

Inventory Cheat Sheet

This workflow will help you find opportunities to update existing pages or create new content. You'll find them within Inventory by looking at topics, pages, or a combination of both. The workflow can be turned into a repeatable process using Saved Views. These views allow you to control the columns and rows of data that appear in the table.

Topics

Content Gaps is a Saved View Template that helps you quickly find non-ranking topics associated with your site. It's a simple view that filters based on rank being empty.

- Click on the name of the Saved View to change it.
- Click on View Templates and select Content Gaps.

Topics		Search for a topic, URL or page title...	
Content gaps Oct 18-19:23		Configure Table	
1 Filter		Show Archived Items	
TOPICS	TOP RANK	Where	Best Rank
is empty			
+	Add filter		View Saved
Apply			
DIFFICULTY	COMPETITIVE ADVANTAGE	PERSONALIZED DIFFICULTY	
82 Hard		86 Hard	
visionary leadership blog	NR	10	5
rick lieblich	NR	10	-2
good compelling design	NR	10	0
magical moments	NR	10	5

You can add other conditions to the filter to create a more manageable list, if you wish. Use Topic Volume (average monthly searches) as a condition if you're doing a traffic play. Use Potential Value (\$,) which is topic volume * CPC, to find high-value search terms. When you find a potential candidate:

- Right-click and select "Run in application > Research" to further research the topic before creating a new page.

Pages

Highest Page Authority is a Saved View Template that can help uncover the highest performing pages. These pages offer great potential for additional supporting content, because they typically rank for a large number of topics.

- Click on the name of the Saved View to change it.
- Click on View Templates and select Highest Page Authority.

Pages		Search for a topic, URL or page title...
<div> <div></div> <div>Highest Page Authority</div> </div>	<div> <div></div> <div>Configure Table</div> </div>	<div> <div></div> <div>Filter</div> </div>
	<div> <div></div> <div>URL</div> </div>	<div> <div></div> <div>PAGE AUTHORITY</div> </div>
	https://contentmarketinginstitute.com/	<div>55</div>
	https://contentmarketinginstitute.com/articles/how-to-develop-a-wikipedia-page/	<div>50</div>
	https://contentmarketinginstitute.com/developing-a-strategy/	<div>46</div>
	https://contentmarketinginstitute.com/articles/editorial-calendar-tools-templates/	<div>44</div>
	https://contentmarketinginstitute.com/articles/branded-content-right/	<div>44</div>
	https://contentmarketinginstitute.com/articles/content-definition/	<div>43</div>
	https://contentmarketinginstitute.com/articles/writing-examples-tools-tips/	<div>43</div>

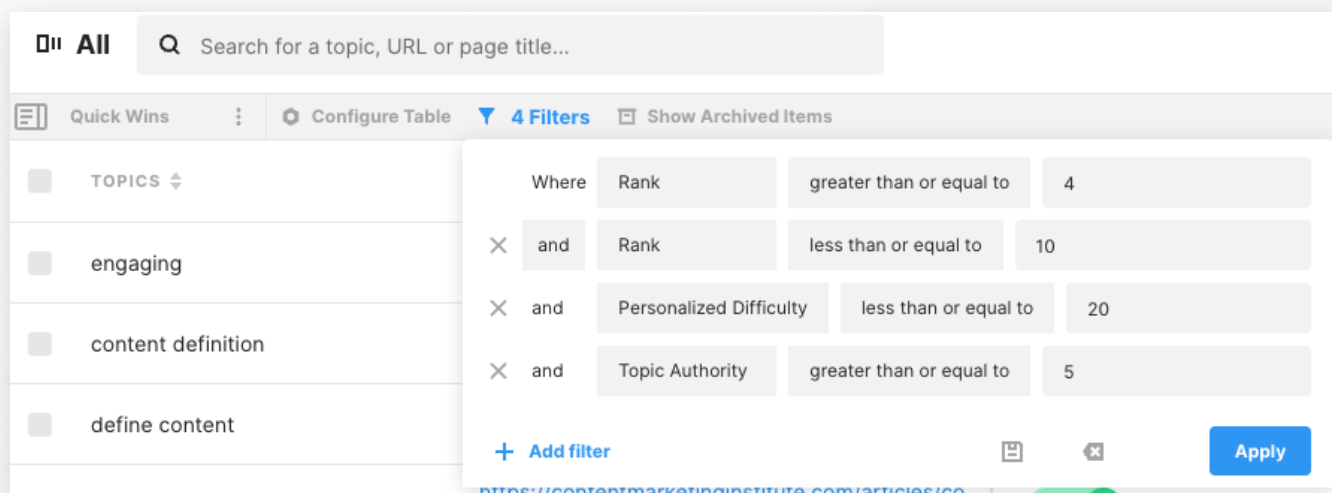
- Right-click and copy the URL of a page that interests you.
- Paste it into the search bar in All Inventory (make sure the view you're using has no filters)

For each ranking topic, ask the following questions:

- Is the page about this topic? If so then Research and Optimize this page/topic combination (right click and run it in both applications)
- Can the topic be incorporated into the existing page in a way that preserves the current narrative, maybe in a paragraph or section? If so then Research and Optimize this page/topic combination (right click and run it in both applications). NOTE: Don't try to optimize the entire page for this topic. Instead use the topic model to ensure the section that deals with this subject is the best you can write.
- Is that topic best addressed by a page that specifically focuses on the subject (either it requires a lot of detail or the topic is highly valuable)? Create a new page using Research and Optimize. If possible add a sentence, paragraph, or section in the existing page and link to this new piece of content.
- Is it a close variation of the term that this page is optimized for (e.g. Canada vs United States, United States vs Canada). Ignore it — focus your optimization efforts on the focus topic of the page.

All

All Inventory is a great place to find quick wins that have a high probability of success. Set up the following filter to find these potential candidates.



For each ranking page/topic, ask the following questions:

- Is the page about this topic? If so then Research and Optimize this page/topic combination (right click and run it in both applications)
- Can the topic be incorporated into the existing page in a way that preserves the current narrative, maybe in a paragraph or section? If so then Research and Optimize this page/topic combination (right click and run it in both applications). NOTE: Don't try to optimize the entire page for this topic. Instead use the topic model to ensure the section that deals with this topic is the best you can write.
- Is that topic best addressed by a page that specifically focuses on the subject (either it requires a lot of detail or the topic is highly valuable)? Create a new page using Research and Optimize. If possible add a sentence, paragraph, or section in the existing page and link to this new piece of content.
- Is it a close variation of the term that this page is optimized for (e.g. Canada vs United States, United States vs Canada). Ignore it — focus your optimization efforts on the focus topic of the page.