

# HOW I CREATE KEYWORD CLUSTER IN 8 SIMPLE STEPS

Explained at a  
7th-grade level



**Wait, what are those?**



**Imagine a wardrobe;  
Each piece of clothing  
Represents one keyword,  
But they all hang in the closet**



For example, **don't write 1 article**

**Write many** to cover all queries

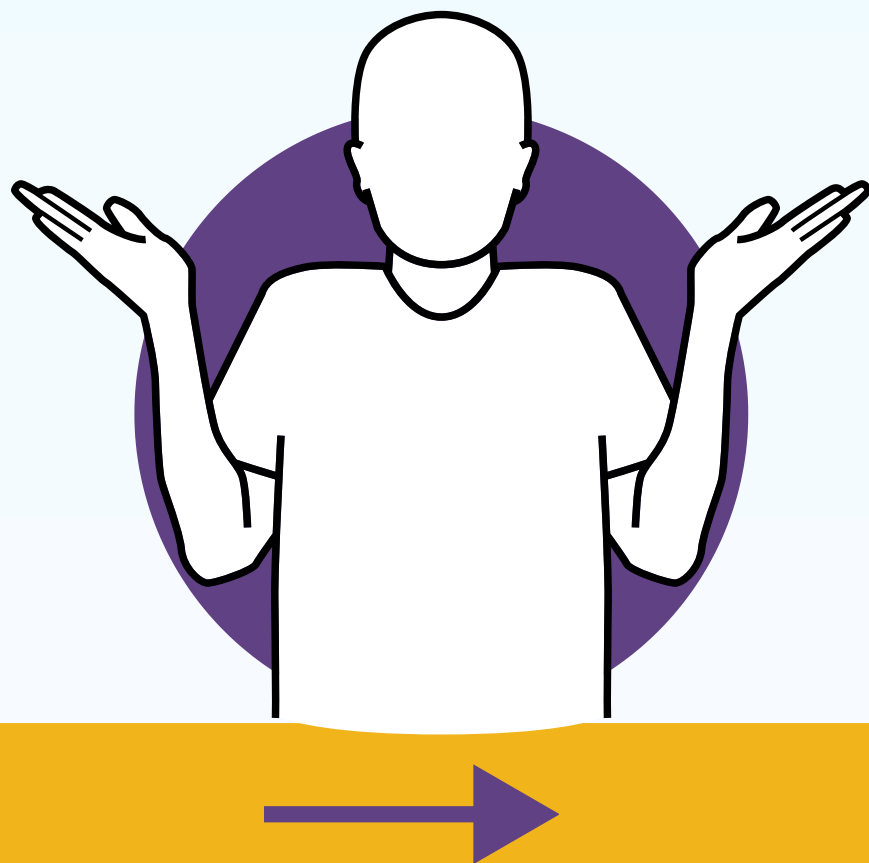
Within a specific category,

Then internal link them.



**Okay, so how do we find them?**

- 1) Go to your keyword research tool**
- 2) Research your primary keyword**
- 3) Collect relevant/related KWS**
- 4) Add them to a spreadsheet**
- 5) Add a column for "cluster"**
- 6) Start grouping KWs**
- 7) Scan competitors**
- 8) Scan SERPS**





**For example**

**Primary Keyword:**  
**Meta description**



# Cluster = **These Blog Topics**

- **Meta Description Examples**
- **What is a Meta Description?**
- **How to Write a Meta Description**
- **Do Meta Descriptions Affect SEO?**
- **Meta Keywords vs. Meta Descriptions**
- **Are Meta Descriptions a Ranking Factor?**
- **How Long Should a Meta Description Be?**
- **How to Check Meta Description of a Website**



# Clusters come with massive advantages:

- Better long-tail & short-tail coverage
- They are great for internal linking
- Showcases depth and expertise
- Leads to more organic traffic
- Increases topical authority

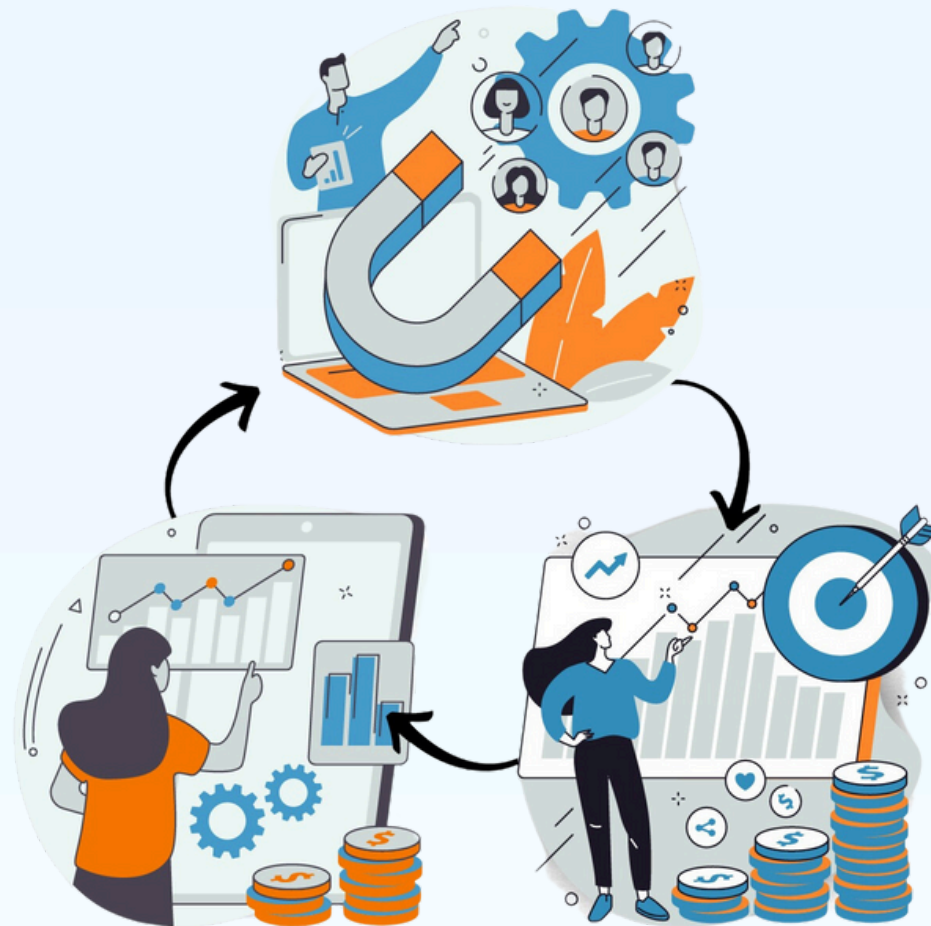




**Want an SEO strategy  
that actually moves  
the needle?**



# Our BOFU Blogs Bring Buyers to You



**Get a Free SEO Content  
Audit**

**[www.thedigitalaura.com](http://www.thedigitalaura.com)**