The Ultimate Website Content Hub Planner

A Jargon-Free Framework by The Sail Studio
www.thesailstudio.com

Use this step-by-step worksheet to plan out your website's new information architecture. Stop guessing what to write, step away from confusing SEO tools, and focus entirely on what your actual customers care about.

Phase 1: Identify Your "Big Kahuna" (The Pillar Page)

Your Pillar Page is a comprehensive, high-level overview page covering a massive topic. It serves as the anchor for everything else you will write.

1. What is the #1 core service or product category that keeps your business alive?
Examples: Home Electrical Upgrades, Destination Wedding Photography, E-commerce Logistics.

Your Core Topic: _____

2. Turn that topic into a broad, ultimate-guide style title:
Examples: The Ultimate Guide to Safe Home Electrical Upgrades, Planning Your Dream Destination Wedding Photos.

Your Pillar Page Title: _____

3. Your Clean URL Slug (Keep it short, use keywords, remove filler words):
Example: /home-electrical-upgrades-guide

Your URL Slug: _____

Phase 2: Eavesdrop on Your Customers (The Cluster Pages)

Cluster pages are highly focused, deeply helpful blog posts that deep-dive into *one exact question* related to your Pillar. Look at your email sent folder or think about recent client phone calls to fill this out.

Cluster / Spoke	The Customer Question	The Actionable Article Title	Your Clean URL Slug
Example	*"How much does artificial turf cost?"*	How Much Does Artificial Turf Installation Actually Cost?	/artificial-turf-installation-cost
Spoke 1			/_____
Spoke 2			/_____
Spoke 3			/_____
Spoke 4			/_____
Spoke 5			/_____

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Phase 3: The Internal Linking Checklist

An informational hub only works if the pages are wired together properly. Use this checklist inside your Wix editor before publishing your posts to ensure your SEO "link equity" flows perfectly.

- **The Upward Link:** Every single one of my Cluster blog posts contains a clear link in the first two paragraphs pointing straight back to the master Pillar Page URL.
- **The Downward Link:** My master Pillar Page features a clean layout or grid pointing visitors to each individual Cluster blog post.
- **The Horizontal Link:** At the bottom of Module/Spoke 1, there is a clear link prompting readers to jump straight into Module/Spoke 2.
- **No "Click Here" Links:** All of my links use descriptive keywords as anchor text instead of lazy phrases like "click here" or "read more."

Need a Certified Wix Partner to Build This For You?

Building an authority engine takes time and hard work. If you are too busy running your daily business operations to write, design, and wire this together yourself, we can handle the heavy lifting for you.

[Click here to book a zero-pressure strategy call with our team]