Ultimate Checklist for Creating Pillar Pages & Matching Ebooks

Use this checklist to support your Pillar Page SEO strategy.

A Pillar Page (i.e., a guide, whitepaper, or ebook) is a long-form content of about 3,000 words.

It is a general education piece that establishes you as a thought leader in your space.

The Pillar Page intralinks for SEO purposes to other content on your website (blogs, landing pages, website pages). **BUT** a Pillar Page's content can also be used as a way to capture emails by gating it behind a Landing Page.

That Landing Page can then be promoted in AdRoll and used as a CTA in future relevant blog posts, newsletters, etc.

This Ultimate Checklist will ensure you do not miss steps in creating your content and subsequent Pillar Page that openly displays that content in tandem with the Landing Page creation that the PDF ebook version sits behind.
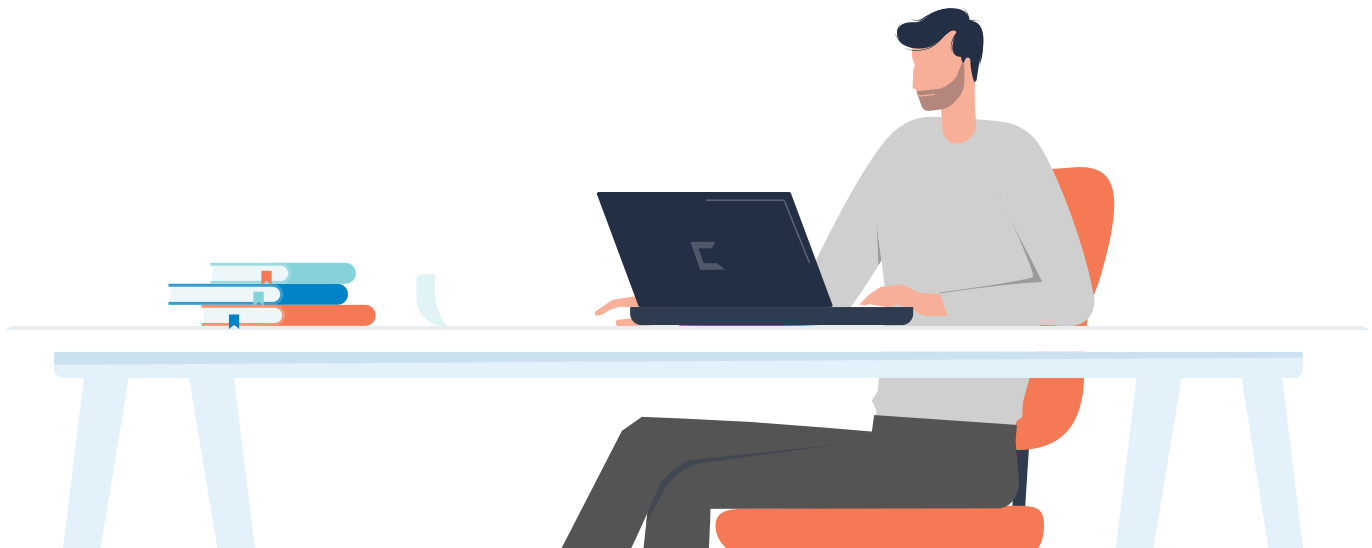
NOTE: There are images depicting these assets at the end of this document

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Steps to Creating the Content for your Pillar Page/Ebook

☐ Research and discuss topics with the team

- What is relevant to prospects?
- What keyword phrases are searched online?
- What stands out from competition?

☐ Create content outline

☐ Content outline approved

☐ If outsourcing the writing, phone orientation meeting with writer and client/account team/marketing/key salespersons

- **NOTE**: Do not skip this step. This allows the writer to capture your tone of voice and unique perspective on the topic. This will reduce editing and result in a more compelling piece of interest to your prospects.

☐ Content draft approved

Now that the draft is approved, you can start building the marketing assets. You will likely have different teams that build the two separate versions. Below are checklists to both.

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Creating the PDF Ebook Version and Supporting Landing Pages

☐ Select PDF version's style
- **Ebook style format options**

☐ Send approved draft copy to your designer to create the stylized PDF version

☐ When PDF created, QA everything, checking that hyperlinks work and the layout and content are correct.

☐ The Landing Page series is ready to be created. This should include:

- Landing page that includes a teaser to the PDF and a form to fill out so you obtain an email before providing the PDF.
- Thank you page, thanking the user for downloading the PDF. This page will contain the open link to the PDF as well.
- Thank you email. Have a follow up email readily deliver to the user's inbox and include: the PDF link, another thanks, and a link to another item of potential interest.
- NOTE: For a full set of instructions on creating a Landing Page series, see our *Ultimate Landing Page Checklist*.

☐ Create AdRoll to promote the new ebook.
- Directions on required **AdRoll sizing**.

☐ Create a meta feature image for use on Pillar website page and main landing page.
- Recommended sizing: 1200 x 600

☐ Create an ebook CTA for your weekly newsletter footer.
- Recommended sizing: 1200 x 580.

☐ Create a blog post plugging the new ebook version. Use CTA at the end of the post pointing to the Landing Page.

☐ Create a popup promoting the new ebook version.
- During this step, take a moment to consider if you should add the new Landing Page to any exclusion rules on existing popups.

☐ Double check if you need this new ebook assigned to a white paper or resources page.

Creating the Pillar Page Webpage Version

☐ Send approved draft copy to your web administrator to create the Pillar Page version

☐ Create CTAs pointing to Landing Page to download PDF version for use throughout Pillar Page content.

     • Recommended sizing: 600 x 200

☐ QA new Pillar version online <u>and on mobile</u>.

☐ When the Pillar webpage is finalized and approved, have assigned to the navigation bar of the website.

☐ Intralink the Pillar to 3-5 relevant blog posts (or create new ones that you can intralink).

     • NOTE: Intralink means a link in the Pillar and to a blog post, and vice versa.

Examples of a Pillar Page, Ebook, Landing Page, CTA, and Popup

Completed PDF Version of Long Content:

The Truth About B2B Marketing

B2B marketing results are greater than the sum of its parts. Before you spend one dime on marketing read this.

Authors

Kelsey Galarza and Rebecca Gonzalez
Co-founders, Orange Marketing

Intended Audience

B2B business owners or entrepreneurs just starting their marketing journey or experienced B2B executives frustrated with the revenue generated from marketing spend.

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Link to Ebook Example

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Completed Pillar Page:

Link to Pillar Page Example

Completed Landing Page:

Link to Landing Page Example

CTA Example:

Popup Example:

NOTE: Both the CTA and Popup above should link to the new Landing Page that captures an email in exchange for the PDF downloadable.