SEO & ChatGPT

- **Keyword Research**: Suggest potential keywords and topics based on your niche and target audience
- **SEO Content**: Generate ideas and create SEO-friendly content that targets specific keywords
- **On-Page SEO**: Provide guidelines on optimizing web pages (meta descriptions, header tags)
- **Link Building Strategies**: Offer insights into link-building techniques (optimizing backlinks)
- **Technical SEO**: Create and advise on sitemaps, robots.txt, and site speed optimizations
- **UI/UX and SEO:** Provide strategies on how to improve website design, navigation, and user flow
- **Local SEO:** Generate strategies on optimizing website for local searches
- **SEO Analysis**: Analyze existing content/website page and give feedback (e.g. readability and keyword density)
- **Staying Updated**: Give updates and best practices in SEO
- **Analyzing Competitors**: Evaluate competitors and provide insights into competition strategies

Limitations

- **Keyword Research Limitations:** lacks access to competition scores and real-time search volume

- **Content Quality**: factual errors, may lack industry specific knowledge, lack human touch (e.g. personal stories and experiences)

SEO & AI

1

SEO Keyword Research

Find keywords and topics related to your niche

3

On Page SEO

Create or optimize meta descriptions, header tags

2

SEO Content

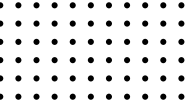- Creating Topical Map
- Making an article outline
- Writing an article

4

SEO Analysis

Analyze content and existing website and give feedback

Katerina Antonenko

SEO Keywords Research

- Brainstorm and find keywords for your niche
- Find easy keywords to rank for
  - https://ahrefs.com/keyword-generator
- Use plugins (e.g. SEO Assistant)

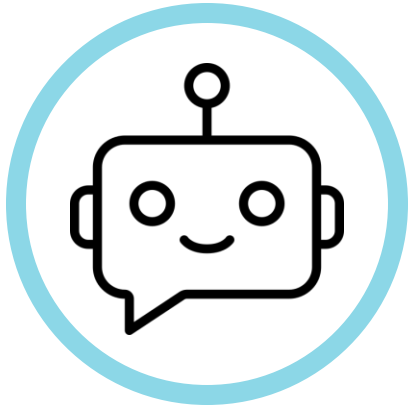|	
Research your niche	**Prompt:** You are an expert in SEO keyword research. What are common keywords used by businesses in [your niche]?
Seed/short-tail Keywords	**Prompt:** Generate a list of seed keywords related to each term
Expand to Long-tail Keywords	**Prompt:** Expand the seed keywords to long-tail keywords
Identify Keywords Based on Search Intent	**Prompt:** Classify the above keywords based on search intent (commercial, transactional or informational)
Group Keywords	**Prompt:** Group the above keywords into clusters based on topic relevance: Give the output in a table format with four columns: "Keyword Cluster", 'Long-Tail Keyword' , 'Search Intent', and 'Title' (a catchy, SEO-friendly title).

Katerina Antonenko

Keyword Research Strategies

1. **Alphabet Soup Method**: ”Give 5 popular keywords that start with “protein” and the following letter starts with a. After that give 5 more for each letter of alphabet b-z.

2. **Question-Based Keywords**: "List common questions people ask about [your business niche]."

3. **User Persona Targeting**: "List keywords that [target user persona] might use when searching for [your business niche]."

4. **LSI Keywords**: "List LSI keywords for '[key product/service in your niche]'.”

5. **Social Media Trends Analysis**: "What are trending keywords on social media about [your business niche]?"

6. **Geographic Modifiers**: "Generate keywords for '[your business niche]' with geographic modifiers for [specific locations]."

Keyword Research Prompts

1. "Search for forums and discussion boards related to [your niche] and extract common questions or phrases that could translate into long-tail keywords with lower competition."

2. "Look up recent blog posts and articles in [your niche] and identify gaps in content that can be filled, translating these gaps into potential keyword opportunities."

3. "Browse through recent social media posts and hashtags related to [your niche] and compile a list of emerging topics that could be turned into low-competition keywords."

4. "Explore Q&A sites like Quora or Reddit for [your niche], identifying recurring themes or questions that haven't been thoroughly answered in existing content, indicating potential keywords."

5. "Search for local or regional trends in [your niche] that haven't gained national or global attention yet, aiming to find location-specific, easy-to-rank keywords."

6. "Investigate industry-specific reports and publications for [your niche] from the past year, extracting unique terminologies or concepts that might present low-competition keyword opportunities."

7. "Analyze the titles and meta descriptions of recent YouTube videos related to [your niche], looking for unique phrases or topics that could be converted into keywords with lower competition."

Katerina Antonenko

SEO Content Creator BOT

Prompt:

You are an SEO expert that knows how to structure and write SEO articles better than anyone else to rank them on page one of Google. My business is [description of your business]. You will be helping me to establish an authority in my business niche and write SEO content for my website. You should be able to:

SEO Content – Topical Map

Topical Authority

- Rewarded with traffic based on perceived expertise

Topical Map

- Building topical maps helps establish your website as a topical authority in your niche
- It ensures content is well-structured, addresses important industry subjects, targets relevant keywords

1

Prompt:

Generate a strategic topical map for my blog article that has the best chance of ranking for long tail key words that are specific to my keyword [ask the keyword]. Make a list of [ask a number] catchy titles with a clickbait style, prioritizing transactional intent topics. For each title include the most suitable long-tail keyword phrase that title should be targeting. Do not duplicate keyword phrases. Good SEO titles should be 50-60 character.

1.1

Prompt:

Generate an excel spreadsheet from the results

SEO Content – Article

Article Outline

2

Prompt:
Create an outline for a [ask for number of words]-word highly SEO-optimized blog article titled "[ask for title]". Write it as a specialist in the subject of the article and write it for my target audience [ask for target audience]. You should add engaging subheadings (H2s and H3s) that increase the likelihood readers will continue to the end of the article.

Main text

3

Prompt:
Write a highly SEO-optimized blog article [ask for number of words] in writer's style and a casual, helpful tone from the outline. Write it as a specialist in the area and write it for my target audience.

SEO Content – Article Outline

Prompt:

The writer's style is characterized by authoritative expertise, clarity, storytelling, and empathy. They break down complex concepts into digestible explanations. Their writing is accessible, avoiding jargon. They foster engagement and critical thinking, encouraging readers to explore new ideas. The writer's transparency and honesty, sharing personal experiences, adds authenticity to their content. They address the pain points of their audience, offering practical solutions tailored to their needs. Overall, the writer's concise and impactful style empowers readers with actionable insights.

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SEO Content - Analysis

Prompt:

Is the article properly optimized for the keyword []. If yes, text "yes" . If no, optimize it with minimal rewriting.

Is the article with these changes fully optimized for the keyword?

On-Page SEO

Meta description

1

Prompt:
Suggest 10 meta descriptions for the content above, make it user-friendly and with a call to action, include the keyword [keyword]. Max 160 characters.

1.1

Prompt:
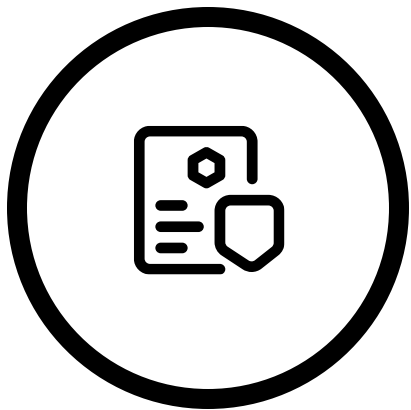**Write the HTML for this meta description**

Header tags

2

Prompt:
Write 10 alternative blog post titles with higher CTR for [topic].

Katerina Antonenko

SEO Analysis

SEO CORE AI
Plugin

Prompt:

Analyze this website [URL] for SEO optimization. Provide detailed insights and recommendations for improvements

SEO Analysis prompts

1. **"Evaluate the keyword density on my article page [URL] and compare it with best practices."**

2. **"Analyze the meta descriptions of my website [URL] and suggest enhancements."**

3. **"Evaluate the header tag usage on [specific page URL] for SEO effectiveness."**

4. **"What are the top 5 SEO issues on my website [URL] that need immediate attention?"**

ChatGPT and Google Analytics

AnalyticsAI
plugin

1. **"List all the properties associated with my Google Analytics account."**

2. **"Generate a traffic report for [your website] for the past month."**

3. **"Show the top 5 traffic sources for [your website] in the last quarter."**

4. **"How many conversions were generated from organic search traffic last week?"**

5. **"Create a report on the demographics of my website visitors."**

6. **"What are the top-performing pages on [your website] this year?"**

7. **"Analyze the bounce rate for [specific page or website] and suggest improvements."**

8. **"Identify the main conversion paths on my website."**

9. **"Show a breakdown of mobile versus desktop traffic for the past week."**

10. **"Generate a report on the effectiveness of my current SEO strategy."**