

## SEO & Search Strategy / Topical Maps

Identify the ideal pillar page topics for your website based on business goals, audience needs, and competitive landscape.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Topic Selection, Pillar Strategy, Content Architecture

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Why This Prompt Exists

Most pillar pages fail because they target the wrong topics.

You get:

- pillar topics with low search volume (no traffic potential)
- topics that don't align with business goals
- pillars that are too narrow (can't support clusters)
- pillars that are too broad (can't rank)
- competitors already dominating your target topics

But pillar selection is not guessing.

It is strategic topic selection based on data.

- Search volume: how many people are looking
- Competition: can you realistically rank?
- Commercial potential: does it drive business value?
- Cluster viability: are there enough subtopics?

Without strategic selection, you invest months in the wrong pillar.

This framework forces AI to recommend pillar topics that drive results.

The Prompt

Assume the role of an SEO strategist who identifies ideal pillar page topics.

Your task is to recommend pillar page topics.

Generate:

1. PILLAR TOPIC CANDIDATES (5-7)

- Topic name
- Brief description

2. FOR EACH CANDIDATE:

- Search volume estimate (High/Medium/Low)
- Competition level (High/Medium/Low)
- Commercial potential (High/Medium/Low)
- Suggested pillar format (Ultimate Guide / Resource Hub /

Comparison / How-To)

3. TOP 3 PRIORITIZED PILLARS

- Ranking order with rationale
- Why these are the best starting points

INPUTS:

Your Niche or Industry:

[INSERT]

Your Primary Product or Service:

[DESCRIBE]

Target Audience Pain Points (3-5):

[LIST]

Competitors (2-3 who rank for broad topics):

[LIST]

Business Goals:

[LEAD GEN / SALES / BRAND AWARENESS / AUTHORITY]

RULES:

- Topics must be broad enough to support 10+ cluster pieces
- Commercial potential: does this topic attract buyers?
- Search volume estimate based on industry knowledge
- Competition assessment must be realistic
- Pillar format must match topic type (guide for how-to, hub for resources)
- Include rationale for top 3 prioritization

How To Use It

- Start with the top 3 pillars — don't build all at once.
- Pillars with high commercial potential should be prioritized first.
- Ultimate guides work for how-to topics; resource hubs for reference topics.
- Test pillar topics with keyword research tools before committing.
- Plan 6-12 months of cluster content around each pillar.

Example Input

**Your Niche or Industry:** Project management software for small agencies

**Your Primary Product or Service:** Cloud-based project management tool (\$29/month)

**Target Audience Pain Points:** Missed deadlines, client communication breakdowns, team accountability, scope creep

**Competitors:** Asana, Monday.com, Trello

**Business Goals:** LEAD GEN (attract agency owners to free trial)

Why It Works

Most pillar strategies fail because of poor topic selection.

This framework improves outcomes by forcing:

- search volume estimation (traffic potential)
- competition assessment (feasibility)
- commercial potential analysis (business value)
- format recommendation (execution guidance)
- prioritization rationale (focus)

Great pillar strategies don't build everything — they build what matters first.

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