Brandella Journal

Topic Clusters checklist

Project: _____ Date: _____

- [ ] Chose my site stage on the Settings tab
- [ ] Picked 1 to 3 pillars that match what the business sells
- [ ] Set a target number of cluster pages for each pillar
- [ ] Mapped every existing page on each pillar topic
- [ ] Gave every page one primary keyword and one job
- [ ] Resolved every keyword overlap by merging, redirecting or retargeting
- [ ] Marked links up to the pillar, from the pillar and between siblings
- [ ] Fixed every Orphan risk page
- [ ] Added Search Console clicks and impressions for live pages
- [ ] Listed the fan out questions for each pillar and mapped them to URLs
- [ ] Expanded thin answers and planned sections or pages for gaps
- [ ] Replaced every generic or overlong anchor in the Link Plan
- [ ] Wrote the P1 planned pages first and linked them both ways on launch day
- [ ] Checked that no page exists only to fill the cluster
- [ ] Set a monthly date to update statuses, links and numbers

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/topic-clusters/