

# How to Build Topical Authority Like a Master SEO

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When it comes to SEO, building topical authority is key to ranking high in search engine results and establishing expertise in your industry. While it may not be an official ranking factor by Google, it's still an important element of a successful content strategy. In this article, we'll walk you through a step-by-step approach to building topical authority that will set your website up for long-term success.

### 1. Select a wide breadth of topics related to your key offerings

When choosing topics for your content strategy, it's important to cover a wide range of subjects related to your key offerings. This helps establish your brand's level of expertise and provides context for your target audience. For example, if you sell customer relationship management (CRM) software, you might cover topics such as sales, analytics, marketing, productivity, and email marketing. Targeting a diverse range of topics helps build trust and brand visibility among your prospective leads.

### 2. Use subtopics within your core target topics to build content depth

Once you've selected your high-level topics, it's time to dive deeper and create content that addresses subtopics within each core subject. This helps you demonstrate comprehensive knowledge about a given topic and provides value to your readers. For example, if your core topic is marketing, you might create subtopics around digital marketing, ROI of marketing, content marketing, marketing analytics, and more. By covering these subjects in-depth, you establish yourself as an authority in your industry.

### 3. Write comprehensive content

When creating content, aim to cover each subtopic in-depth by answering the main question and providing valuable insights. Go beyond the surface level and dive into related themes and questions to provide even more value to your readers. This shows that you have a deep understanding of the topic and positions you as an expert in your field.

## **4. Find a unique angle for every piece**

With so much information available on the internet, it's important to find a unique angle for each piece of content you create. Incorporate information gain by offering new insights, quoting experts, providing a new method or solution, or exploring an existing topic from a fresh perspective. This sets your content apart from others and adds value for your readers.

## **5. Define your brand's voice**

Consistency is key when it comes to content creation. Define your brand's voice and tone to ensure a seamless user experience across all your content. This includes guidelines for grammar, punctuation, formatting, and style. By establishing a consistent voice, you build trust and credibility with your audience.

## **6. Ensure crawl efficiency**

Make it easy for search engine bots to discover and index your content by improving crawl efficiency. This includes internal link building and creating a clear URL structure. Internal links help search engines understand your website's structure and hierarchy, while a well-defined URL structure makes it easy for readers and search engines to navigate your site.

## **7. Increase your publishing velocity**

While quality is important, quantity also plays a role in building topical authority. Increase your publishing velocity by creating more content and posting more often. This helps establish your brand as an industry thought-leader and shows search engines that you are actively producing valuable content. However, be cautious not to sacrifice quality for quantity.

## **8. Market your brand on other domains**

Building a strong backlink profile is crucial for building topical authority. Aim to earn quality backlinks from other authoritative sources within your industry. Guest posting, participating in

case studies, webinars, and engaging in social media exchanges are all effective ways to market your brand and generate inbound links.

## **9. Continue monitoring existing content**

Auditing and updating your existing content is a productive way to maximize your content investment. Regularly updating your content shows that you are actively maintaining your expertise and staying relevant. It's also an opportunity to incorporate new trends, technology, and address changes in user intent.

In conclusion, building topical authority is an ongoing process that requires strategic planning, comprehensive content creation, and consistent effort. By following these steps, you can establish yourself as an industry expert and improve your search engine rankings. Remember to stay up-to-date with the latest SEO trends and continue refining your content strategy to maintain your competitive edge.