12 SEO BLOG WRITER PROMPTS

SEO OPTIMIZATION

DIGITCASTLE.COM

A complete, productized prompt library designed to guide AI systems through the entire SEO blog content lifecycle—from keyword research to optimization, updates, and repurposing.

KEYWORD RESEARCH & TOPIC IDEATION PROMPTS

- Generate 15 long-tail keywords related to [TOPIC] with informational search intent.

- Analyze the primary search intent behind the keyword [KEYWORD].

- Suggest 10 SEO blog topic ideas targeting low-competition keywords in [NICHE].

- Generate a list of semantic and LSI keywords related to [KEYWORD]

- Identify trending subtopics and user pain points within [TOPIC]

- Create 5 question-based keywords users commonly search for related to [TOPIC].

- l Cluster the following keywords into topic a groups for SEO planning: [PASTE KEYWORDS].

Outline & Structure Generation Prompts

● Create an SEO-optimized blog outline for [KEYWORD] targeting [TARGET AUDIENCE].

● Generate a complete H1–H3 heading structure that satisfies search intent

● Suggest additional supporting sections to improve topical authority

● Reorganize this outline to improve logical flow and SEO hierarchy: [PASTE OUTLINE].

● Expand the outline with FAQs optimized for featured snippets.

Headline & Title Creation Prompts

● Generate 10 SEO-optimized blog titles using [KEYWORD]

● Rewrite this title to improve CTR while keeping the keyword intact: [PASTE TITLE]

● Create emotionally compelling headline variations for [TOPIC].

● Suggest power-word-enhanced titles optimized for SERPs.

● **Optimize this headline for Google pixel limits: [PASTE HEADLINE]**

Introduction Writing Prompts

● **Write a compelling introduction for [KEYWORD] that hooks readers immediately.**

● **Draft an intro addressing a major pain point of [TARGET AUDIENCE].**

● **Rewrite this introduction for clarity and SEO relevance: [PASTE INTRO]**

● **Create a curiosity-driven but non-clickbait opening paragraph.**

Body Content Generation Prompts

● **Write a step-by-step how-to section explaining [PROCESS]**

● **Generate a benefits-focused section explaining why [TOPIC] matters.**

- Create a "Common Mistakes" section and how to avoid them
- Draft real-world examples or use cases related to [TOPIC].
- Expand this section with more depth and SEO optimization: [PASTE SECTION].

- Simplify complex concepts for beginner readers.

- Write a comparison section for [OPTION A] vs [OPTION B]

SEO On-Page Optimization Prompts

- Optimize this paragraph by naturally integrating [KEYWORD]: [PASTE TEXT].
- Generate an SEO-optimized meta description for [KEYWORD]
- Suggest an SEO-friendly URL slug for [TOPIC].

- Create 5 image alt text examples using [KEYWORD].

- Identify internal linking opportunities from these URLs: [PASTE URLS]

- Suggest authoritative external sources to reference

- Analyze keyword usage and density in this content: [PASTE CONTENT].

Conclusion & CTA Prompts

● **Write a concise, SEO-friendly conclusion summarizing [TOPIC].**

● **Generate 3 CTA variations encouraging [DESIRED ACTION].**

● **Rewrite this conclusion to improve persuasion: [PASTE CONCLUSION].**

● **Create a soft CTA suitable for informational content.**
Add a little bit of body text

Readability & Engagement Prompts

● **Improve readability to a Grade 7–8 level: [PASTE CONTENT]**

● **Rewrite this section to sound more conversational.**

● **Suggest transition sentences to improve content flow.**

● **Format this content for scannability and UX.**

● **Insert engagement hooks and rhetorical questions where appropriate**

Editing & Refinement Prompts

- Edit this content for grammar, clarity, and flow

- Shorten this section without losing SEO value.

- Remove redundancy and tighten phrasing.

- Rewrite this paragraph to sound more authoritative.

Specialized SEO Content Prompts

- l Generate a listicle outline for "Top [NUMBER] [TOPIC]."

- Create an Ultimate Guide structure for [TOPIC].

- Write a product comparison outline fo r [PRODUCT A] vs [PRODUCT B].

- Generate a beginner-friendly guide for [TOPIC].

- Create a case-study section highlighting [RESULT]

Competitive & Gap Analysis Prompts

- Analyze top-ranking pages for [KEYWORD] and summarize patterns

- Identify content gaps competitors are missing

- Suggest unique angles to outperform existing results.

- Compare this content against SERP leaders and recommend improvements.

Content Update & Repurposing Prompts

- Suggest ways to repurpose this blog post into other formats.

- Identify outdated sections that need refreshing

- Create an SEO content update checklist for [KEYWORD]

- Rewrite this content to reflect current industry trends

THANK YOU!