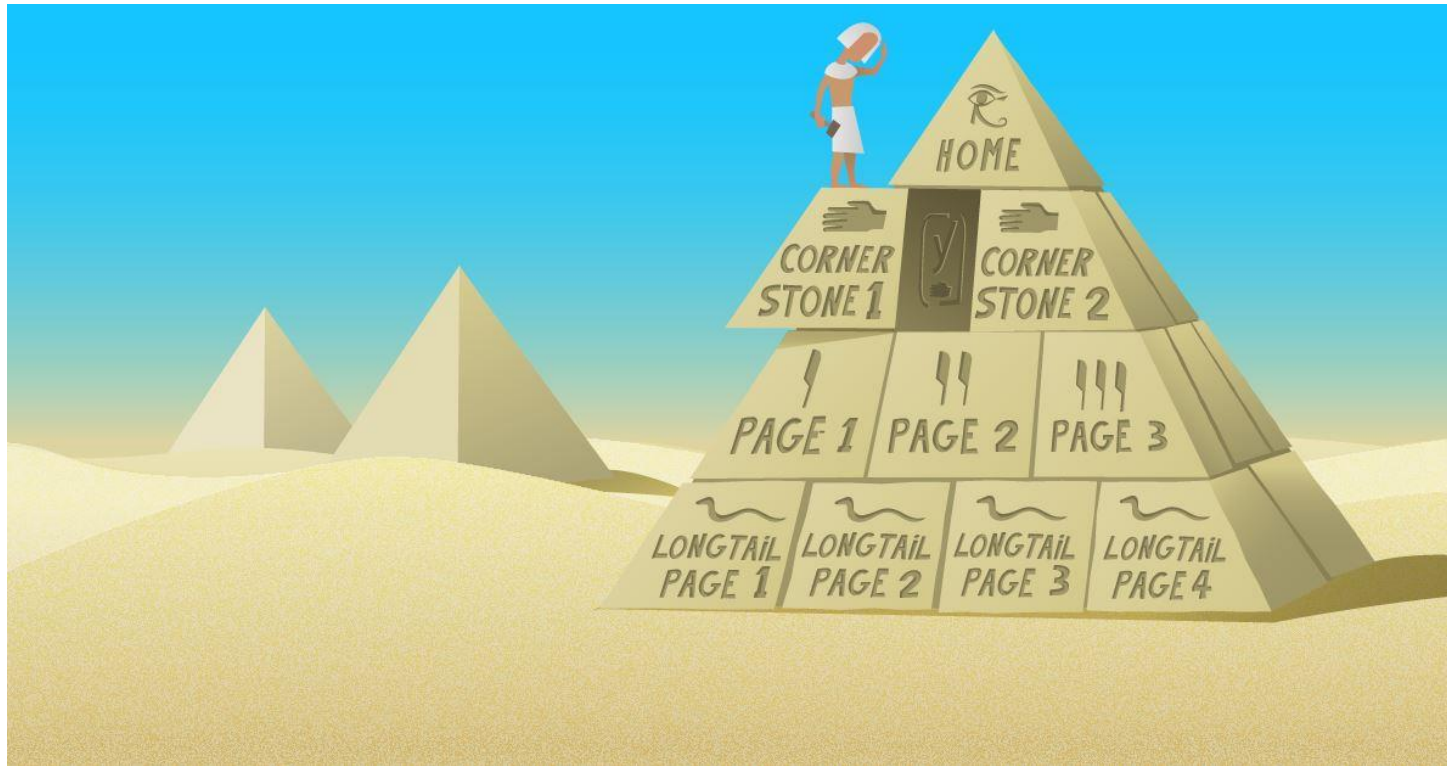


CORNERSTONE CONTENT



What is Cornerstone Content?

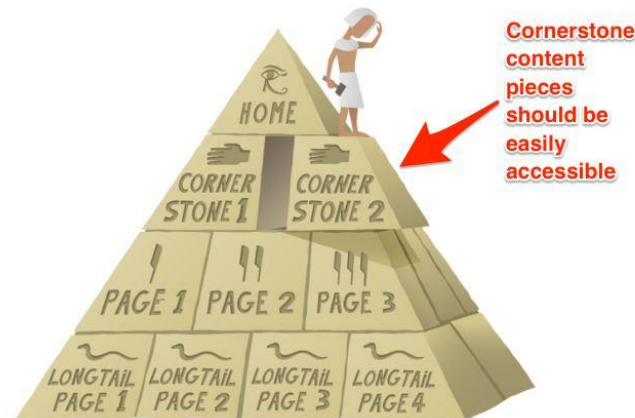
- ▶ Cornerstone Content can be seen as the foundation of your website
- ▶ It relates directly to the most important pages on your site, excl. the homepage
- ▶ Cornerstone Content typically refers to long, well-written pages on your site
- ▶ They reflect your business or the main purpose of your website
- ▶ Typically, a website should have between 3 and 5 pages that are designated as cornerstone articles.
- ▶ You can make cornerstone content a page or a post
- ▶ It is recommended that these articles get updated often
- ▶ Cornerstone Content ties in with Content Silos.

Why Cornerstone Content is Important

- ▶ Cornerstone Content can play a significant role in your SEO Strategy
- ▶ Smaller websites can struggle to rank for highly competitive terms
- ▶ Using Cornerstone content can help with this
- ▶ When writing numerous pages and posts on similar topics, we can land up cannibalising our own rankings
- ▶ We need to be able to tell Google which of these pages is the most important.
- ▶ This is where Cornerstone Content comes in. With proper internal linking, we will be able to tell search engines which is the most important page

Linking Structure for Cornerstone Content

- ▶ Your Cornerstone Articles should sit towards the top of your website pyramid.
- ▶ Ideally, they should be directly accessible from your homepage.



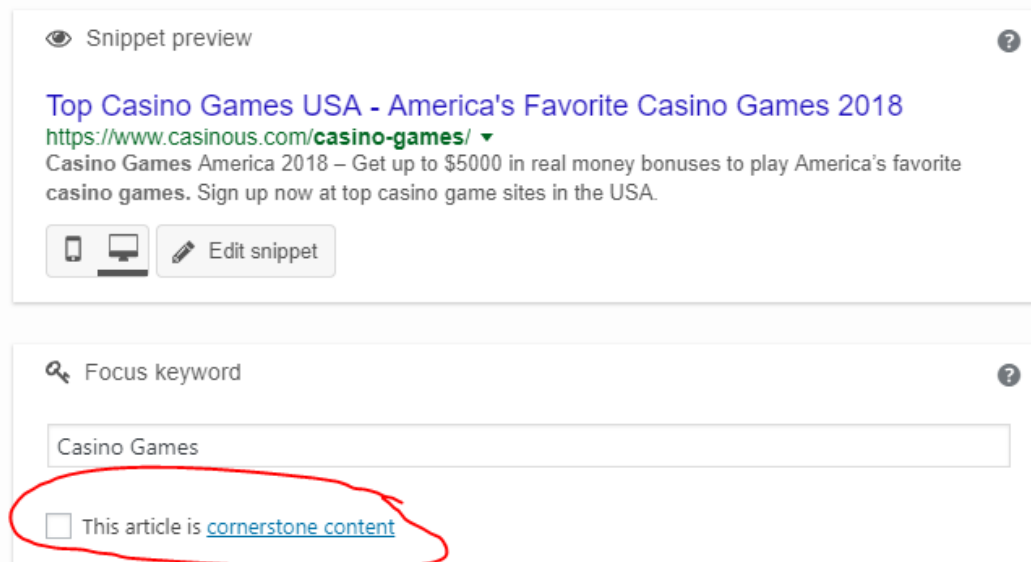
- ▶ As your site grows and you write more articles about subjects similar to your cornerstone articles, all of those pages should contain a link back to the cornerstone page.

Choosing Your Cornerstones

- ▶ As mentioned, your site should have between 3-5 Cornerstone Articles
- ▶ If your site is really large, or small, you could have more, or less
- ▶ Think to yourself, what is the main theme or purpose of my site?
- ▶ What pages are most important to me?
- ▶ Which pages are the most complete?
- ▶ If you had to explain to a friend at a party what you covered on your site, what would be the 3-5 main topics you cover?
- ▶ Which are the pages you would consider most important?

Creating Cornerstone Articles

- ▶ Yoast comes with several tools to help create your Cornerstone Pages
- ▶ When you designate a page as a Cornerstone article, Yoast will be able to assist you with a good internal linking structure



Snippet preview

[Top Casino Games USA - America's Favorite Casino Games 2018](https://www.casinous.com/casino-games/)
<https://www.casinous.com/casino-games/> ▼
Casino Games America 2018 – Get up to \$5000 in real money bonuses to play America's favorite casino games. Sign up now at top casino game sites in the USA.

📱 🖥️ Edit snippet

🔍 Focus keyword

Casino Games

☐ This article is [cornerstone content](#)

Creating Cornerstone Articles Cont.

- ▶ Once you designate the page, you can list them in your page/post overview.
- ▶ This will allow you to easily work on improving the pages
- ▶ Yoast Premium will give priority to these pages, making sure you never forget to link back to it when you write a similar page.
- ▶ In addition to this, if you go to your page/post overview, you will be able to see your cornerstone pages there.
- ▶ This will allow you to see how many links are in the page
- ▶ You should also be able to see how many links are pointing back to the page, although this didn't show up for me.
- ▶ Yoast will also judge the article more harshly, in terms of readability and SEO Score.

Step by Step Guide

- ▶ Step 1 - Choose your keywords. Your cornerstone pages should target the most competitive keywords
- ▶ Step 2 - Go through existing pages/posts and choose the best one.
- ▶ Step 3 - Rewrite. Rewrite the page as needed. Make it as SEO friendly as possible. Pay attention to readability, use plenty of heading. You can use an index at the beginning to help readers. Make sure the info is up to date and is updated regularly.
- ▶ Step 4 - Optimise related pages. Your related pages should be optimised for long tail keyword variants that your cornerstone page is targeting.
- ▶ Step 5 - Linking. Make sure you link back to the cornerstone page from all related pages. This lets Google know it is the most important.



Sources

- ▶ <https://yoast.com/what-is-cornerstone-content/>
- ▶ <https://makeawebsitehub.com/cornerstone-content/>
- ▶ <https://maketraffichappen.com/cornerstone-content/>
- ▶ <https://alienwp.com/cornerstone-content/>

