How to Build Topical Authority Using Perplexity Deep Research

Follow these steps to identify the core topics that signal authority to AI systems and Google.

Step 1: Set Up Perplexity

1. Open Perplexity (free account works!)
2. Look for the **mode selector dropdown** at the bottom of the search box
3. Select **"Deep Research"** from the dropdown

Note: Free users get 5 Deep Research queries per day. Pro users ($20/month) get 500 queries per day.

Step 2: Use This Exact Prompt

Copy and paste this prompt, replacing [your niche] with your specific topic:

```
Create a topical map for [your niche] by analyzing what
authoritative sources cover. Search Reddit, YouTube, academic
sources, and top-cited sites. Identify the TOP 10-15 core topics
that signal topical authority to AI systems, ranked by importance.
Show me what to prioritize first
```

Example: Replace [your niche] with "AI marketing for small businesses" or "sustainable fashion e-commerce"

Step 3: Wait 2-4 Minutes

Perplexity will perform dozens of searches, read hundreds of sources, and give you a ranked list of topics.

Step 4: Create Your Content Strategy

For each of your **top 5 topics**, create:
Pillar Page (2,000-3,000 words):

- Definition and overview
- Why it matters
- Key subtopics
- Common questions
- Expert perspectives

Supporting Content (3-5 pieces per topic):

- How-to guides
- Case studies
- Comparisons
- FAQ pages
- Tool/resource lists

Step 5: Structure for AI Discovery

- Link supporting content back to pillar pages
- Use clear H2/H3 headings
- Include data and cite sources
- Add author credentials
- Update content regularly

Pro Tip: Start with topics 1-3 from your Perplexity results. Master those before moving to the rest. This builds authority faster than spreading yourself thin across all 15 topics.

Want to Go Deeper?

Learn advanced AI discovery methods and strategies in my **ChatGPT Discovery Methods Course**.

Access the course here:https://www.erinjacques.com/chatgpt_ai_discovery



an authority in your niche.