

The UCS AI-Aligned Topic Cluster Planner™

Plan content that AI (and buyers) can actually find—and trust.

Section 1: Define Your Core Entity / Topic

Primary Cluster Theme

(What’s the core topic you want to own?)

(Examples: Revenue-Focused Marketing Strategy, Funnel Alignment, Scalable Messaging, AI Visibility, Content That Converts)

Why This Topic Matters to Your ICP

(What struggle, pressure, or outcome is this topic tied to?)

(Examples: They’re under pressure to prove ROI. They’re overwhelmed by content with no results. They’re invisible in search and not sure why.)

Section 2: Cluster Structure Template

Plan content by mapping buyer struggle → problem → search intent → asset

Funnel Stage	Buyer Struggle (Internal/External)	Core Problem	Buyer Intent / Question	Content Idea / Title	Format	CTA / Notes
TOF	“I feel invisible online and behind the curve.”	Lack of visibility in AI search	Why isn’t my SEO converting?	Why You’re Invisible in AI Search	Blog	Link to Toolkit
MOF	“I can’t tell what’s working—and I’m wasting time.”	No clear attribution or funnel structure	How do I diagnose what’s wrong in my funnel?	Fix the Funnel: A Guide for Revenue Teams	PDF / Webinar	Use Funnel Fix Grid

BOF	“If I back the wrong agency, I could lose my job.”	Low-performing campaigns, stalled pipeline	Who can help me turn content into revenue?	The ROI Solution in Action: B2B Case Study	Case Study	Book a Strategy Call
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Your Turn: Use the table below to map your own cluster.

Funnel Stage	Buyer Struggle	Core Problem	Buyer Intent / Question	Content Idea / Title	Format	CTA / Notes
TOF	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>
MOF	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>
BOF	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>		

Repeat this format for each topic cluster (one table per core theme). Aim for 3–6 pieces per cluster, each tied to a real search behavior or struggle.

Section 3: Visibility Optimization Checklist

Run every planned piece through this list to ensure it’s built for visibility—on AI surfaces and in the buyer’s mind.

- Does the title include a clear, buyer-focused outcome or question?
☐ Yes ☐ Needs Work
- Is the piece structured around real search behavior (not just keywords)?
☐ Yes ☐ Needs Work
- Are TOF, MOF, and BOF angles clearly represented across the cluster?
☐ Yes ☐ Needs Work
- Does it include internal links to related topics and tools?
☐ Yes ☐ Needs Work
- Is it part of a consistent topical coverage strategy?
☐ Yes ☐ Needs Work
- Does it solve a specific struggle—not just share general advice?
☐ Yes ☐ Needs Work