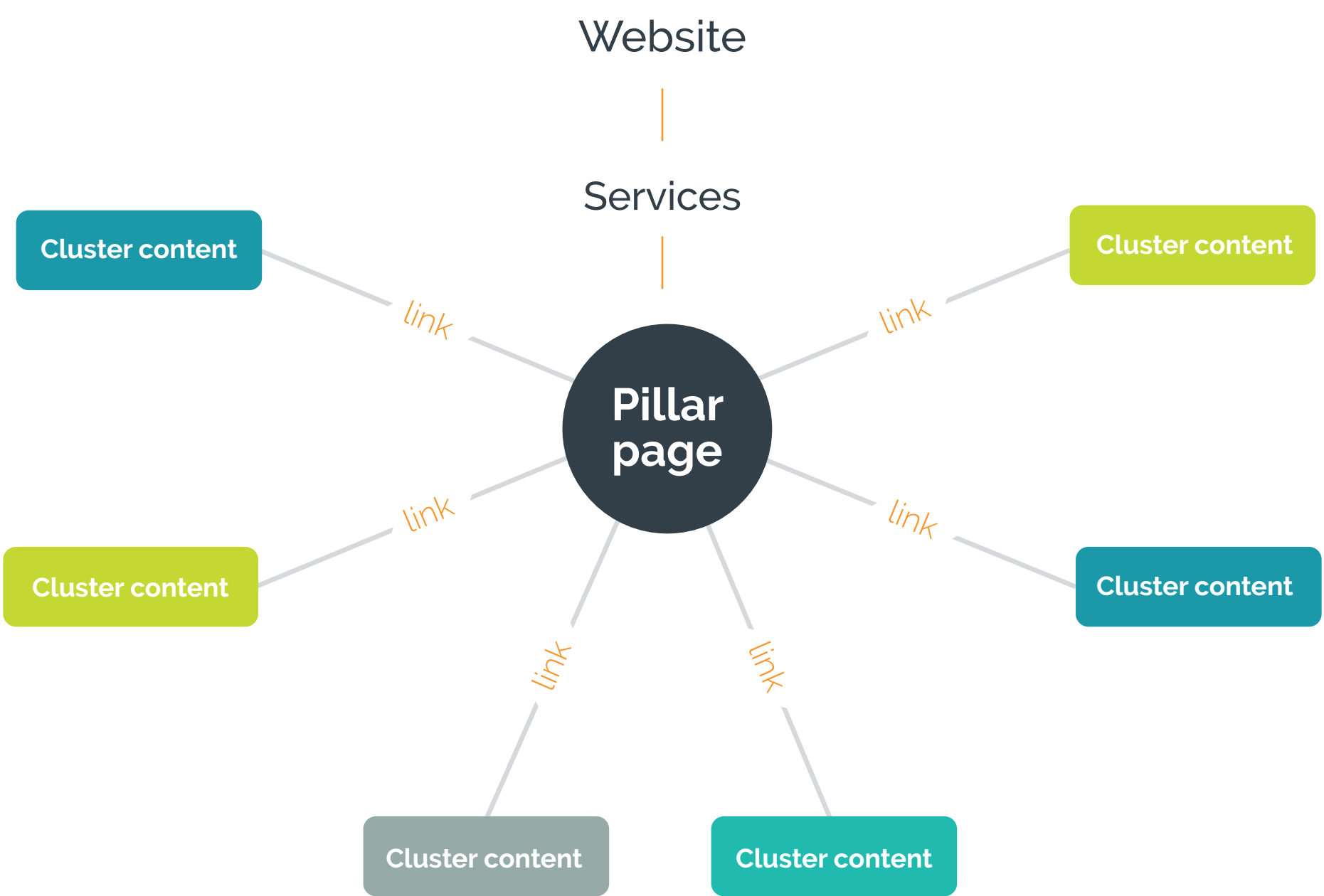# Want to rank higher in Google search results? Forget single keywords and change your site architecture

A pillar page is usually found fairly high-up in a website's architecture and probably gets a solid amount of traffic on its own merit. It's typically an in-depth summary of a topic that can easily have many subtopic offshoots, each addressing a particular keyword.

Website

Services

Cluster content — *link*

Cluster content — *link*

Pillar page

Cluster content — *link*

Cluster content — *link*

Cluster content — *link*

Cluster content — *link*

For example:

Local gym website

Services

Organic eating — *link*

Diabetes — *link*

Healthy living

Quitting smoking — *link*

Obesity — *link*

Physical activity — *link*

Mental health — *link*