

## SEO & Search Strategy / Topical Maps

Build supporting content clusters around pillar pages with topic ideas, keywords, format recommendations, and internal linking plans.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Topic Clusters, Pillar Strategy, Content Planning

Updated: May 2026

Why This Prompt Exists

Most topic clusters fail because they're just random posts about a topic.

You get:

- cluster content that doesn't support the pillar
- no strategic coverage of subtopics
- missing important cluster pieces
- no internal linking plan
- cluster content that doesn't rank or convert

But a cluster is not a category.

It is a strategic set of supporting content.

- Cluster topics should directly support pillar themes
- Each cluster piece should target a specific subtopic
- Content format should match intent (blog, video, tool)
- Internal linking creates the cluster relationship

Without cluster planning, pillars stand alone.

This framework forces AI to build clusters that strengthen pillar authority.

## The Prompt

Assume the role of a topical authority architect who builds supporting content clusters.

Your task is to create a content cluster plan.

Generate:

### 1. CLUSTER TOPICS (10-15)

- Subtopic name
- Suggested target keyword

### 2. FOR EACH TOPIC:

- Content format (blog, video, infographic, tool, template, case study)
- Primary intent (informational, commercial, transactional)

### 3. INTERNAL LINKING PLAN

- How cluster pieces link to pillar
- How cluster pieces link to each other
- Recommended anchor text examples

### 4. PRIORITY ORDER

- Must-haves (essential to establish authority)
- Nice-to-haves (enhance depth)

### 5. CREATION TIMELINE ESTIMATE

- Based on format complexity

## INPUTS:

Pillar Topic:

[INSERT YOUR PILLAR PAGE TOPIC]

Target Audience:

[WHO ARE YOU CREATING FOR?]

Subtopics or Related Questions (seed list, 3-5):

[LIST]

Competitor Cluster Coverage (what they've covered):

[LIST OR "UNKNOWN"]

Team Resources:

[SOLO / SMALL TEAM / AGENCY]

## RULES:

- Each cluster topic must directly support the pillar theme
- Content format must match user intent (how-to → blog, comparison → guide)
- Must-have topics are essential for topical authority
- Nice-to-have topics add depth (create after must-haves)
- Anchor text must be descriptive, not "click here"
- Include estimated creation time per format type

## How To Use It

- Create must-have cluster content first (establishes foundation).
- Link every cluster post back to the pillar page.

- Link cluster posts to each other where relevant.
- Update the pillar page with links to new cluster content as you create it.
- Monitor cluster performance; double down on topics that attract traffic.

Example Input

**Pillar Topic:** Freelance pricing and rates (ultimate guide)

**Target Audience:** Freelancers with 1-5 years of experience

**Subtopics or Related Questions:** How to set rates, when to raise rates, hourly vs project-based, handling price objections, value-based pricing

**Competitor Cluster Coverage:** Most cover “how to set rates” but not “objection handling” or “value-based pricing”

**Team Resources:** SMALL TEAM (writer + designer)

Why It Works

Most clusters are random posts.

This framework improves outcomes by forcing:

- strategic topic selection (relevance)
- format-to-intent matching (user needs)
- internal linking plan (structure)
- priority differentiation (focus)
- creation timeline (feasibility)

Great topic clusters don't just list subtopics — they build an authoritative content ecosystem.

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See also [The Internal Linking Map for Topic Clusters](#)