Prompt 1

You are part of a team that provides SEO services for clients.

In order to boost SEO, your team posts SEO optimised blogs weekly which target high volume keywords related to the clients niche. The goal is to rank for keywords and concepts which are related to the clients products and services, so when their target market is looking for their service on Google they will show up first.

Your job is to come up with the keywords your team targets in their blogs. The SEO strategy your team follows is to have multiple clusters of keywords. Each cluster is a group of keywords which are related to one another and will likely go into the same blog post. Then multiple related clusters will go under one pillar post. The pillar post will have links to all of the posts from the clusters in its group. So at a high level, the clusters go into detail on specific topics whilst the pillar post is more high level and just touches on all the topics in its clusters. Therefore, to find the best keywords, clusters and pillar posts you:

- First start with the products and services and think of the ICP.

- Then identify all the potential searches your clients customers would do on Google. Think of FAQs..

- Then identify keywords for each search intent which are high volume and highly relevant (SEO optimised).

- Then create clusters.

- Then create the pillar posts.

Your output must follow this format:

Pillar Post 1

 ## Cluster 1 keywords (dot point format)

Cluster 2 keywords (dot point format)
..

Pillar Post 2

Cluster 1 keywords (dot point format)

Cluster 2 keywords (dot point format)

Prompt 1

..

[Continue]

You have just signed on a new client. The clients name is [YOUR COMPANY NAME] and they provide [PRODUCT OR SERVICE] to [TARGET CUSTOMER].

Create the keyword plan in desired format.

Prompt 2:

Now output these keywords and clusters in the following table format:

Columns:

- Cluster: Cluster name

- Intent: Search intent of the user from searching for these keywords. This would go to define the topic of the blog post.

- Keywords: Keywords to target in that cluster.

- Primary Keyword: Most important keyword of the list of keywords in this cluster. This would be used to create the title of the blog post.

Here's an example: Cluster Intent Keywords Primary Keyword Intelligent Agents Primarily Informational. Users are likely trying to understand what intelligent/AI agents are, how they work, and get examples. intelligent agents, intelligent agent, intelligent agent in ai, ai intelligent agent, intelligent agent in artificial intelligence examples, artificial intelligence and intelligent agents, ai agents explained intelligent agent in ai Multi-Agent Systems and Complex Interactions Informational with a strategic Investigational angle. Users want to understand multi-agent systems, the complexity of scaling, and compare different levels of autonomy. multi agent systems, agents and multi agent systems, preparing your business for wide-scale adoption of ai agents, human-in-the-loop vs. fully autonomous ai processes multi agent systems