















It's for SEO: Organizing Your Keyword-Targeted Content to Maximize Search Traffic

There are, however, some important, best practices we can't skip when it makes sense:

- 1) In general, build a narrow organization
 - Adorable Animals → Hedgehog → Hedgehogs in military uniforms
 - Adorable Animals → Hedgehog → Hedgehogs wearing ridiculous hats
- 2) For SEO, it helps to take up and down one level of descriptive anchor text → Bread crumbs can work for this, but aren't required
- 3) When publishing fresh content (like a blog), link back to the most relevant, evergreen pages that a user might actually click.
 - Quality > Quantity | Don't worry about keyword cannibalization
- 4) Make subpages when there is unique intent, otherwise, combine into a single page targeting all the keywords matching that intent

Slow Loris yawning	Slow Loris sleepy	Slow Loris sombrero	Slow Loris top hat
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Intent is the same! 1 page!

Intent is different! 2 pages!

