Everything You Need to Create Powerful Website Silo Architecture for WordPress

☑ **PROJECT CHECKLIST**

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Keyword Research & Selection

1. HARVESTING KEYWORD DATA

❑ **Get the broadest market terms by using Google's "Related Searches"**

1. Copy and Paste the obvious keywords (and try new ideas)

❑ **Conduct competitive analysis to uncover more keywords**

1. Use SEM Rush to Find Keyword Candidates
2. Use Google AdWords Keyword Suggestion Tool
   1. Query the URL of competitor websites
   2. Query URL of Wikipedia or Authority Sites
      1. Retrieve semantically related terms "entities"

2. REFINE KEYWORD COLLECTION

❑ **Explore related markets**

1. Mine keywords from similar markets and related products

❑ **Remove irrelevant or low value keywords**

1. Competitor brands
2. No search volume
3. No/low PPC value

Organize Themes and Silos

1. IDENTIFY SILO KEYWORD

❑ **Sift your keywords (then use fragments to drill deeper).**

1. Use MS Excel to sort for keyword value
   1. By Search Volume
   2. By PPC volume
   3. By PPC price
   4. By Competing pages

2. Use MS Excel to organize into keyword themes
   1. Thematic Clusters

2. IDENTIFY LUCRATIVE CATEGORIES

❑ **Each category should have at least 5 supporting articles.**

1. The more competitive the category, the more supporting articles are needed to support it. Competitive markets may require 50+ supporting articles under a category.
2. Don't overthink it, it's the combination of the Silo, Category and Supporting Article that make the URL and the silo buoyant.

3. IDENTIFY SUPPORTING ARTICLES

❑ **Don't over-optimize, look for variety in modifiers and keywords.**

1. Find phrases the market is using.
2. Search volume matters to some extent, but relevancy is more important to create the appropriate signal through diversification of the topic covering a broad array of keywords that support the theme.

Installing into WordPress

1. PRIMARY NAVIGATION

❑ **Manually Create Silo Navigation**

    1. Use WP Custom Menus
        1. Add silos and other pages (About/Contact/etc)

2. SIDEBAR NAVIGATION

❑ **Manually Add Silo Builder Widget**

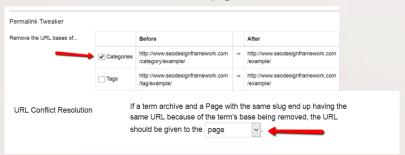   1. Add SDF Silo Navigation Widget

3. CRUCIAL TWEEKS

❑ **Set Permalinks**

    1. Under WordPress Menu: >>Settings >>Permalinks
    2. Use Custom: /%category%/%postname%/

❑ **SEO Ultimate Plugin Settings**

    1. Under WordPress Menu: >> SEO >> Miscellaneous >> Permalink Tweaker
        1. Remove the URL Base of "categories"
        2. Set URL Conflict Resolution to "page"

NOTE: 3 Things to Avoid When Siloing

1. Don't Bleed Your Silos

❑ **Link-Flow Matters; Don't Link Outside Silos.**

1. No Cross-Linking
    1. Example: Supporting Articles from Silo1 and Silo2 should not link to each other.
    2. The same applies from categories from different silos (don't do it).

2. Maintain Integrity of the Inter-linking

❑ **Use Custom Menus**

1. You can either create a custom menu
2. Or use the auto generated Silo Menu

3. Don't Over-Optimize URL's

❑ **Build Silos Wisely**

1. If the keyword is present in Silo, category or supporting article, don't keep repeating it and think it will help you in the long-run.
2. Use modifiers or other popular keywords in place of over-optimizing and (stuffing) your URL's

"You need more than just a pretty website! SEO, social signals and the semantic web matter, and if you're not ahead of the curve, you're behind everyone who is."

–Jeffrey Smith

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