Template: Topic Clusters Creation Checklist

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Based on Article: "Topic clusters explained (with examples)"
Website: https://scaleblogger.com

A practical checklist to implement topic clusters for building authority in content strategy.

Checklist Items:

☐ **1. Audit Existing Content**
Review your current articles to identify weak topics and potential gaps. Prune low-performing pages that don't contribute to your authority.
Reference Section: Conclusion

☐ **2. Identify Pillar Topics**
Map out three broad pillar topics that align with your audience's needs and serve as the central themes for your clusters.
Reference Section: Conclusion

☐ **3. Create or Refresh Pillar Pages**
Develop comprehensive pillar pages that provide a high-level overview of each topic and link to relevant cluster pages.
Reference Section: Conclusion

☐ **4. Design Cluster Pages**
Write or redesign supporting cluster pages focusing on narrower queries that link back to your pillar pages.
Reference Section: Step-by-step: Build a topic cluster using AI and automation

☐ **5. Establish Internal Linking**
Ensure that all cluster pages are well-linked to their respective pillar page and among themselves to enhance navigability and authority.
Reference Section: Conclusion

☐ **6. Automate Drafting and Publishing**
Use automation tools such as ScaleBlogger's AI platform to streamline content creation, focusing on SEO-friendly drafts and efficient publishing.
Reference Section: Conclusion

☐ **7. Track Performance Metrics**
After publishing your clusters, continuously monitor key metrics like rankings and engagement to measure success and identify improvement areas.
Reference Section: Measuring success: Metrics and benchmarks

☐ **8. Refine Strategy Based on Data**
Analyze the data collected to refine your topic cluster strategy and optimize future content efforts for better results.
Reference Section: Conclusion

☐ **9. Repeat for Additional Clusters**
Pick another topic cluster to build and apply the same structured approach to create a robust content ecosystem.
Reference Section: Conclusion