



# Template: Topic Cluster Creation Checklist

Generated: 2/13/2026

Based on Article: "Topic clusters explained (with examples)"

Website: <https://scaleblogger.com>

A practical checklist to guide you in creating effective topic clusters for your blog or website.

## Checklist Items:

- 1. Map the Topic**  
Identify a high-level keyword or user need that your pillar page will cover.  
Reference Section: How topic clusters differ from traditional siloing and keyword lists
- 2. Identify Subtopics**  
List granular questions and content formats (how-tos, comparisons, etc.) that relate to your main topic.  
Reference Section: FAQ: Core conceptual questions
- 3. Create the Pillar Page**  
Draft a comprehensive, long-form article that serves as the anchor for your topic cluster.  
Reference Section: Introduction — What are topic clusters?
- 4. Produce Cluster Posts**  
Write focused articles that address specific subtopics or intents and include links back to the pillar page.  
Reference Section: Core terms explained
- 5. Implement Internal Linking**  
Use descriptive anchor text to link each cluster post back to the pillar and to each other, creating a semantic network.  
Reference Section: How topic clusters differ from traditional siloing and keyword lists
- 6. Monitor and Iterate**  
Use analytics to assess the performance of your clusters and refine as necessary to enhance coverage and engagement.  
Reference Section: Measuring success: Metrics and benchmarks
- 7. Avoid Common Pitfalls**  
Be aware of issues that may arise, such as keyword cannibalization or insufficient topical depth, and adjust your strategy accordingly.  
Reference Section: Common pitfalls and how to avoid them
- 8. Utilize AI and Automation**  
Explore tools that can assist in suggesting subtopics, automating links, and managing the content creation process.

