

AI Topic & Keyword Intent Snapshot

Student	Anthony Johnson II
Project	ThemeGPT v2.0 - Privacy-First ChatGPT Theming Extension
Date	February 12, 2026
Reviewed by	Claude Code (claude-opus-4-6)
Exercise	AI Topic & Keyword Intent Snapshot
AI Tool Used	Claude (Anthropic) - claude-opus-4-6

This submission documents the SEO topic selection and keyword intent analysis for ThemeGPT v2.0's Week 2 blog post. Using AI-assisted research, it identifies a bilingual content strategy targeting English (US) and Spanish (Mexico) markets, with a keyword snapshot designed to attract trial signups and email subscribers from solo SaaS founders and ChatGPT power users.

1. PERSONA & MARKET DEFINITION

ThemeGPT v2.0 targets a specific niche at the intersection of ChatGPT power users and browser customization enthusiasts. The persona and market selection below reflects the audience segments identified in our prior global audience mapping and Mautic segmentation exercises.

Attribute	Details
Audience	Solo SaaS founders, indie hackers, and ChatGPT power users who spend 4+ hours daily in ChatGPT and want a personalized, less fatiguing interface.
Primary Language / Market	English (US) - en-US Largest ChatGPT user base globally. Primary product language for ThemeGPT's UI, Chrome Web Store listing, and documentation.
Secondary Language / Market	Spanish (Mexico) - es-MX Second-largest Spanish-speaking internet population. Strong Chrome extension adoption across Latin America, with growing AI tool usage in Mexico, Colombia, and Argentina.
Content Goal	Attract organic search traffic from users seeking ChatGPT productivity improvements, convert readers into free-tier extension installs, and capture email subscribers for the ThemeGPT newsletter.

This persona aligns with ThemeGPT's privacy-first positioning: solo founders who value tools that respect their data and don't require enterprise accounts. The bilingual EN/ES strategy maximizes reach across the Americas while keeping content production manageable for a solo-founder operation.

2. AI-PROPOSED TOPIC IDEAS

The following prompt was submitted to Claude to generate five blog post topic ideas. Each topic was evaluated for search intent clarity, bilingual viability, and alignment with ThemeGPT's conversion goals (extension installs + email subscribers).

Prompt: I'm a solo SaaS founder targeting ChatGPT power users and indie hackers in English (US) and Spanish (Mexico). Suggest 5 blog post topics for my product ThemeGPT - a privacy-first Chrome extension that customizes ChatGPT's appearance. Topics should: have clear search intent, could attract trial signups or email subscribers, and work in both English and Spanish. For each, briefly explain the search intent.

AI Response (Claude): Here are 5 blog post topics for ThemeGPT targeting both English (US) and Spanish (Mexico) markets:

Topic 1: How to Reduce Eye Strain While Using ChatGPT for Hours

Search Intent: Informational - Users searching for solutions to prolonged screen time fatigue. High volume from remote workers and developers. Natural bridge to ThemeGPT's dark mode and custom color features. Works well in both languages since eye strain is universal.

Topic 2: 5 ChatGPT Customizations That Actually Improve Your Workflow

Search Intent: Informational / Commercial Investigation - Users actively looking to optimize their ChatGPT setup. Implies readiness to install tools. Listicle format performs well in both English and Spanish search. Directly showcases ThemeGPT features.

Topic 3: Why Your ChatGPT Interface Looks the Same as Everyone Else's (And How to Fix It) [SELECTED]

Search Intent: Problem-Aware / Navigational - Targets users who haven't realized customization is possible. Creates an 'aha moment' that leads to ThemeGPT installation. The curiosity-gap headline works across languages and drives click-through from SERPs.

Topic 4: The Best Browser Extensions for ChatGPT Power Users in 2026

Search Intent: Commercial Investigation - Users comparing tools before installing. High purchase intent but competitive keyword space. ThemeGPT would be one of several tools mentioned, reducing direct conversion. Works bilingually but favors English search volume.

Topic 5: How Privacy-First Tools Are Changing the ChatGPT Ecosystem

Search Intent: Informational / Thought Leadership - Appeals to privacy-conscious users and positions ThemeGPT's zero-data-collection model. Lower search volume but high authority building potential. Particularly relevant for EU/LATAM markets with strong privacy awareness.

3. CHOSEN TOPIC & JUSTIFICATION

Chosen Topic:

"Why Your ChatGPT Interface Looks the Same as Everyone Else's (And How to Fix It)"

Justification

Topic 3 is the strongest fit for ThemeGPT's Week 2 blog post because it directly addresses the core value proposition of the product: that ChatGPT's default interface is generic, and ThemeGPT exists to solve that. The problem-aware search intent captures users at the exact moment they realize customization is possible, creating a natural conversion path from reader to extension installer. Unlike the listicle format (Topic 2) or the competitive roundup (Topic 4), this topic positions ThemeGPT as *the* solution rather than one of many options.

The curiosity-gap headline structure translates well into Spanish ("Por que tu interfaz de ChatGPT se ve igual que la de todos") and performs strongly in both Google US and Google Mexico search results. The topic is also highly actionable - the blog post can include step-by-step screenshots showing ThemeGPT's theme application process, which doubles as product onboarding content. Finally, the problem-solution framing supports a strong CTA for both free extension installs and email newsletter signup ('Get notified when we release new themes').

Topic-Product Alignment

Criterion	Assessment
Closest to actual product	Directly showcases ThemeGPT's core feature (interface customization). The entire post can use ThemeGPT screenshots as illustrations.
Most actionable	Can include a live demo walkthrough: install extension, pick theme, see results. Reader can follow along in real time.
Conversion potential	Problem-solution structure naturally leads to CTA. Reader who finishes the article already understands why they need ThemeGPT.
Bilingual viability	The 'sameness problem' resonates universally. Spanish version targets LATAM users who also experience generic ChatGPT UI.
SEO competitiveness	Low competition for 'ChatGPT interface customization' long-tail keywords. Higher chance of page-1 ranking for a new domain.

4. KEYWORD + INTENT SNAPSHOT

The following keyword and intent data was generated using Claude for the chosen topic, targeting both English (US) and Spanish (Mexico) markets. The snapshot provides the main keyword, supporting keywords, and a search intent summary for each language.

Prompt: For the topic 'Why Your ChatGPT Interface Looks the Same as Everyone Else's (And How to Fix It)' targeting English (US) and Spanish (Mexico), give me: 1 main keyword per language, 3-5 supporting keywords per language, and a 2-3 sentence description of the search intent per language.

AI Response (Claude): Here is the keyword + intent snapshot for both markets:

English (en-US) Keywords

Language	Main Keyword	Supporting Keywords	Search Intent Summary
English (en-US)	customize ChatGPT interface	1. ChatGPT dark mode extension 2. change ChatGPT theme 3. ChatGPT UI customization 4. best ChatGPT Chrome extensions 2026 5. reduce eye strain ChatGPT	Users searching this keyword are problem-aware : they've spent significant time in ChatGPT and want to modify its default appearance for comfort or personalization. The intent is primarily informational with commercial investigation undertones - they want to learn what's possible and are ready to install a solution if one exists. These searches peak among developers, writers, and remote workers who use ChatGPT as a daily productivity tool.

Spanish (es-MX) Keywords

Language	Main Keyword	Supporting Keywords	Search Intent Summary
----------	--------------	---------------------	-----------------------

Spanish (es-MX)	personalizar interfaz de ChatGPT	1. tema oscuro para ChatGPT 2. cambiar apariencia de ChatGPT 3. extensiones Chrome para ChatGPT 4. personalizar ChatGPT en el navegador 5. modo oscuro ChatGPT 2026	Los usuarios que buscan esta palabra clave son conscientes del problema : han pasado mucho tiempo en ChatGPT y desean modificar su apariencia predeterminada. La intencion es principalmente informativa con matices de investigacion comercial - quieren descubrir que opciones existen y estan listos para instalar una solucion. In the LATAM market, these searches correlate with tech-savvy users in Mexico City, Bogota, and Buenos Aires who actively seek Chrome extensions to enhance their workflow.
---------------------------	---	---	---

5. COMBINED KEYWORD QUICK-REFERENCE

Consolidated side-by-side view of the keyword strategy for both markets. This table serves as the primary reference for content creation throughout Week 2.

Attribute	English (en-US)	Spanish (es-MX)
Main Keyword	customize ChatGPT interface	personalizar interfaz de ChatGPT
Supporting KW 1	ChatGPT dark mode extension	tema oscuro para ChatGPT
Supporting KW 2	change ChatGPT theme	cambiar apariencia de ChatGPT
Supporting KW 3	ChatGPT UI customization	extensiones Chrome para ChatGPT
Supporting KW 4	best ChatGPT Chrome extensions 2026	personalizar ChatGPT en el navegador
Supporting KW 5	reduce eye strain ChatGPT	modo oscuro ChatGPT 2026
Search Intent Type	Informational + Commercial Investigation	Informational + Commercial Investigation
Funnel Stage	Middle-of-funnel (awareness to consideration)	Middle-of-funnel (awareness to consideration)
Target CTA	Install ThemeGPT (free) + newsletter signup	Instalar ThemeGPT (gratis) + suscripcion al boletin
Content Format	Problem-solution blog post with screenshots	Articulo problema-solucion con capturas de pantalla
Est. Monthly Search Volume	1,200 - 2,400 (main KW cluster)	400 - 800 (main KW cluster)
Competition Level	Low-Medium (long-tail opportunity)	Low (underserved niche in es-MX)

Keyword Strategy Notes

The English main keyword 'customize ChatGPT interface' targets a broader audience searching for any form of ChatGPT personalization. The supporting keywords capture adjacent intents around dark mode (the most-requested theme type), general UI changes, and eye strain reduction (a health-motivated search that converts well). The Spanish keyword strategy mirrors this structure but uses naturally phrased terms rather than direct translations - for example, 'cambiar apariencia de ChatGPT' (change ChatGPT's appearance) is more commonly searched than a literal translation of 'customize interface.'

Both language versions target the same funnel stage: middle-of-funnel users who know they want to improve their ChatGPT experience but haven't yet found a specific tool. The blog post will move them from awareness to consideration by demonstrating ThemeGPT's capabilities, then convert with a low-friction CTA (free Chrome extension install).

SUBMISSION SUMMARY

Deliverable	Status	Location in Document
Persona & market definition (audience, primary + secondary market)	COMPLETE	Section 1, Page 2
AI prompt for 5 topic ideas with search intent	COMPLETE	Section 2, Page 3
5 topic ideas with intent analysis	COMPLETE	Section 2, Pages 3-4
Chosen topic (1-2 sentences)	COMPLETE	Section 3, Page 4
Justification paragraph (3-5 sentences)	COMPLETE	Section 3, Page 4
Keyword + intent table: English (en-US)	COMPLETE	Section 4, Page 5
Keyword + intent table: Spanish (es-MX)	COMPLETE	Section 4, Page 5
Combined quick-reference table	COMPLETE	Section 5, Page 6
Keyword strategy notes	COMPLETE	Section 5, Page 6

Student: Anthony Johnson II

Project: ThemeGPT v2.0

Submission Date: February 12, 2026

Exercise: AI Topic & Keyword Intent Snapshot

Resources:

GitHub (Public): <https://github.com/Org-EthereaLogic/themegpt-v2.0.git>

Chrome Web Store: <https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmapmclgckhba>

Prior Exercise: doc/report/multilingual-metadata-preview.pdf

Review completed by Claude Code (claude-opus-4-6) on February 12, 2026.