

Enhancing the SEO Page Generator Prompt for 2025

1. Optimize for Voice Search & Conversational Queries

What's Missing: The current prompt doesn't address the rising influence of voice search and conversational AI. By 2025, many users search by speaking natural questions to Siri, Alexa, or Google Assistant – queries like “How do I fix X?” instead of just “fix X”. The prompt should explicitly optimize content for these voice-style queries.

Improvements: Incorporate a more **conversational tone and Q&A format** to capture voice search traffic. For example, include headings phrased as questions (using “Who...”, “What...”, “How...” etc.) followed by concise answers. This mirrors how people speak their queries and can help your content appear as the spoken answer or featured snippet ¹. Make sure to **answer each question immediately and clearly** in about 40-50 words (ideal snippet length) before elaborating. Additionally, implement **Speakable schema** markup on key informational passages if applicable. The Speakable JSON-LD tag highlights text suitable for audio playback, which can help voice assistants attribute and read your content aloud ². By updating the prompt to generate a brief Q&A section or sprinkling FAQ-style headings throughout the content, you ensure it's ready for hands-free, voice-first searches and follow-up questions in conversational interfaces.

- *Example update:* Add a guideline like: “Voice Search Optimization: Include at least one H2 formatted as a question and provide a direct answer (40-60 words) beneath it for featured snippet/voice-readiness.” This reminds the AI to supply question-based headings with succinct answers, aligning content with voice query patterns.

2. Expand Schema Markup & Structured Data

What's Missing: The prompt's schema section covers basics (Organization, Service, FAQ, BlogPosting, Event) but omits many **rich schema types** now important in 2025. There's no mention of schemas for products, jobs, courses, how-tos, software, etc., which means opportunities for enhanced search results could be missed. Also, the prompt doesn't suggest newer schema properties like `Speakable` or multimedia schemas.

Improvements: Broaden the schema guidance to include additional structured data types based on content. For example:

- **Product schema** for product or e-commerce pages (to enable rich results like price, availability, and reviews in SERPs).
- **JobPosting schema** if the site ever posts job openings (to appear in Google for Jobs results) ³ ⁴.
- **Course schema** for any training or course pages (surfacing details like course name, provider, etc.).
- **SoftwareApplication schema** for software/SaaS product pages (displaying app details, pricing, ratings in search) – this can make your software stand out with rich result features ⁵ ⁶.

- **HowTo schema** for step-by-step guides or tutorial content, if relevant.
- **VideoObject and AudioObject** schema when embedding videos or podcasts on a page (helping Google show video thumbnails or key moments).

By instructing the AI to “Generate appropriate JSON-LD for any additional content types on the page (e.g., Product, JobPosting, Course, HowTo, SoftwareApplication, VideoObject)”, you cover these cases. Emphasize maintaining **valid, up-to-date JSON-LD** that meets Google’s requirements for rich results. This expansion ensures the content is ready for rich snippets and AI interpretation – even Bing’s AI has confirmed it uses schema markup to help LLMs understand page content ⁷. In short, a more exhaustive schema section future-proofs the prompt: search engines will more reliably parse the page, and you increase chances of prominent rich features in search results ⁸.

- *Example update:* Under section 7 (Schema), add sub-bullets like “Product → product pages,” “JobPosting → career pages,” “Course → course pages,” etc., and a note: “Include VideoObject/ AudioObject schema if media is embedded, and Speakable schema for news or FAQ content to optimize for voice assistants.” This ensures the AI generator knows to attach these schemas when relevant, improving SEO and AI-readiness.

3. Leverage Multimedia & Interactive Content

What’s Missing: The current prompt only briefly suggests adding a stock photo or video outline. It doesn’t reflect 2025 best practices for **integrating multimedia** (videos, podcasts, infographics, even AR content) into pages for better SEO and user engagement. Nor does it mention how to handle these media for optimal performance and accessibility (beyond basic alt text). In 2025, rich media content is a key differentiator – search engines increasingly favor pages that **engage users with diverse content formats** ⁹.

Improvements: Encourage the inclusion of **rich media elements** along with guidelines to optimize them. This means updating the prompt’s “Media Suggestions” and elsewhere to cover:

- **Video content:** If relevant, embed videos (explainer videos, demos, etc.) and provide a text **transcript or summary** below them. Transcripts improve accessibility for hearing-impaired users and give search engines additional text to index (boosting SEO). Also, suggest adding **VideoObject schema** for any embedded video to enhance how it appears in search. Google gives weight to content with video, and video results can boost visibility ⁹.
- **Podcasts or audio:** If the site uses audio (e.g. a podcast episode or an audio clip), embed an audio player and include a transcript or highlights. Use **AudioObject schema** if applicable. This taps into podcast SEO – Google can index podcast content when transcripts are present.
- **Images and infographics:** Continue to list image ideas, but add that each image should be **optimized** (compressed file size, modern formats like WebP/AVIF) and include descriptive **alt text** and possibly captions. Proper alt text not only aids accessibility but can improve image SEO and featured image chances. Also mention that **high-quality, context-relevant images** are important – Google’s SGE often pulls in visuals from pages, so having appealing images could get your content featured in AI summaries ¹⁰.
- **Interactive media (AR/3D):** If the context ever involves 3D models or AR content (for example, a product view in AR), advise providing fallback content. Ensure any interactive element has an HTML fallback or at least a textual description of what the user is seeing. This way, even advanced media doesn’t compromise SEO or accessibility.
- **User engagement metrics:** Note that multimedia can increase dwell time and user satisfaction, indirectly boosting rankings. For example, an embedded how-to video might keep visitors longer on the page, sending positive signals to search engines.

To implement these, the prompt could be expanded with best-practice pointers. For instance: *“Media Integration: If applicable, include an embedded video or audio with a brief transcript. Provide alt text for images and captions for infographics. Ensure all media files are optimized for fast loading.”* This reminds the AI to not just suggest media, but also handle it in an SEO-friendly manner. By following these practices, your content will cater to a wider range of user preferences (readers, viewers, listeners) and align with search engines’ emphasis on multimedia-rich content ⁹.

- **Example update:** In section 13 (Media Suggestions), add sub-points such as *“List an appropriate video idea and note to include a transcript,”* and *“Suggest at least one audio/podcast idea if relevant, with transcript.”* Also, under Performance/UX, add *“Use modern image formats (WebP), and include Video/Audio schema for embedded media.”* This ensures the generated content doesn’t overlook these 2025 norms.

4. Refine Readability & Accessibility (WCAG 2.2)

What’s Missing: While the prompt does mention Flesch Reading Ease and some accessibility tips, these guidelines could be updated for **2025 standards**. The target Flesch > 60 is still good, but we should also consider **reading grade level** and clarity given a global audience. Furthermore, **WCAG 2.2** introduced new criteria and a stronger focus on mobile and cognitive accessibility, which aren’t reflected in the prompt’s brief accessibility mention ¹¹. In addition, ensuring content is easily **scannable** and **concise** is even more crucial now – not just for users, but for AI systems summarizing your content.

Improvements: Strengthen the Readability and Accessibility section with updated practices:

- **Keep language clear and concise:** Instruct the AI to avoid jargon overload and overly long sentences. Content should use plain language where possible, so that even non-experts and translation tools can understand. Aim for short paragraphs and sentences to hit that Flesch > 60 score (roughly an 8th-grade reading level). Modern SEO guidelines emphasize that overly “fluffy” or convoluted text can hurt both user experience and AI parsing ¹². Make it explicit: *“Trim unnecessary fluff; write in a straightforward, natural tone.”* This will improve comprehension and make it easier for Google’s algorithms (and SGE) to digest the content quickly ¹².
- **Implement WCAG 2.2 considerations:** Ensure the prompt covers **up-to-date accessibility checkpoints**. For example, instruct that any call-to-action buttons or important links should have descriptive text (no “click here” ambiguity), and that headings are used in logical order (the prompt already enforces H1→H2 hierarchy, which is good for screen readers). Emphasize making content **perceivable and operable** for all users: e.g., *“Include alt text for images (already noted), ensure any icons or charts are described in text, and use sufficient color contrast for any text on colored backgrounds.”* While color/design is outside a text prompt’s scope, mentioning it guides content creators later. Also, WCAG 2.2’s new guidelines like *Focus Not Obscured* and *Findable Help* suggest that, for instance, having an FAQ on the page (as the template does) is beneficial to all users ¹³. Reiterate accessibility in the content suggestions: if the page includes forms or interactive elements, note to label them clearly and provide instructions.
- **Mobile-friendly formatting:** Since many users read on mobile, ensure the prompt encourages short paragraphs and subheadings so content doesn’t turn into a wall of text on small screens. This overlaps with core web vitals/user experience – e.g., large font for H1, etc., might be beyond the AI’s content output, but the idea is to produce content that’s inherently **well-structured and skimmable**. Suggest bullet points or numbered steps whenever appropriate, as the current

prompt does (benefits & features as bullets, etc.), because lists improve scannability (and as a bonus, search engines can pull list snippets easily) ¹⁴ .

In summary, **update the prompt's guidelines to align with WCAG 2.2 and emphasize ultra-clear writing**. This might mean changing section 12 to: *"Readability & Accessibility: Keep sentences short and clear (target ~8th grade reading level). Ensure Flesch > 60. Use headings, lists, and plain language for clarity ¹² . Adhere to WCAG 2.2 AA standards – e.g., include alt text, descriptive link text, and accessible structure ¹¹ ."* This ensures that the generated content is not only easy to read but also **inclusive**, meeting modern accessibility expectations. Good readability and accessibility benefit SEO indirectly by improving user engagement and by preventing user drop-off due to confusing text or inaccessible content.

5. Prepare Content for SGE and AI Summaries

What's Missing: The original framework doesn't account for **Google's Search Generative Experience (SGE)** and similar AI-generated answer platforms. In 2025, SGE often provides users with an AI-written summary of a topic right on the search page, citing sources. The prompt needs to ensure your content can be one of those cited sources. That means formatting and writing content in a way that **AI can easily extract key information and attribute it to you**. Currently, there's no mention of preparing content for AI summaries or snippet optimization beyond standard meta tags.

Improvements: Optimize the content structure for **AI readability and snippet readiness**:

- **Structured answers for AI:** Add instructions to include brief, factual statements that **directly answer common user questions** related to the topic. For instance, at the end of the intro or in a dedicated FAQ, have a one-sentence or one-paragraph summary of the main answer to the page's primary question. This can increase the chance of your text being picked up in SGE's summary or in featured snippets. Google's SGE favors content that is **helpful, well-structured, and authoritative**, and it tends to pull from sources that meet those criteria ¹⁵ . By providing clear answer snippets (in addition to more detailed content), you make the AI's job easier and invite it to choose your site as a cited source. Consider adding a note like: *"Include a concise answer to the primary question (if applicable) in the first paragraph or as a highlighted snippet."* This is somewhat like an "AI meta description," except in the content body – it prepares your page to be summarized accurately.
- **Use clear headings and semantic HTML:** We already enforce H1, H2 hierarchy – that's great for AI parsing. You might strengthen this by ensuring each H2 section stays tightly focused on one subtopic. For example, the prompt sections (Pain points, Solution, Benefits, etc.) naturally segment the content. In 2025, **clean structure is even more critical**: SGE's AI model analyzes top results and looks for distinct pieces of information to compile ¹⁶ ¹⁷ . So make sure the prompt continues to encourage one idea per paragraph and meaningful headings. Perhaps add: *"Ensure each section can stand on its own logically, as AI may quote from any part of the content."*
- **Incorporate FAQs strategically:** The prompt already includes an FAQ section, which is excellent. Emphasize that these FAQs should target actual user queries (especially those that might appear in **People Also Ask** or be spoken to voice assistants). Having 3-5 FAQs that are genuinely common questions increases the page's chance to be featured in Q&A snippets or SGE follow-up questions ¹⁸ ¹⁹ . You might refine the instruction to *"FAQs with conversational questions and succinct answers (mirroring how users ask them)."* This aligns with both voice and AI search behaviors.

- **AI-friendly writing style:** Recommend a style that is **factual and neutral** in sections that might be quoted. SGE's summary may pull a sentence from your page; if that sentence is too promotional or vague, the AI might skip it. For example, ensure the first sentence of the page clearly defines the topic or answer (rather than, say, starting with a sales pitch). Being **explicit and fact-rich** in key parts of the content will prepare it for generative AI use ¹⁵. Also, the prompt could suggest adding relevant statistics or definitions (with citations) in the content – SGE often loves to include stats or definitions and will cite the source for those.
- **Visual optimization for SGE:** Not to be overlooked, SGE can display images from your page alongside the summary. To capitalize on this, include at least one relevant image with proper alt text (which we covered in Multimedia). A quick addition could be: *“Select a high-quality featured image that represents the content, as AI summaries may show it”* ¹⁰. This ensures the AI might choose your image (drawing more eyes to your result).

By implementing these changes, your pages will be **formatted for the AI era**. The content will explicitly answer questions, use structure and schema that machines parse easily, and demonstrate authority – all factors that increase the likelihood of being included and cited in Google's SGE results ¹⁵.

- *Example update:* You could add a new section or note, e.g., *“SGE Snippet Preparation: In a brief statement, directly answer the main query of the page (for example, ‘What is X?’ → answer). Use FAQPage markup for Q&As and ensure the content includes up-to-date facts or figures that might be quoted.”* While the prompt already covers FAQs and a summary, explicitly framing it as preparing for SGE encourages the AI to output content optimized for these next-gen search features.

6. Implement Entity-Based (Semantic) SEO

What's Missing: The current prompt focuses on keywords but doesn't mention **entity-based optimization** or semantic topic coverage. In 2025, SEO isn't just about a primary keyword – it's about covering the broader **context and related entities** so that search engines understand your content deeply. The prompt lacks guidance on including semantically related terms, which means it might produce content that's technically correct for keywords but not as comprehensive or conceptually rich as it could be.

Improvements: Update the prompt to ensure **semantic richness** and coverage of related topics:

- **Include related entities and topics:** Instruct the content generator to naturally weave in important **related concepts** that users (or search engines) would expect to see for that topic. For example, if the focus keyword is “cloud data backup,” related entities might include “cybersecurity,” “encryption,” “data recovery,” or specific services like “AWS” or “Azure” if appropriate. By mentioning these, you signal to Google that your content has depth and breadth. Google's algorithms use co-occurring terms and the Knowledge Graph to gauge topical completeness – e.g., content about “yoga” often mentions “meditation” or “wellness,” since these concepts commonly co-occur ²⁰. The prompt could say: *“In the content, touch on closely related topics or entities to demonstrate thorough coverage (for instance, if writing about AI, mention related terms like machine learning, NLP, etc.).”* This encourages the AI to go beyond one keyword and cover a cluster of ideas, strengthening semantic SEO.
- **Use synonym and variant keywords:** Ensure the prompt allows for **keyword variations** and does not over-optimize for an exact phrase. It might be beneficial to add: *“Include synonyms or alternate phrasings of the key terms for natural density.”* This way, instead of repeating the exact

focus keyword, the content will mention equivalent terms and LSI keywords, which helps with semantic relevance. Modern search engines can identify these and appreciate the more natural language. For example, a page about “automobile insurance” might also use “car insurance” or “vehicle coverage” – covering these variations ensures you capture different search intents and signals a well-rounded article.

- **Entity markup and linking:** If feasible, incorporate structured data or linking that reinforces entities. The prompt already suggests internal links (which can be used to link to related topics on your site). You might expand that to: *“Suggest 2-3 internal links to thematically related pages (topic clusters) on the site.”* This creates a semantic network within your site, improving topical authority. Also, consider adding a note in the Schema section to utilize properties like `about` or `mentions` for key entities, or `sameAs` for the organization (linking to its Wikipedia or official profiles). For instance, if it’s a page about a software product, the JSON-LD could include `"@type": "SoftwareApplication", "name": ... , "applicationCategory": ... , "operatingSystem": ...` etc., which explicitly ties the content to known entity values (as mentioned in improvement #2). This kind of structured clarity helps search engines and even AI assistants grasp the context ²¹.
- **Cluster content for topical authority:** Recommend treating each page as part of a broader **topic cluster**. For example, a service page might mention a related blog post or whitepaper for more detail, and vice versa. The prompt could encourage a brief *“Related resources”* mention if appropriate (though not always needed, internal links might suffice). The key is to demonstrate that your site covers the subject from multiple angles, which search engines interpret as authority. Google in 2025 rewards sites that build **semantic relationships** between content pieces – it’s no longer about one page = one keyword, but rather one page as a hub in a network of information about an entity ²² ²³.

By adding semantic SEO guidance, the AI-generated content will be less likely to miss important subtopics. It will also avoid feeling “thin” or one-dimensional. You essentially train the prompt to produce an article that answers not just the primary query but also covers the who/what/why related to it, which is what Google’s **entity-first indexing** looks for ²⁴. This can be the difference between a page that ranks okay and one that becomes a go-to resource with strong rankings.

- **Example update:** Integrate into section 6 (Full Page Content) or as a new guideline: *“Entity SEO: Incorporate contextually related terms and entities. For example, if the topic is [X], mention key related concepts [A], [B], [C] in the copy to reinforce topical relevance ²⁰.”* Also, ensure internal link suggestions (section 8) include links to pages about those related entities. This way, the AI knows to enrich the content semantically, and the output will align with 2025’s entity-centric SEO approach, helping build your site’s authority on the topic.

7. Reinforce E-E-A-T & Author Transparency

What’s Missing: The current prompt encourages an expert tone and mentions testimonials, but it doesn’t directly address Google’s **E-E-A-T** (Experience, Expertise, Authoritativeness, Trustworthiness) guidelines. In 2025, demonstrating E-E-A-T is crucial – especially the **“Experience”** aspect that was added to the guidelines. One glaring omission is the lack of an **author byline or bio** for content like blog posts. Transparency about *who* wrote the content (and why they’re credible) is a big trust signal now ²⁵. The prompt also doesn’t explicitly encourage citing external sources or including trust factors like certifications, which are all part of building authority and trust.

Improvements: Enhance the prompt to ensure each page clearly showcases its **authority and credibility**:

- **Add author and/or reviewer info:** For blog posts or articles, instruct the AI to include an **author byline** (e.g., "By Jane Smith, Senior Data Analyst") and possibly a one-sentence bio highlighting that person's expertise or experience. This addresses the transparency element – Google's quality raters and algorithms notice if content has clear attribution to a real expert ²⁵. For example, add a section like: *"Author & Credentials (for BlogPosting schema): Include an author name and title. If possible, mention years of experience or a relevant credential (e.g., 'MBA', 'PhD') to boost credibility."* On service pages or homepages (where a byline is less common), ensure the company's credentials are highlighted (e.g., "20+ years in business, certified partner of XYZ"). The Schema (JSON-LD) should also incorporate these – e.g., BlogPosting schema can have an

```
"author": { "@type": "Person", "name": "...", "description": "Expert in ..."}.
```

 This level of detail shows search engines the content comes from a trustworthy source ²⁶.
- **Emphasize first-hand experience:** Encourage inclusion of **real examples, case studies, or personal insights** in the content (without fabricating, of course). The prompt already has a section for case studies/testimonials; stress using it to demonstrate real-world experience. For instance, the "Why choose us" or "Case studies" sections can mention specific projects, client results, or any hands-on experience that proves expertise. Google's addition of "Experience" in E-E-A-T means content that shows the creator has actually *done* or lived through what they're writing about will be viewed more favorably ²⁷. Modify that section to something like: *"Include a brief case study or anecdote (if available) that shows real experience – e.g., a successful client outcome or a personal story related to the topic."* Even if AI can only mimic this, providing a placeholder or suggestion for the human editor to insert a real story can be valuable.
- **External references and data:** Inculcate a habit of **citing reputable sources** within the content for any big claims or statistics. The prompt mentions adding 1–2 external links, which is good. Make this more explicit that those should be **authoritative sources** (industry reports, official standards, credible news, or academic sites). For example: *"When making factual claims, reference a reliable source (e.g., link to a statistic from Gartner, a quote from an expert, etc.)."* By doing so, you not only add trustworthiness to the content but also prepare it for SGE – AI summaries might integrate those facts and will be more likely to cite your page if it contains verifiable info. It's part of **"Transparent content verification"**: providing verifiable info that users or algorithms can cross-check ²⁸. This practice demonstrates honesty and thoroughness, reinforcing E-E-A-T.
- **Trust signals on-page:** If applicable, include other trust elements in content: awards, memberships, certifications (like ISO, BBB accredited, etc.), or even a line like "Trusted by 500+ clients worldwide." These can be weaved into the copy or as a sidebar note. For example, the "Why choose us" section can list trust badges or partnerships. Such details assure both users and Google that your business is legitimate and reputable. Google explicitly notes that things like clear contact information, customer service info, and content accuracy build trust. While the prompt might not generate those from thin air, it can remind the user to include them. A guideline might be: *"Highlight any trust factors (years in operation, client count, industry certifications, media mentions) in the content to support your authority."*

By updating the prompt to enforce E-E-A-T, you align with Google's quality standards of 2025. **Clear author attribution and credentials** are especially crucial – for instance, having an author's name and bio has been cited as a positive quality factor ²⁵. Transparency about who wrote the content and why they're qualified builds user trust and meets Google's criteria for high-quality content. Likewise,

showing experience and citing sources prevents the AI from generating content that feels ungrounded. All of this will bolster your content's credibility in the eyes of both readers and search engines.

- *Example update:* After section 9 or in the guidelines, add: “*E-E-A-T & Byline: For articles, include an author byline with title/credentials (and use Article schema’s author field). Mention any real experience or certifications to showcase expertise. Cite at least one external authoritative source to support key claims* ²⁶ ²⁸.” Also consider adding a note to the Schema section: e.g., BlogPosting schema should include `author`, `datePublished`, and `publisher` fields for transparency. These changes ensure the AI produces content with the right trust elements that were previously forgotten in the framework.

8. Improve Template Modularity & Automation

What’s Missing: The master prompt is comprehensive but **monolithic** – it’s the same template for every page type (with a note that you can reuse it for homepage, blog, etc. by changing keywords). In practice, some sections may not apply to certain pages, and manually tweaking the prompt each time is error-prone. Also, with multilingual and multi-page rollout, there’s a need for more **automation**. The current prompt doesn’t mention using placeholders or how to streamline generating dozens of pages in multiple languages. Essentially, it’s missing guidance on making the template more **modular and scalable** for automation.

Improvements: Revise the prompt (and your process) to be more flexible and automation-friendly:

- **Modular sections by page type:** Introduce conditional logic or at least optional blocks in the prompt for different page needs. For example, a **blog post** might need an author byline (as discussed) and perhaps won’t need “Why choose us” or “Our services” sections that are in the template (those are more for service pages). Conversely, a **homepage** might need a slightly different structure (maybe a hero tagline instead of H2 pain points). While ChatGPT itself doesn’t handle conditional logic outright, *you* can create separate prompt versions or clearly comment which parts to include or skip. For instance, you might maintain one master prompt with sections marked, like: “[IF Service Page: use sections 1-15 as is][IF Blog: skip sections 38-44 or replace with X].” In the prompt instructions to the AI, you could simply state the page type so it knows which schema to use, but some structural changes might require manual or scripted adjustment. Consider making a “**mini-prompt**” library – one for each major page type, derived from this master. This prevents awkward outputs (like an empty “Case studies” section on a page where it doesn’t apply). It also makes future updates easier, as you modify the relevant template without affecting others.
- **Placeholder variables for automation:** To generate content in bulk (say you have 100 pages to create), you can parameterize the prompt. For example, use placeholders like `[PRIMARY_KEYWORD]`, `[SECONDARY_KEYWORDS]`, `[PAGE_TYPE]`, `[LANGUAGE]` etc., which you or a script can replace before sending to the AI. The current prompt already hints at inserting keywords, but you can formalize this. If using a tool or a spreadsheet, you could prepare each row with the specific keyword and page type, and then automatically populate the prompt text. This reduces manual copy-paste errors and ensures consistency. In the prompt text, clearly delineate these placeholders (e.g., `<PRIMARY_KEYWORD>` in the Focus Keywords section and throughout content suggestions where needed). This approach lets you reuse the template at scale – essentially turning it into a **fill-in-the-blank form** for different pages.

- **One-line “power version” of the prompt:** The draft prompt even asks if you want a shorter version. It might be wise to create a condensed prompt that references the structure without listing every item in detail. For instance: *“Generate a SEO-optimized service page using the following structure: URL slug, focus keywords, SEO title (~60 chars), meta description (~160 chars), 3-5 image alt texts, H1 and multiple H2 sections (pain points, solution, benefits, etc.), a FAQ with 3-5 Q&As (plus FAQ schema), appropriate internal/external links, social meta tags, a short and long CTA, a TL;DR bullet list, readability improved (Flesch > 60), media suggestions, translated keywords (DE, BG, RU, EN), hreflang tags, and performance/accessibility tips.”* This is just an example of a single-sentence prompt that encapsulates the instructions. Such a “power prompt” could be useful once the AI has been primed with the full template at least once. In practice, you might run the full prompt once to ensure the AI understands the format, then use a one-liner for subsequent pages to save time. Document this process so that you or team members can efficiently reuse it. Essentially, you’re automating the *prompt usage* itself.
- **Testing and iteration:** When automating, it’s crucial to test how the AI fills each section. Some sections might consistently produce weak output (for example, the “Multilingual SEO” section might confuse the AI unless it knows the site languages). Monitor initial results and adjust the prompt wording accordingly. Perhaps you’ll find that the AI occasionally omits something – you can reinforce it by reordering sections or adding reminders like “ensure no section is empty.” This iterative refinement is part of making the template robust for automation. Since the original framework didn’t mention it, make it a point to do a dry run on a sample page and refine.

By improving modularity and automation, you **future-proof the content generation workflow**. You’ll be able to roll out pages in bulk and adapt the template for different contexts without starting from scratch each time. This addresses the “forgotten” aspect of the framework: the need to operationalize the prompt for scale. In 2025, many organizations are generating content at scale with AI, so having a well-structured, variable-driven template is a competitive advantage.

- *Example update:* Add a note at the end of the master prompt (or in a readme for your team): *“Automation Tip: Use placeholders for key inputs (keywords, page type, language) and create variant templates for blog vs. service pages. Consider using the short ‘power prompt’ once the AI is familiar with the format, to speed up repeated use.”* While this isn’t a user-facing SEO element, it **streamlines the process** and ensures consistency, which ultimately leads to better on-page SEO outcomes across all pages.

9. Extend Multilingual SEO & Localization Strategy

What’s Missing: The prompt’s multilingual section currently covers only German (DE), Bulgarian (BG), Russian (RU), and English (EN). It explicitly suggests translating focus keywords into those languages and adding hreflang tags. However, for 2025, you’re planning to target **additional markets like Spanish (ES), French (FR), Polish (PL)** (and potentially others). The framework doesn’t mention these, nor does it discuss true **localization** beyond direct translation. Also, each language might require different SEO considerations (keywords don’t always translate 1:1). The prompt should be updated to accommodate a broader multilingual rollout and ensure culturally appropriate content.

Improvements: Expand and refine the multilingual guidance to support **more languages and better localization**:

- **Add new target languages:** Modify the “Multilingual SEO” section (currently #14) to include **ES, FR, PL** explicitly, since those are on your roadmap. Instead of a static list of languages, you might

phrase it generally: *“Translated focus keywords (DE, BG, RU, EN, ES, FR, PL...)”*, indicating that the list is extensible. You can also mention any other languages of interest or simply use a placeholder like *“[other target languages]”*. This signals the AI to provide translations for each listed language. It’s a simple update but ensures those Spanish, French, and Polish keywords are not forgotten. Additionally, instruct the AI to propose the correct **hreflang tags** for all these languages (e.g., `hreflang="es"`, `hreflang="fr"`, `hreflang="pl"` along with region codes if needed, such as `es-ES` for Spain vs `es-MX` if targeting Latin America, etc.). The result will be a more complete hreflang suggestion covering your expanded locale set ²⁹.

- **Emphasize cultural localization, not just translation:** Make it clear that simply translating keywords or content word-for-word isn’t enough. Each locale might have its own way of searching for the same concept. Encourage **localized keyword research and adaptation**. For example, Spanish in Spain vs. Spanish in Mexico can differ; French in France vs. Canada might prefer different terms. Add a prompt note like: *“Provide equivalent keywords in the target language that local users actually search for (not just direct translations, consider local terminology).”* Perhaps instruct the AI to also output a brief localized tagline or CTA, as what works in English might need tweaking in tone for, say, French formality or Polish marketing style. In essence, you want the AI (or the content team) to account for **local SEO nuances** – synonyms, colloquialisms, or even entirely different pain points for different markets ³⁰.
- **Ensure content is culturally appropriate:** If the content includes any references, idioms, or examples, these might need changing per locale. While the AI might not automatically know this, you can remind in the guidelines: *“Avoid idioms or references that don’t translate well; use globally understandable language or be prepared to adjust in each language.”* For instance, a punny tagline in English probably won’t work in German; the AI should come up with a different angle for German if asked. The prompt could have an optional step for **localization notes** – e.g., *“Highlight any content that may need cultural adaptation for different regions.”* This might be beyond the AI’s core abilities, but it flags the issue for human review.
- **Workflow for multilingual output:** Decide whether you will have the AI generate content in other languages or you will translate it separately. The prompt currently only asks for translated keywords and hreflang, not the full content in other languages. If you plan to eventually have full pages in ES/FR/PL, you might either: (a) run the prompt separately for each language (with the AI set to respond in that language), or (b) translate the English output via a professional translator or a translation AI. If it’s the former, the prompt should be capable of multilingual content generation. You might test and then add a note: *“The template can be reused in other languages – ensure to maintain SEO elements (titles, meta, etc.) in the target language and adjust content length/tone to local standards.”* If it’s the latter (human/AI translation after English generation), then the prompt’s role is just to remind about hreflang and keyword translation, which it already does. Given you specifically mention expanding languages, it’s likely you want the AI to output at least some elements in those languages.
- **Hreflang implementation:** Make sure to include in the output the hreflang tags for *all* language versions, including any new ones. For example, if now you have 7 languages, the AI should list hreflang tags for each plus an `x-default` tag. You might update the prompt line to: *“Suggest hreflang tags for all target languages (including new ones like ES, FR, PL) and an x-default.”* This ensures no language version is left out, preventing duplicate content or wrong regional pages showing up in search results ²⁹.

By incorporating these changes, the framework will no longer “forget” about Spanish, French, Polish or any other future language. It sets you up for a truly **multilingual SEO strategy** rather than just a

bilingual one. Keep in mind that multilingual SEO also means maintaining parity in quality across languages – so whatever optimizations we do in English (schema, E-E-A-T, etc.), we should replicate in the other languages' content as well. The prompt can be translated or applied per language to achieve that consistency.

- *Example update:* Expand section 14 to: *“Translated focus keywords (DE, BG, RU, EN, ES, FR, PL). Provide the best local keyword equivalents (not just direct translation) ³⁰. Suggest hreflang tags for each language version plus a default.”* You might also add in the Guidelines: *“Ensure content can be adapted to each language’s cultural context – phrasing may change.”* By explicitly including the new locales and guidance on localization, you ensure the AI (and your content process) accounts for these languages going forward, aligning with 2025 best practices for international SEO.

By implementing these **prioritized improvements**, you'll bring the master prompt up to 2025 standards. In summary, we added missing elements like voice search optimization, richer schema usage, multimedia integration, modern accessibility, SGE/AI-search preparation, semantic breadth, E-E-A-T enhancements, and a plan for better automation and multilingual rollout. Each of these fills a gap in the original framework:

- Voice and conversational AI content was previously overlooked – now it's baked in ¹.
- The schema section is more comprehensive, covering new content types and helping AI understand your pages ⁸ ⁷.
- The prompt now encourages video, audio, and interactive content with SEO best practices, rather than just text and images ⁹ ¹⁰.
- Readability and accessibility guidelines are updated to current standards, ensuring content is usable by all audiences and devices ¹² ¹¹.
- Content is prepared for Google's generative AI results, increasing the chance your site gets featured in future SERPs ¹⁵.
- Semantic SEO and entity relations are addressed, so content won't be keyword-focused at the expense of topic depth ²⁴ ²⁰.
- E-E-A-T and transparency are reinforced, adding the human touch and trust factors that were missing ²⁵ ²⁸.
- The template itself becomes more flexible and powerful for your team, not just a one-off use.
- And finally, your multilingual strategy is explicitly integrated, paving the way for successful expansion into new markets with proper localization ²⁹ ³⁰.

Each improvement is ready to be plugged into the prompt or your content SOP. By following this prioritized list, you'll significantly enhance on-page SEO, user experience, and future-proof your content for the evolving search landscape of 2025 and beyond.

¹ ² Voice Search SEO: Tips & Best Practices For 2025

<https://astute.co/voice-search-and-seo/>

³ A Complete Guide to Schema Markup in SEO/AEO - DigitalSolley

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⁴ JobPosting - Schema.org Type

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⁵ ⁶ ⁷ How to use SoftwareApplication Schema: A Short Guide in 2025

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<https://brandastic.com/blog/what-marketers-need-to-know-about-sge/>

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