

# Topic Cluster Planner

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Designs a pillar-and-cluster content model around a core topic — the pillar page plus supporting cluster articles and their internal-linking — to build topical authority. Use it to structure a content programme. For individual briefs use the Content Brief Generator.

## Purpose of this tool & output

Build a pillar-and-cluster content model

## How the output is used

Use it to build a pillar-and-cluster content model — a topic cluster that builds topical authority around a core theme.

## Important cautions

Prioritise clusters with real search demand.

## Companion documents

- SEO Strategy Builder
- Keyword Research Plan
- Content Calendar Builder
- SEO Blog Post Writer
- On-Page SEO Audit
- Technical SEO Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.