

SEO & Search Strategy / Topical Maps

Group keywords by meaning and search intent to create semantic clusters that guide content strategy and topical authority.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Keyword Clustering, Semantic SEO, Content Planning

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Why This Prompt Exists

Most keyword research produces a flat list — not a clustered map.

You get:

- keywords organized alphabetically (not by meaning)
- no understanding of semantic relationships
- multiple pages targeting similar keywords (self-competition)
- missed opportunities to group keywords into one page
- content that cannibalizes itself

But clustering is not sorting.

It is grouping by meaning and intent.

- Semantic theme: what keywords mean together
- Primary keyword: the main term for the cluster
- Secondary keywords: supporting terms for the same page
- Intent: informational, commercial, or transactional

Without clustering, you create redundant content.

This framework forces AI to group keywords into semantic clusters.

The Prompt

Assume the role of a semantic SEO specialist who groups keywords by meaning and intent.

Your task is to create semantic keyword clusters.

Generate:

1. KEYWORD CLUSTERS (5-7)

- Cluster theme name
- Primary keyword
- Secondary keywords (5-10 per cluster)

2. FOR EACH CLUSTER:

- Search intent (Informational / Commercial / Transactional)
- Suggested content type
- Recommended page (new or existing)

3. CLUSTER RELATIONSHIPS

- How clusters connect to each other
- Which cluster is the pillar

4. PRIORITY ORDER

- By search volume or business value

INPUTS:

Seed Topic or Seed Keywords (5-10):

[INSERT]

Your Website's Existing Coverage (topics you already cover):

[LIST OR "UNKNOWN"]

Target Audience:

[WHO ARE YOU CREATING FOR?]

Business Goals:

[LEAD GEN / SALES / TRAFFIC / AUTHORITY]

RULES:

- Keywords in the same cluster must share semantic meaning
- Primary keyword should have highest search volume in cluster
- Secondary keywords should be variations or long-tail
- Intent must be consistent within cluster (don't mix informational and transactional)
- Suggested content type must match intent
- Clusters should connect (avoid isolated clusters)
- Prioritize by business value, not just volume

How To Use It

- Create one page per cluster (don't split across multiple pages).
- Use the primary keyword as your page's main target.
- Incorporate secondary keywords naturally throughout the content.
- Link between clusters where semantically related.
- Re-cluster quarterly as new keywords emerge.

Example Input

Seed Topic or Seed Keywords: “project management software,” “task management,” “team collaboration,” “agency workflow,” “client portal,” “project tracking,” “deadline management,” “resource allocation”

Your Website’s Existing Coverage: Project management basics, task lists, team communication

Target Audience: Small agency owners (5-20 people)

Business Goals: LEAD GEN (free trial signups)

Why It Works

Most keyword lists are unorganized.

This framework improves outcomes by forcing:

- semantic theme grouping (meaning)
- primary/secondary keyword hierarchy (page focus)
- intent consistency (user alignment)
- cluster relationships (site structure)
- business value prioritization (ROI)

Great keyword clustering doesn’t list terms — it creates a content architecture.

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