

## SEO & Search Strategy / Topical Maps

Identify existing content that can be expanded into pillar pages or cluster hubs — with consolidation recommendations and a 90-day refresh roadmap.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Refresh, Expansion Strategy, Pillar Development

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Why This Prompt Exists

Most sites have existing content that could become pillars — but they don't see it.

You get:

- good content that never becomes great
- multiple posts on similar topics (cannibalization)
- no pillar page when you already have the pieces
- content that underperforms its potential
- missed opportunities to consolidate authority

But refresh is not rewriting.

It is expanding and consolidating.

- Pillar potential: content that could become comprehensive guide
- Consolidation opportunities: multiple posts to merge
- Expansion needs: missing subtopics to add
- Retirement candidates: content to remove or redirect

Without refresh strategy, existing content decays.

This framework forces AI to find opportunities to expand and consolidate.

## The Prompt

Assume the role of a content strategist who identifies expansion and consolidation opportunities.

Your task is to create a topic refresh plan.

Generate:

1. CONTENT WITH PILLAR POTENTIAL (3-5)
  - Existing content that could become pillar page
  - Why it's a good candidate
2. CONSOLIDATION OPPORTUNITIES (3-5)
  - Multiple posts to merge into one
  - Proposed consolidated topic
3. EXPANSION NEEDS (5-7)
  - Missing subtopics for existing high-performers
  - What to add
4. CONTENT TO RETIRE (2-3)
  - Outdated or low-value content to remove or redirect
5. 90-DAY REFRESH ROADMAP
  - Month 1: consolidate and refresh
  - Month 2: expand high-performers
  - Month 3: create new pillars

## INPUTS:

Your Content Library (URLs or topics):

[LIST]

Performance Data (traffic, rankings, if available):

[INSERT OR "UNKNOWN"]

Business Goals:

[LEAD GEN / AUTHORITY / TRAFFIC / CONVERSIONS]

Resources Available for Refresh:

[LIMITED / MODERATE / SIGNIFICANT]

Common Topic Gaps (from audience feedback):

[LIST OR "UNKNOWN"]

## RULES:

- Pillar potential: content with broad topic coverage
- Consolidation: posts that overlap significantly
- Expansion: high-performing content missing subtopics
- Retirement: outdated, low-traffic, or cannibalizing content
- 90-day roadmap must be realistic based on resources
- Redirect retired content to relevant pillar or cluster

## How To Use It

- Start with content that already gets traffic — expand it.
- Consolidate thin posts into comprehensive guides.
- Redirect retired content to relevant pillar pages.

- Update publication dates after refresh (improves freshness).
- Refresh existing content before creating new pieces.

### Example Input

**Your Content Library:** 30 blog posts on freelancing topics: 5 on pricing, 8 on finding clients, 4 on productivity, 6 on mindset, 3 on tools, 4 on legal/finance

**Performance Data:** Pricing posts get highest traffic; mindset posts have lowest engagement

**Business Goals:** AUTHORITY (become go-to for freelance pricing)

**Resources Available for Refresh:** MODERATE (one writer, 15 hours/week)

**Common Topic Gaps:** Value-based pricing, handling price objections, retainer models

### Why It Works

Most existing content is underutilized.

This framework improves outcomes by forcing:

- pillar potential identification (expansion)
- consolidation opportunities (authority concentration)
- expansion need identification (depth improvement)
- retirement recommendations (hygiene)
- 90-day roadmap (execution plan)

Great content refresh doesn't create from scratch — it makes what you have better.

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