	12	47	78 Hard		31 Easi
☐	campus recruitment website	① What is campus recruitment?	2	11	39	81 Hard		42 Eas
☐	top campus recruitment companies	③ Big Company on Campus: Recruiting Tips to Stand Out from the Competition - Yello	2	10	40	82 Hard		43 Eas
☐	innovative campus recruitment strategies	⑥ Meet Your 2020 Campus Recruiting Goals With These 20 Strategies	1	-	44	64 Med.		20 Eas
☐	microsoft campus recruitment process	㉖1 Talent Acquisition Software | Yello	1	-	25	82 Hard		57 Easi
☐	benefits of campus recruitment	⑩ Everything You Need to Know About Campus Recruitment	2	-	39	67 Hard		28 Eas

SEMrush search:

Dashboard > Keyword Analytics > campus recruitment

🎓 User manual

Keyword Overview: campus recruitment

PDF

Database: 🇺🇸 United States ⌄ | Device: 🖥 Desktop ⌄ | Date: Feb 19, 2020 ⌄ | Currency: USD

live update ORGANIC SEARCH

Volume	720
Number of results	443M

live update PAID SEARCH

CPC	$4.30
Competition	0.13

live update CPC DISTRIBUTION

TREND

KEYWORD SUGGESTIONS

4,929

Total volume	17,920
Average KD	68.83%

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PHRASE MATCH KEYWORDS (4,929)

Keyword	Volume	CPC (USD)	SERP
campus recruitment	720	4.30	📊
campus recruiter jobs	390	1.52	📊
deloitte campus recruiting	320	4.00	📊
campus recruiter salary	260	0.00	📊
ey campus recruiting	210	4.20	📊

Export

View full report

live update RELATED KEYWORDS (216)

Keyword	Volume	CPC (USD)	SERP
college campus recruitment	70	4.20	📊
what is campus recruitment	70	4.35	📊
campus hiring strategy	40	0.00	📊
innovative campus recruitment strategies	20	6.15	📊
benefits of campus recruitment	30	0.00	📊

Export

View full report

Yello Topic Cluster Planning doc

Header Title	Focus keywords	Search volume	Existing content
What is campus recruitment?	What is campus recruitment	70	NEED
Why should you recruit on-campus?	Why should you recruit on campus	80	Retention, Engagement and Productivity: The Business Impact of Campus Recruiting
			Research: 70% of Companies Recruit on Campus — Do You Stand Out?
What does a campus recruiter do?	campus recruiter salary	260	What does a campus recruiter do? (Writing in August)
			How much does a campus recruiter make? (Writing in August)
How do you build a campus recruiting team?	campus recruiting team	20	NEED: long-form (2,000+ words) - give freelancers access to NACE membership, edit/link back to this post? https://yello.co/blog/build-star-talent-acquisition-department/
College recruitment strategies	college recruitment strategies	110	Year-Round Campus Recruitment Strategies
	recruitment activities ideas	70	How to launch a digital campus recruitment strategy
	college recruiting best practices	50	Meet your 2019 Campus Recruiting Goals with These 15 Strategies
			Getting Strategic About Campus Recruitment: Tips from University Recruitment Leaders
			Case Study: Launching a Culture-Focused Campus Recruiting Program
			NEED: Recruitment activities ideas
			7 Ways to Build Your Employer Brand on Campus
			Turn Campus Hires (And Runners-Up) Into Referral Machines
			Big Company on Campus: Recruiting Tips to Stand Out from the Competition
			6 Ways to Maximize Your Campus Recruiting Efforts
			Client Case Study: Leveraging Technology to Hire Top Student Talent
Budgeting for campus recruitment	N/A		Budgeting Basics for Campus Recruitment
			Campus Recruiting on a Tight Budget (Writing in August)

3. Publish blog posts for each search query within the topic cluster

The next step was to write and publish the new blog post topics that they identified, and optimize any existing content so that it answers each search query as comprehensively as possible.

MarketMuse's Content Briefs offer their writers a full outline of the headings, keywords and links to include in each post so that they're optimized for search. For existing content, MarketMuse's Optimize tool allows us to edit copy in real time, offering new keywords we can insert to improve our search rankings.

MarketMuse Content Brief

MarketMuse Optimize

Target keyword

Live edit blog text
to optimize for
search

Other suggested
keywords to include

4.   Build a topic cluster pillar page

Now that they have a full set of blog posts that answer every possible search query around each subject, it's time to bring it all together with a topic cluster pillar page.

The pillar page serves as a comprehensive guide for each topic cluster, linking to each of the cluster's blog posts and offering a brief summary of each search query. It's like wrapping everything up into one nice package, signaling to search engines that you're an authority on your topic cluster.

Campus recruitment pillar page:

[Everything You Need to Know About Campus Recruitment](#)

Pillar page links to sub-topic blog posts:
- [What is Campus Recruitment?](#)
- [What Does a Campus Recruiter Do?](#)
- [How to Build a Successful Campus Recruitment Team](#)
- [Campus Recruitment Strategies](#)
- [Budgeting Basics for Campus Recruitment](#)
- [Recruiter's Guide to Executing a Successful Recruitment Event](#)
- [What is Campus Recruiting Software?](#)
- [Guide to Campus Recruiting KPIs](#)

5. **Repeat**

They chose to tackle one topic cluster at a time. Now that our campus recruitment topic cluster is complete, we'll continue to repeat the process until all nine clusters have a set of searchable blog posts and a pillar page. Other Yello topic clusters:
- [The Ultimate Guide to Recruitment Operations](#)
- [Everything You Need to Know About Recruiting Generation Z](#)

✦ MarketMuse

This case study was originally written by **Yello on LInkedIn**. MarketMuse is a content intelligence & strategy platform.