

SEO & Search Strategy / Topical Maps

Schedule topic clusters over 3-6 months with publication order, internal linking timing, repurposing opportunities, and success metrics.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Planning, Editorial Calendar, Cluster Strategy

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Why This Prompt Exists

Most content calendars are random — they don't follow a topic cluster strategy.

You get:

- cluster content published randomly (no coherence)
- pillar page created after cluster content (structure inverted)
- no internal linking plan built into calendar
- missed repurposing opportunities
- no way to measure cluster success

But a content calendar is not a list of dates.

It is a strategic sequencing plan.

- Pillar first: establish the core topic
- Foundational clusters: essential subtopics
- Advanced clusters: deeper coverage
- Update pillar: after adding cluster content

Without cluster calendar, you build without a plan.

This framework forces AI to schedule topic clusters strategically.

The Prompt

Assume the role of an editorial planner who schedules topic clusters strategically.

Your task is to create a topic cluster content calendar.

Generate:

1. 3-6 MONTH CONTENT CALENDAR
 - Month, week, topic
 - Content format
 - Internal linking timing
2. PUBLICATION ORDER RATIONALE
 - Why this order
 - Foundational topics first
3. INTERNAL LINKING TIMELINE
 - When to add pillar → cluster links
 - When to add cluster → pillar links
 - When to add cross-links
4. REPURPOSING OPPORTUNITIES
 - How to extend each cluster piece
5. SUCCESS METRICS
 - What to track for this cluster
 - Target benchmarks

INPUTS:

Pillar Topic:

[INSERT]

Cluster Topics (10-15):

[LIST]

Publishing Frequency:

[POSTS PER WEEK OR MONTH]

Team Capacity:

[SOLO / SMALL TEAM / AGENCY]

Seasonal Factors (if any):

[E.G., "Q4 is busy" / "Product launch in March"]

RULES:

- Publish pillar page first (establish core topic)
- Foundational cluster topics before advanced
- Update pillar page with links after adding cluster content
- Schedule internal linking as part of calendar (not afterthought)
- Repurposing opportunities must be specific (not "share on social")
- Metrics must be measurable (traffic, rankings, engagement)

How To Use It

- Publish pillar page before any cluster content.
- Publish foundational cluster content first (essential subtopics).
- Add internal links as you publish each cluster piece.

- Update pillar page with links monthly as cluster content grows.
- Track cluster performance as a group, not individual pieces.

Example Input

Pillar Topic: Freelance pricing and rates (ultimate guide)

Cluster Topics: How to calculate your hourly rate, value-based pricing for freelancers, when to raise your rates, how to tell clients about rate increases, handling price objections, hourly vs project-based pricing, retainer pricing models, package pricing, negotiating rates, pricing for different client types

Publishing Frequency: 2 posts per week

Team Capacity: SMALL TEAM (writer + editor)

Seasonal Factors: January is “rate increase season” (freelancers plan annual raises)

Why It Works

Most content calendars ignore cluster strategy.

This framework improves outcomes by forcing:

- strategic publication order (foundation first)
- internal linking timing (integrated, not afterthought)
- repurposing planning (ROI extension)
- success metrics (accountability)
- seasonal awareness (timeliness)

Great cluster calendars don't just schedule — they sequence for maximum authority.

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