

# INCREASING TOPICAL AUTHORITY FOR THE WEBSITE WHYDOPILATES.COM



This is the present day story of an old domain [www.whydopilates.com](http://www.whydopilates.com) that now has established some online visibility. This website had little to no online visibility 7 months ago. It now has some visibility online and work is continuing to maintain and grow this online visibility but with a focus on establishing topical authority for Pilates as an addition to a person's lifestyle in some way.

## CHALLENGE

To increase the topical authority of Pilates as an addition to all lifestyles while maintaining online visibility.

## SOLUTION

### Plan:

To create a knowledge graph within the website. This will be done by creating more relevant internal linking through the use of Pillar pages. Pillar pages will be created for each blog "category" linking to relevant blog posts. Pillar pages will include elements of SEO that have adapted to the changes in search, in particular, the greater use of AI tools and agents.

### Implementation:

April 2025 - present: Started writing pillar pages based on post categories.

Each pillar page incorporates elements to help gain visibility to the changing landscape of SEO. These new elements include:

- An FAQ is at the end of the article. (This is to appeal to voice search, zero-click content.)
- The content on the pages is focused on an entity rather than just a focus keyword/phrase. E.g. Pilates for posture (Search engines are getting "smarter" and considering entities of a post/webpage content)
- A table of contents is included before the body of the article. (This is to make the article more skimmable for a reader.)

- A short introduction is included before the table of contents and the body of the article.
- The article itself is divided into sections separated by appropriate headers. (The idea here is that AI agents learn in chunks of information rather than large quantities.)
- The pillar pages are an overview of the main topic/concept/entity, with internal links to relevant blog posts with topics related to this particular entity. (The idea is to hopefully create a "knowledge graph" around that entity present on the pillar page.)

### Going forward:

- Continue creating Pillar pages for the remaining post categories.
- Audit the site for any issues, in particular technical SEO.
- update older posts to incorporate post structure based on above adaptations of SEO
- Create an off-page SEO plan
- Traffic metrics that will help determine if topical authority is being achieved
  - CTR and impressions - to measure awareness (helpful content)
  - Time on page/site - to measure ease of navigation (when visitors are considering the content)
  - share of voice (This will be harder to measure.)

## SUCCESS

At least 5 pillar pages have been created implementing structural components to the posts to address the adaptations of SEO to changing search. Internal linking is being established to create a knowledge graph around category related topics.

## ASSETS

[Business Case for SEO - Creating Topical Authority](#)

[SEO Writing Samples of Pillar Pages](#)