

SEO & Search Strategy / Keyword Research

Build keyword clusters and supporting content ideas designed to strengthen topical relevance and search engine authority.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Topical Authority, Pillar Pages, Content Clusters

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Why This Prompt Exists

Most content strategies create isolated pages instead of connected topic clusters.

You get:

- individual posts that don't support each other
- no pillar content to establish authority
- missed internal linking opportunities
- Google not recognizing your topical expertise
- competitors with better topic coverage outranking you

But topical authority is not about one page.

It is about covering a topic comprehensively.

- Pillar page: comprehensive guide on a core topic
- Cluster content: supporting posts around the pillar
- Subtopics: related questions and angles
- Internal linking: pillar → cluster, cluster → pillar

Without topical mapping, your authority is scattered.

This framework forces AI to build keyword clusters that establish authority.

The Prompt

Assume the role of an SEO strategist who builds topical authority through content clusters.

Your task is to create a topical authority map.

Generate:

1. CORE TOPIC (Pillar Topic)
 - The main topic you want authority on
2. PILLAR PAGE OUTLINE
 - Main sections
 - Target keywords
3. CLUSTER TOPICS (10-15 supporting topics)
 - Subtopics related to the pillar
 - Each with target keyword
4. KEYWORD CLUSTER FOR EACH TOPIC
 - 3-5 keywords per cluster
 - Primary + secondary keywords
5. INTERNAL LINKING PLAN
 - How cluster content links to pillar
 - How cluster content links to each other
6. CONTENT PRIORITY ORDER

- What to create first, second, third

INPUTS:

Your Niche:

[INSERT]

Target Pillar Topic:

[WHAT DO YOU WANT AUTHORITY ON?]

Audience Questions (related to pillar topic):

[LIST FROM RESEARCH]

Competitor Coverage (what they've already covered):

[LIST]

Content Formats Available:

[BLOG / VIDEO / PODCAST / GUIDE / TOOL]

RULES:

- Pillar page should be comprehensive (2,000-5,000 words)
- Cluster topics must be directly related to pillar
- Each cluster topic needs 3-5 keyword variations
- Internal linking must be bidirectional (pillar ↔ cluster)
- Priority order should consider search volume and competition
- Include content format recommendations per cluster

How To Use It

- Create the pillar page first (the comprehensive guide).

- Then create cluster content over 3-6 months.
- Link every cluster post back to the pillar page.
- Link cluster posts to each other where relevant.
- Update pillar page with new cluster content as you create it.

Example Input

Your Niche: Freelance business and productivity

Target Pillar Topic: Freelance pricing and rates

Audience Questions: “How much should I charge?” “When to raise rates?” “How to negotiate?” “Hourly vs project-based?” “How to handle price objections?”

Competitor Coverage: Most cover “how to set rates” but not “how to raise rates” or “objection handling”

Content Formats Available: Blog, YouTube, templates

Why It Works

Most content is isolated and weak.

This framework improves outcomes by forcing:

- pillar page strategy (comprehensive authority)
- cluster topic development (supporting depth)
- keyword clustering (relevance signals)
- internal linking plan (site structure)
- content priority order (execution roadmap)

Great topical authority doesn't come from one page — it comes from covering a topic completely.

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