Topic Map Worksheet

Google looks for sites that cover a subject properly, not one page per topic. This sheet turns the questions in your inbox, call notes and viewing feedback into a map of what your site answers, what it answers badly and what it doesn't answer at all.

From lesson 5.3. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Lesson 5.3, reyse.co.uk/seocourse/topic-clusters

Covering your whole subject: topic clusters

Do this first Pick one audience and plan a main page plus five to eight supporting guides.

Check

Draw your topic map

- [ ] Make a table with four columns: Buyers, Tenants, Sellers, Landlords.
- [ ] Under each, list every question clients ask you (check your inbox, call notes and viewing feedback).
- [ ] Next to each question, note: page exists? good or weak? linked from the main page?
- [ ] Every blank is a gap.

Count pages by section

- [ ] Crawl your site with Screaming Frog, export the Internal list, and sort by folder (/buying/, /renting/, /selling/, /landlords/, /areas/).
- [ ] Folders with only one or two pages are thin clusters.

Ask AI for the questions

AI prompt I run an estate and lettings agency in [town]. List the 40 questions buyers, tenants, sellers and landlords most often ask, grouped by audience and stage of their journey, so I can check which ones my website answers.

Fix

Build a cluster for each audience

- [ ] One main page per audience (for example "Letting your property"), plus five to eight supporting guides.
- [ ] Each guide links to the main page, and the main page links to each guide.
- [ ] Publish the highest-value topics first.

Plan it simply

- [ ] A Google Sheet is enough: Topic, Audience, Search, Page address, Status, Who, Date.
- [ ] Let AI help plan the list; write the pages from your own experience.

Your topic map

Write each question under the audience that asks it. Then mark it: G (a good page), W (a weak page) or N (no page yet). Every N is a gap.

Buyers	Tenants	Sellers	Landlords

Your clusters

One main page per audience, plus five to eight guides. Each guide links to the main page, and the main page links to each guide.

	Main page	Guides to write or improve
Buyers		
Tenants		
Sellers		
Landlords		

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo