HEY! HERE'S YOUR (SAMPLE) TOPIC CLUSTER ON

SUSTAINABLE EATING. START HERE 👇

Here you'll find all ten articles of your topic cluster (*but as this is a sample taken from a larger cluster I've just included 2 so you can get an idea*). In every article outline you'll have:

➔ Word count range per article
➔ Primary Keyword for each post
➔ Title tag
➔ Meta Description
➔ H1 tag
➔ Subheadings to use in each section (and what you should be linking to in each of these sections)
➔ What research & stats to link out to
➔ What internal articles to link to
➔ FAQs to include in each article
➔ Semantic entities to include and how many times they should appear (geek speak for related terms that need to appear so Google understands exactly what your content is about)
➔ How many images should be included
➔ How many links & headings should be added as a minimum

If you have any questions or problems please contact me at kerry@godsavetheserp.com and I'll help you out in whatever way I can.

WORDPRESS USER? HERE'S WHAT I RECOMMEND TO HELP MAKE YOUR CONTENT EVEN SEXIER

There are some plugins that I just love for WordPress. Here are some of my favourites:

➔ RankMath: an SEO plugin that does way more than Yoast. You can track your keywords, integrate it with Google Analytics and include a wide range of schema into your posts which boosts the chance of getting a featured snippet. It's also cheaper than Yoast and includes features that Yoast makes you buy a separate plugin for.

➔ Ultimate Blocks: I LOVE Ultimate Blocks. It's a great way to give your content some extra flare by giving you more options for your Gutenberg editor. Personally, I love the "click to tweet" block which makes your content more shareable on Twitter. They also have a great built-in social share block.

➔ Astra Pro: this is the theme I use on my website and I love it! They regularly update it and it's very lightweight, meaning your website loads faster.

NOW, LET ME INTRODUCE YOU TO YOUR OWN SEO CONTENT MARKETING STRATEGY 🎉

Article Type: Cornerstone Content
<title> Guide to Sustainable Eating for Beginners </title>   Sustainable Eating Guide: make your eating habits more environmentally friendly   **Word Count**: 2,800 - 3,200+ **Headers**: 5

Links: 6

Images: 4

Meta Description

This no-nonsense guide to sustainable eating will set you up on your journey to make your food choices much more eco friendly. It all starts with these small steps.

Introduction

Introduce the main theme, why you're writing this and what the reader will learn by reading more. Don't ramble here, get to the point quickly.

Add your social share icons above the text (and at the end of your article - I use Ultimate Blocks for this).

[Table of Contents]

Subsections & Headings

<h2> What is Sustainable Eating? </h2>

Be direct and clear here. Answer the question within the first sentence then elaborate.

<h2> Why is it Important to Eat Sustainably? </h2>

Introduce the main problems with unsustainable food production and use some of the stats included in this brief to reinforce your arguments. Remember - first answer the question THEN elaborate.

<h2> What are the Benefits of Sustainable Eating? </h2>

*Be direct and clear here. Answer the question within the first sentence then present the reader with a **bulleted list of different benefits.***

How Can You Start Eating Sustainably?

Quick sentence here recognising that starting this journey can be overwhelming but you're going to break it down into its principle components.

Add a bullet list of the topics you'll be covering using the same subheads as below. Here is also a good place to include an infographic giving an overview of these points below.

1. Reduce food waste

30% of the food produced is wasted, with serious repercussions for the environment. (wwf.org.uk)

According to a 2020 report by the Waste and Resources Action Programme (WRAP) , UK households generate 4.5 million tonnes of avoidable food waste every year, amounting to £700 for an average family with kids. (theveganreview.com)

Link to article: Creative Solutions for Food Waste

Link to article: Benefits of reducing food waste

Link to article: Zero Food Waste Recipes

2. Choose organic

Link to article: how do organic products help the environment?

3. Eat Food that's in season

Resource link: https://www.seasonalfoodguide.org/

4. Eat more plants

Link to: environmental reasons to go vegan

Link to: vegan environmental statistics

5. Buy Food without Packaging (Go-Zero Waste)

Link to article: how to zero waste grocery shop

6. Grow your own food

Link to article: environmental benefits of growing your own food

- Bullet list: easy foods to grow for beginners

7. Look for products containing RSPO certified palm oil

Intro sentence describing what this means.

8. Eat Local Produce

- Bullet list: benefits of eating local produce (give 2-3 then link to other article)

Link to: benefits of eating local produce

9. Eat more Variety

75% of the world's food supply comes from just 12 plants and five animal species.
[(wwf.org.uk)](https://wwf.org.uk)

How to Eat Sustainably on a Budget

Quick intro

- *Bullet List of tips*

Sustainable Eating Facts that will Blow your Mind

"If everyone reduced the amount of animal products that they ate to meet their nutritional requirements, the total agricultural land required would decline by 13%" WWF Appetite for Destruction Report, 2017 The same concept applies to most food that we eat. What's more, there are many other reasons we should all be increasing the variety of plants we consume. For example, by growing different crops, farmers can reduce the financial risk of price

fluctuations and the potential of losing an entire crop to unfavourable weather or disease. (wwf.org.uk)

Today, food accounts for about 25% of the greenhouse emissions released into the atmosphere. (nctce.com.au)

Livestock production – which includes meat, milk and eggs 40 percent of global agricultural gross domestic product, and uses one-third of the world's fresh water ( ). (hsph.harvard.edu)

50% of food waste occurs in the home. (asustainablelife.co.uk)

The livestock industry alone generates nearly 15% of all man made greenhouse gas emissions. (wwf.org.uk)

Animals need room to graze and therefore take up ~ 70% of all agricultural land, causing unnecessary deforestation. (totaste.com)

FAQS

Remember: answer the question as quickly and directly as possible THEN elaborate.

<h2> FAQs About Sustainable Eating </h2>

- What are examples of sustainable food?
- What are the least environmentally sustainable foods?
- What is the most environmentally sustainable diet?
    - With global meat consumption soaring 500% between 1992 and 2016, it is clear we need to rebalance our diets by prioritising plants and moderating our intake of animal products. (wwf.org.uk)
    - For a diet to be considered sustainable, food should be produced in a way that protects the environment and has a low impact on biodiversity, ecosystems, and natural resources. A sustainable diet should also be "nutritionally adequate, safe, healthy, culturally acceptable and economically affordable" (Emissions created from food production are more damaging to the environment than transportation emissions. ( ) In order to determine the sustainability of a food system, researchers evaluate land use, water use, and greenhouse gas emissions . Greenhouse gas emissions trap heat in the atmosphere, damaging the ozone layer and contributing to global warming. (Beyond environmental concerns, current food systems also create many

unhealthy food choices that can be detrimental to our physical health, decreasing life expectancy and leading to various chronic diseases. (epa.gov)
- Are plant-based meat alternatives more environmentally friendly and sustainable?
- Do you have to cut out meat completely to eat sustainably?

Semantic Entities (related terms to include in your content and roughly how many times they should appear. This helps Google understand that you're covering a topic in-depth and is much more important than "keyword density").

Sustainable eating: 7

food production: 1

animal products: 4

Food Waste: 3

plant-based foods: 2

Greenhouse Gas Emissions: 3

environmental impact: 2

carbon footprint: 2

sustainable food systems: 1

Plant-based diets: 2

plant foods: 2

food chain: 1

Organic food: 1

consumption of meat: 1

Healthy Eating: 3

Article Type: Top of Funnel

<title> 5 *very convincing* Environmental Reasons to go Vegan </title>

<h1> Pass the Humus! After Reading These 10 Environmental Reasons to Go Vegan you'll never look back </h1>

Word Count: 2,800 - 3,000

Headers: 6

Links: 15

Images: 6

Meta Description

Is a vegan diet really more environmentally friendly? We offer up our top 5 environmental reasons for going vegan, but also why not ALL vegan foods are equally green...

Introduction

[Social share icons]

Quick intro addressing the various environmental benefits of veganism and what they'll learn in this article.

Good intro quote from the Guardian: More and more world organizations are recognizing that to cut back on the human impacts of climate change, we must reduce or remove our demands for animal products. If you consider yourself an environmentalist but you still support animal agriculture with your dollar, going vegan is one of the most important steps you can take in the fight to save our planet. (theguardian.com)

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Subsections & Headings

\<h2\> 1. Reduce Livestock Emissions \</h2\>

- Cows and sheep are responsible for 37% of the total methane (23 times as warming as CO2) generated by human activity.4 (https://www.downtoearth.org/go-veggie/environment/top-10-reasons)
- The livestock industry also generates 65 per cent of human-related nitrous oxide, which has 300 times the Global Warming Potential (GWP) of CO2. https://www.downtoearth.org/go-veggie/environment/top-10-reasons

\<h2\> 2. Save large amounts of water \</h2\>

In the United States, 80-90% of water is consumed for agriculture 56% of that water is used just to grow the crops that are fed to animals raised as livestock. (vegantravel.com)

According to the UN Food and Agriculture Organization (FAO), "It takes between 1 and 3 tonnes of water to grow 1kg of cereal. (veganfriendly.org.uk)

In an investigation published in the Journal of Cleaner Production in 2017 , researchers found cricket farmers in Thailand used nearly 25% less water than those rearing chicken in the country (though chicken farms in other countries may use less water). (bbc.com)

\<h3\> What Vegan Foods Use a lot of water? \</h3\>

==***Important to balance with food that's grown which also needs a lot of water***==

- Bullet list

\<h2\> 3. Avoid polluting our streams/rivers/oceans \</h2\>

According to the EPA, agricultural runoff is the number one source of pollution in our waterways.15 It doesn't stop there. (peta.org)

\<h2\> 4. Reduce use of antibiotics, growth hormones, and chemicals \</h2\>

In the United States, farm animals are responsible for something like 70 percent of all antibiotic use. (vegan.com)

\<h2\> 5. Reduce Deforestation \</h2\>

The Rain Forest Partnership estimates that between 65 and 70 percent of all Amazon deforestation between 2000 and 2005 was to clear space for pastures for cattle. (veganfriendly.org.uk)

80% of all Amazon deforestation is due to cattle-raising . (cnn.com)

Deforestation accounts for about 10 percent of carbon dioxide emissions worldwide, and cattle ranching makes up an estimated 80 percent of deforestation. (forksoverknives.com)

Link to: Guide to Sustainable Eating

Link to: environmental benefits of growing your own food

<h2>Is Going Vegan Hard? </h2>

Recognize that all big lifestyle changes are a process. Alleviate the pressure with a bullet list of quick wins that can help your readers make the transition.

- *Bullet list of quick things people can do to start veganizing their diet.*

Link to: zero food waste recipes

FAQS

Remember: answer the question as quickly and directly as possible THEN elaborate.

<h2> FAQs About Veganism and Environmental Sustainability</h2>

- Which milk alternative is best for the environment?
  - Data Source: Institution of Mechanical Engineers, cited by The Guardian As well as the items listed above, almonds are often cited as being culprits when it comes to water usage. Whilst almonds are a great vegan source of protein and other nutrients, there is no escaping the fact they require a lot of water. The US produces almost half of the world's almonds and California produces 80% of that. Around 10% of California's total water usage goes towards almond farming and with the state only just being declared drought-free in 2019 after seven years of hardship, that appears a staggering statistic. https://www.theguardian.com/news/datablog/2013/jan/10/how-much-water-food-production-waste
- Is a vegan diet always more sustainable?

- ○ To grow a single avocado it has been estimated to take anything from 140 litres (30 gallons) to 272 litres (60 gallons) of water – or about 834 litres (183 gallons) per kilogram of fruit. In some areas, like Peru and Chile, the growing demand for the crop has led to illegal extraction from rivers and has been blamed for an increasing water-shortage crisis Avocadoes are not alone in their extreme water use. Other fruit such as mangoes and plums also suck up large amounts too. A kilogram of mangoes requires 686 litres (150 gallons) of water while the same amount of plums needs 305 litres (67 gallons). (theguardian.com)
- Is Beef from Grass-Fed Cows Better for Environmental Sustainability?
- Can I still get all the nutrients I need on a vegan diet?
- How do vegans get their protein?
  - ○ All protein is not created equally. Protein is made up of amino acids, and there are certain ones, called "essential," which your body cannot produce on its own and must get through food.https://www.nomeatathlete.com/where-vegetarians-get-protein/
- If everyone was vegan would animals overpopulate?
- What is the difference between a vegan and a vegetarian diet?
- Is plant-based meat better for the environment?
  - ○ According to the Nuffield Council, plant-based meat uses 72-99 percent less water and 47-99 percent less land than intensive farming. (livekindly.co)

Semantic Entities (related terms to include in your content and roughly how many times they should appear. This helps Google understand that you're covering a topic in-depth and is much more important than "keyword density").

milk

- plant-based milks: 2
- rice milk: 4
- almond milk: 1

diets

- Vegan diets: 2
- Plant-based diets: 1
- vegetarian diet: 1

emissions

- greenhouse gas emissions: 1
- carbon emissions: 2
- methane emissions: 2

dairies

- dairy products: 1
- dairy industries: 1
- dairy farms: 1

health

- health reasons: 1
- health benefits: 1
- Health concerns: 3
- Health risks: 1

meats

- meat consumption: 1
- Meat production: 1
- meat industry: 1
- plant-based meat: 2
- production of meat: 1

foods

- Plant-Based Foods: 1
- animals for food: 1
- plant foods:2
- food industry:1
- food production: 1

Waters

- litres of water: 2
- water scarcity: 1
- water supplies: 1
- Water usage: 2

animals

- animal products: 2
- farm animals: 5
- animal agriculture: 3