

# RootScan Process Document:

## In-Depth Keyword Research

### Step 1:

- Website plus all information gathered from the client (From Onboarding Form Information in Drive <https://forms.fillout.com/t/25pKBbdNTHus>.
  - a. **Perplexity Deep Research**
  - b. Define a list of keyword clusters that would be relevant for Keyword Strategy
    - i. [Identifying High-Impact Keyword Clusters for a Modern Keyword Strategy in the AI-Powered Search Era \(2024-2025\)](#)

#### **Prompt:**

*Based on the attached company profile document, conduct high-level keyword research based on the client's website and all other available materials. Identify a concise list (8–10) of high-impact keyword clusters that align with broad and mid-tail themes, relevant to their industry, services, and audience.*

*Each cluster should reflect the strategic intent behind user queries (e.g., awareness, consideration, conversion) without needing to label them by search intent category (informational, transactional, etc.).*

*Focus on identifying themes that support:*

- *Topical authority*
- *AI-powered search visibility (e.g., Google's AI Overviews / SGE)*
- *Voice and conversational search optimization*
- *Long-term content ecosystem development*

*For each cluster, include:*

- *A descriptive cluster title*
- *A 1–2 sentence explanation of its strategic value*
- *A sample list of relevant keywords (5–7 per cluster)*

*Emphasize:*

- *Broad to mid-tail relevance (not long-tail or zero-volume unless highly strategic)*  
*Client-specific positioning and offerings*
- *Emerging opportunities in AI, automation, personalization, and community-driven search*

*Use trusted SEO sources (e.g., Semrush, Ahrefs, Google Search Console insights) and avoid over-detailed taxonomies or unnecessary grouping by search intent.*

*Output should be client-facing, actionable, and not exceed 3 pages.*

## **Optional Summary Prompt (for Refining AI Output):**

If needed to compress AI-generated output from tools like Perplexity:

### **Prompt:**

*Condense the following keyword research output into **8 master keyword clusters** relevant for a digital agency specializing in content audits, strategy, creation, and automation.*

*Group related subtopics into high-level themes. For each master cluster, provide:*

- *Title*
- *1–2 line description*
- *5–7 sample keywords*

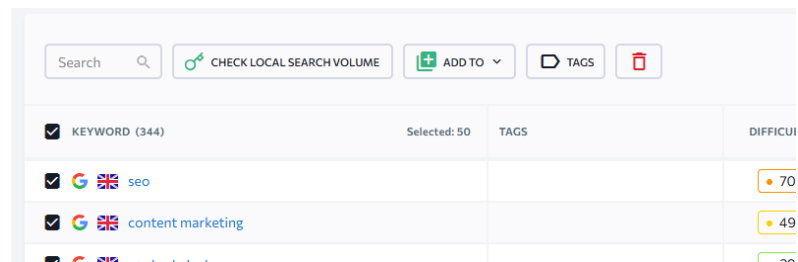
**Gemini vs Perplexity - Is Gemini really the best deep research tool?**

**Rationale for choosing which AI to use**

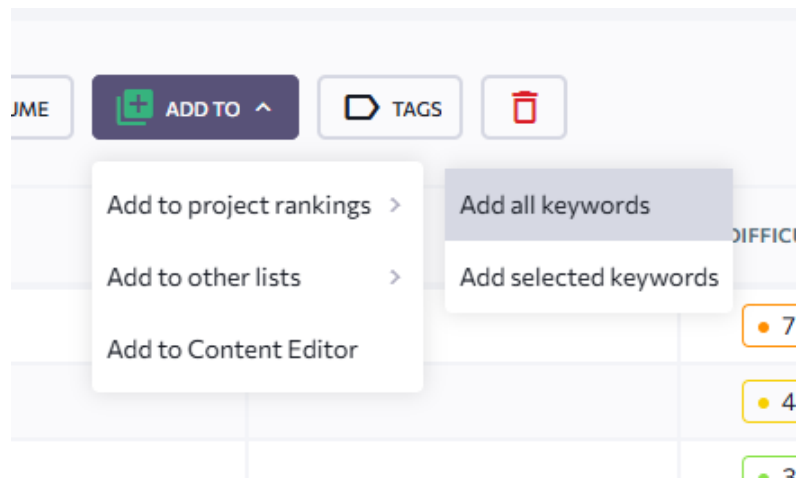
- Create a ChatGPT “Project Folder” for the client
  - a. Add [Umuthi Instructions for AI writing](#)
  - b. Add [Understanding Keyword Clustering](#) (keep in mind we pay for each keyword grouping in SE ranking, it is not included in the pro package and it will group based on Google’s results not our cluster research. For me Perplexity is the best tool to create keyword clusters based on the above example in point 1 and we need to work out how to group the keywords we researched back into those clusters.)
  - c. Add appropriate files
  - d. Add initial website copy for redesigns if available. Also add this into the onboarding questionnaire.
- Take Gemini Research (from Step 1) to find shortened Keyword Clusters:
  - a. **Prompt:** “Please have a look at the attached documents, and please adapt the keywords identified to UK English, and shorten them so that they can be effectively used in SE Ranking. Ensure there are no headings and no bulletpoints, just create one long list with keywords on individual lines. Ensure all information is industry specific”
  - b. Edit keywords into a keywords list to include all variations and insert relevant cities/ towns.

- c. Thor Example - >
  - [https://docs.google.com/document/d/1OsauQQgxjY\\_571HWcj64dGvWiJ1yNqReJ1yEt-p5hcE/edit?usp=drive\\_link](https://docs.google.com/document/d/1OsauQQgxjY_571HWcj64dGvWiJ1yNqReJ1yEt-p5hcE/edit?usp=drive_link)
- In SE Ranking
  - a. Create a new Project
  - b. Start by using keyword list generated in point 3.
  - c. While this is running continue with Keyword research
  - d. Research Tab —> Keyword Research
    - i. Insert Keywords and “Analyse”
    - ii. “Keyword Suggestions”
    - iii. Have to click individual keywords and go into each then click “View Detailed Report”
    - iv. “Add to Keyword Manager list” - “Create new list”
    - v. Add relevant Keywords to lists in bulk
    - vi. Export Keyword list as CSV file - Umuthi Example
      - [https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing)
    - vii. Group keyword list into clusters using Tags column (Perhaps Gemini could help, but it needs to be the same clusters as you researched initially for example:
      - [https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing)
  - e. Create a new tab, Keyword Cluster Sum on your Google Sheet.
    - i. Sum keyword volume for each clusters - Umuthi Example with formulas to sumif data -
      - [https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing)
    - ii. Insert a chart in Google Sheet:
      - Create a Google Sheet chart with some insights for Keyword Cluster data using keyword cluster sum from your Google Sheet - > Umuthi Example:
        - [https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing)
- Go to SE Ranking “Keyword manager list” and select your list.
  - a. Select all your keywords

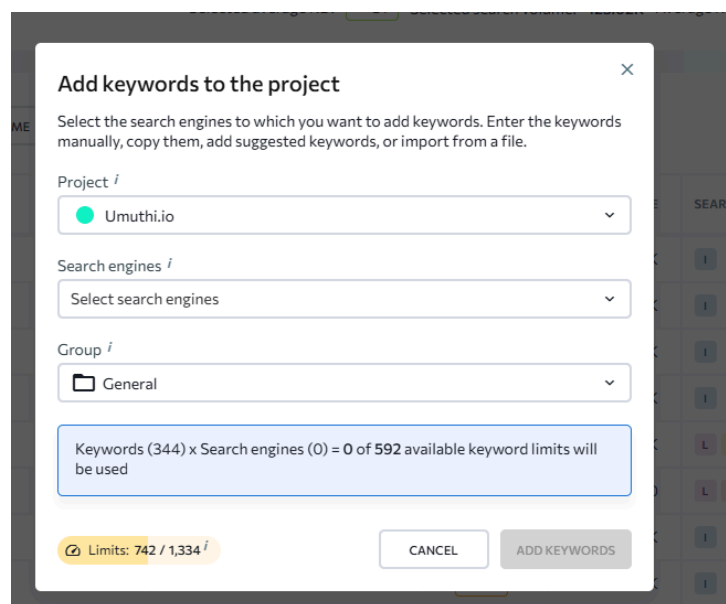
- b. Select Add To: Add the keywords to the SE Ranking Project for your specific client to get their current visibility.



- c. Add all keywords



- d. Choose your project:



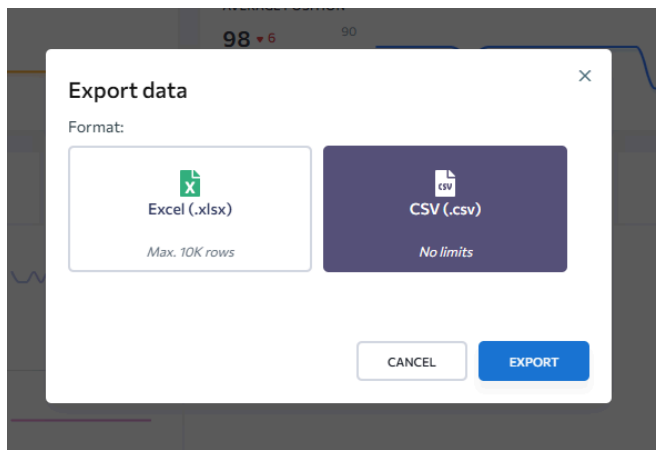
- Create a gamma slide:  
Copy chart directly from Google Sheets into Gamma slide under section Content Opportunities.  
[https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=sharing)

Add some insights into the client's current visibility on SE ranking for specific keywords researched. Let's play around with ChatGPT prompts to create the summary. Example data - >

[https://online.seranking.com/admin.site.rankings.site\\_id-9916445.html#/overview?page=1](https://online.seranking.com/admin.site.rankings.site_id-9916445.html#/overview?page=1)

Prompt

Summarise in 2 paragraphs how well this brand <https://umuthi.io/> is optimised based on the Excel results + keyword clusters attached.



Attach the SE ranking summary export:

[https://docs.google.com/spreadsheets/d/1Hq03eCHQ1QW9a3uG1e8aGEboXKdEk9Nv7f7mOZrH\\_fA/edit?usp=drive\\_link](https://docs.google.com/spreadsheets/d/1Hq03eCHQ1QW9a3uG1e8aGEboXKdEk9Nv7f7mOZrH_fA/edit?usp=drive_link)

Attach keyword cluster file for example:

[https://docs.google.com/document/d/1RKItjD3fYACnWuY6zXOBe9dDy\\_vej-Bp34tNcCSFUTY/edit?usp=sharing](https://docs.google.com/document/d/1RKItjD3fYACnWuY6zXOBe9dDy_vej-Bp34tNcCSFUTY/edit?usp=sharing)

**Prompt:**

*Based on the keyword cluster data and SERP visibility performance in the attached spreadsheet, generate a strategic SEO summary for [CLIENT NAME].*

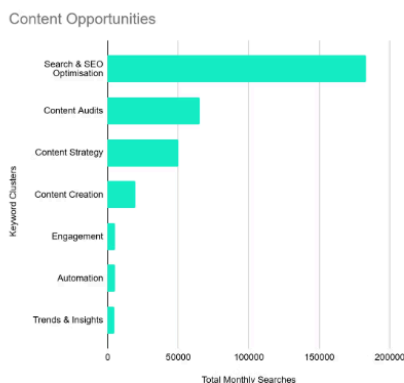
*Include the following in your analysis:*

- **Strategic Alignment** – Identify which keyword clusters [CLIENT NAME] is already strongly aligned with (content, tone, user intent), and describe how their current content or service model supports these.
- **Search Demand** – Show total search volume per cluster, and assess whether high-demand areas are being effectively targeted.

- **Authority Positioning** – Describe how [CLIENT NAME] demonstrates authority in high-volume or high-competition spaces (e.g. through content depth, UX, trust signals, thought leadership).
- **Technical SEO Gaps** – Based on the performance data (visibility scores, average position, ranking spread), identify any technical SEO weaknesses that may be limiting AI search visibility (e.g. speed, structured data, internal linking).
- **Strategic Opportunities** – Recommend 3–5 actions to deepen alignment with keyword clusters or improve visibility—especially in high-volume or emerging areas.

Then, summarise your findings into two short, clear paragraphs written in layman's terms. Use UK English and a Flesch Reading Ease suitable for a 10th grade level. Avoid em dashes or complex phrasing.

## Content Opportunities



Umuthi is strategically aligned with all eight keyword clusters, offering strong authority in content audits, evergreen content, and ethical automation. Its services, language, and structure reflect a clear understanding of AI-first SEO, personalised engagement, and scalable digital transformation.

However, technical SEO elements like speed, structured data, and internal linking need deeper integration to fully support AI search visibility.

Source: Google Search Results UK last month.

## Mapping Share of Voice

1. Identify Competitors
  - a. Use the client's 5 competitors shared via the onboarding questionnaire.
  - b. Plus add the client brand URL to show comparison. If the client can't provide top competitors, we need to identify them using a ChatGPT prompt for example:  
[https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB\\_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing](https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing)

**Prompt: Competitive Landscape Analysis for a Conscious, Tech-Enabled Service Business**

Please conduct a competitive landscape analysis for a business operating in the [insert industry name] sector.

Using the domain [insert domain URL], please identify and compare:

1. **5–10 relevant global or regional competitors** with overlapping service models and audiences
2. Their **positioning, pricing (if available), and delivery models**
3. Key **differentiators**, such as tech stack, content approach, automation, or consulting style
4. **Alignment with market trends**, client expectations, or operational best practices
5. **Opportunities for differentiation**, including underserved areas or strategic positioning gaps
6. **Regional trends** in the UK, US, and EU markets—particularly among service businesses integrating technology, content ecosystems, or automation

*Frame your analysis with a focus on clarity, longevity, and trust-building. Highlight what distinguishes businesses that create consistent value over time from those that rely on short-term tactics or high-volume output.*

- c. Even if the client shared the domain, we still need an AI summary to help understand the industry + current visibility. We'll need to find a way to create structured data for the competitor website URLs (maybe factor in a check to make sure they are valid) to add into a sheet so that we can send those to SE Ranking to analyse.
  - i. **Prompt:** Industry Summary + Structured Competitor Data for SEO Analysis

*You are a research assistant supporting a strategic digital consultancy. Your role is to help map out the current competitive and visibility landscape of a specific industry. Based on the provided competitor list and context, complete the following two tasks:*

### **Task 1: Industry Overview Summary**

*Generate a concise, insight-driven summary that captures the current state of the selected industry. Your output should highlight:*

- **Market dynamics and segmentation** (growth drivers, key players, shifts in models or channels)
- **Competitive structure** (e.g. dominant types of players, disruption by platforms or aggregators)
- **Emerging trends and pressures** (e.g. regulation, sustainability, tech adoption, channel shifts)
- **Strategic implications** for visibility, investment, or digital strategy

*Write with clarity for strategy, content, and search visibility teams. Use the most up-to-date sources available (past 12–24 months preferred).*

### **Task 2: Structured Competitor Dataset for SEO Tools**

*Return a structured, tabular dataset based on the competitor list provided. The table should be formatted as CSV or Markdown with the following fields:*

| Competitor Name | Website URL | Business Type | Valid URL? (Yes/No) | Notes (SEO status, redirects, dead link, homepage content type) |




*Please:*

- *Validate each URL (check it works and loads usable site content)*
- *Identify the **business type or model** (e.g. direct provider, platform, aggregator)*
- *Note anything that affects SEO analysis (e.g. homepage lacks indexable content, redirects to global domain)*

*Ensure this dataset can be pasted into Google Sheets or uploaded into SEO tools like SE Ranking for further analysis.*

### **Input Template for Customisation**

*When using this prompt, insert the following:*

-  *List of competitor names*
  -  *Target industry and/or region*
  -  *Any known URLs (optional – let the AI fill gaps)*
- d. Use “Competitive Research - Overview” on SE Ranking to get all details
    - i. Domain Trust
    - ii. Organic Traffic
  - e. [Step-by-Step Guide: Competitive Research with SE Ranking](#)
  - f. [Competitor Research Template](#)

### **2. Create Bubble Chart - Google Sheets**

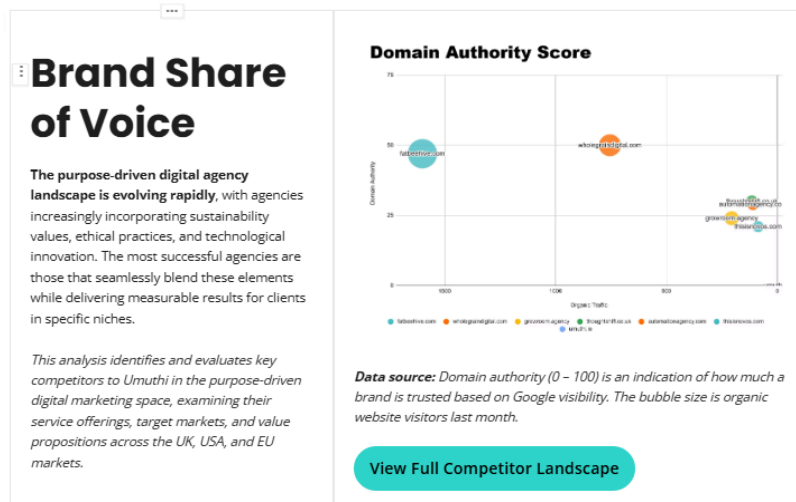
- a. [How to create a bubble chart in Google Sheets](#)
- b. Copy directly from Google Sheets into Gamma Presentation (look and feel needs some work)

Umuthi example data and chart:

<https://docs.google.com/spreadsheets/d/1pkORMMaal4FijRRHM5r4oRJbrvVL2yMq4dVYF6uhlEo/edit?usp=sharing>

- c. Add insights to summarise the current market place and visibility. Take the introduction summary from competitor research for example:  
[https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB\\_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing](https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing)





### 3. Add an overview of social media and advertising strategies.

- Take the top 3 competitors with highest domain trust and website traffic from your competitor research for example:  
<https://docs.google.com/spreadsheets/d/1pkORMMaal4FijRRHM5r4oRJbrvVL2yMq4dVYF6uhIEo/edit?usp=sharing>

Competitor	Organic Traffic	Domain Trust
<a href="https://fatbeehive.com">fatbeehive.com</a>	1600	47
<a href="https://wholegraindigital.com">wholegraindigital.com</a>	755	50
<a href="https://growroom.agency">growroom.agency</a>	206	24
<a href="https://thoughtshift.co.uk">thoughtshift.co.uk</a>	115	30
<a href="https://automationagency.com">automationagency.com</a>	110	29
<a href="https://thisisnovos.com">thisisnovos.com</a>	87	21
<a href="https://umuthi.io">umuthi.io</a>	0	0

- Add insights on social media, digital advertising and gaps for top 3 competitors including a screenshot of their website if possible. (Lets test Perplexity vs Gemini and see what gives the best results)
- Use the following prompt to create a short summary on digital visibility.

### Prompt: Digital Visibility + Ad Strategy Analysis for Competitor Domains

#### Task:

Analyse the digital presence of the following competitor domains:

[insert list of domains]

For each domain, provide:

### 1. Social Media Presence

- *Platforms used (LinkedIn, Instagram, Facebook, TikTok, YouTube, etc.)*
- *Follower counts and engagement levels*
- *Content types and posting frequency*
- *Notable campaigns or strategic themes*

*Pull live data via API →*

[https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=GB&is\\_targeted\\_country=false&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=180069082606084](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=GB&is_targeted_country=false&media_type=all&search_type=page&view_all_page_id=180069082606084)

## 2. Digital Advertising Activity

- *Channels used (Meta Ads, Google Ads, LinkedIn Ads, YouTube, etc.)*
- *Formats (video, carousel, display, etc.)*
- *Messaging strategies and target audiences*
- *Estimated ad spend or frequency (if visible)*

*Cross-check Meta Ad Library →*

[https://www.facebook.com/ads/library/?search\\_type=page&view\\_all\\_page\\_id=180069082606084](https://www.facebook.com/ads/library/?search_type=page&view_all_page_id=180069082606084)

## 3. Notable Trends or Gaps

- *Strengths in digital execution*
- *Weaknesses or areas of underinvestment*
- *Missed opportunities or industry best practices not being leveraged*

### **Bonus:**

*Include a screenshot of the competitor's homepage if available (for visual context).*

### **Example:**

**wholegraindigital.com**



#### **Social Media Presence**

- **Platforms:** Facebook (497 likes), LinkedIn (company page, posts by founders), blog and website updates (package sustainability toolkit).
- **Engagement:** Moderate, posts include sustainability insight; interactions visible but limited to niche community.
- **Content & Frequency:** Blog updates (monthly), sustainability toolkits; posts by co-founders discussing performance and environmental focus.

#### **Digital Advertising Activity**

- No public ad campaigns visible; they provide SEO, display and content marketing services, but their own ad usage is unclear.

#### **Trends & Gaps**

- **Strengths:** Thought leadership in green web design; credible B-Corp status and sustainability toolkit.

- Add competitive advantage opportunities from the original competitor research for example:

### **Prompt:**

Rewrite the competitive summary below to surface **five strategic competitive advantage opportunities** for the client. Structure the output using:

#### **[Bold Heading]**

A concise one to two sentence explanation of the opportunity, written in clear, professional UK English.

The tone should be polished and executive-facing, suitable for use in a pitch deck, one-pager, or strategic presentation. Focus on clarity, brevity, and impact. Avoid long dashes, repetition, or unnecessary context.

Each opportunity should reflect a **genuine, differentiating edge** based on the competitor landscape, market trends, or client capabilities. Examples may include:

- Shifts in regulation or technology that favour new entrants
- Gaps in competitor service models or delivery
- Opportunities for stronger personalisation, automation, or loyalty
- Emerging audience segments or underserved niches
- Content, brand, or UX enhancements that build trust or visibility

[include the competitive advantage opportunities from this research]

[https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB\\_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing](https://docs.google.com/document/d/1ZkCnwS6Ej0sSGBVYB35HB_kRgfoato1HLd2D1W5L9xU/edit?usp=sharing)

For example:

## **Competitive Advantage Opportunities**

- **Integrated Service Model**  
Umuthi offers a unique, seamless journey across search authority, content strategy, and AI-driven automation, where most competitors cover only one or two of these areas.
- **AI for Purpose-Driven Organisations**  
Unlike generalist agencies, Umuthi specialises in ethical AI automation designed specifically for conscious, mission-led businesses.
- **Targeted Sector Expertise**  
With a dedicated focus on health, wellness, sustainability, and policy, Umuthi delivers more tailored solutions than broad-based competitors.
- **Dual Impact Measurement**  
Umuthi can lead the market by tracking both commercial outcomes and positive impact through a proprietary measurement framework.
- **Scalable Global Reach**  
With limited direct competition in the US offering this model, Umuthi is well-positioned for remote-first growth into underserved markets.

## **Market Insights & Opportunities**

Identify existing gaps and opportunities in your industry. This analysis will highlight trends, emerging needs, and gaps.

1. Identify the shift in demand for the client's services for instance for Umuthi it will be this **prompt**:

Summarise how demand for **[INDUSTRY TYPE]** and **[COMPANY SERVICES]** has evolved in 2024 and 2025. Write a clear, concise overview suitable for a client presentation, using **three short paragraphs and no more than 100 words in total**. Use **UK English** and avoid em-dashes.

The summary should highlight shifts in customer expectations, delivery models, and service priorities that are most relevant to the client's positioning in the market.

After the summary, include **up to five bullet points** outlining **key strategic actions** the client should take to remain competitive and meet changing customer needs.

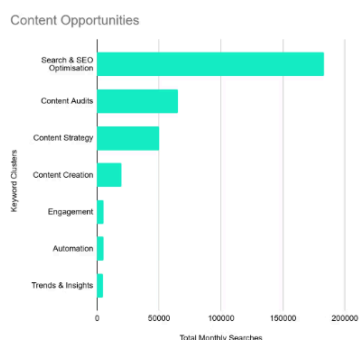
- a. Create structured data from **[COMPANY SERVICES]** which comes from Fillout Submission in the previous step so we can input into that prompt to ChatGPT.
- b. Add summary to Gamma slide:

## Client Demand Shifts: 2024–2025

<p>Client priorities have shifted decisively from one-off design work to strategic, AI-powered partnerships that deliver measurable impact. Agencies are now expected to embed within client ecosystems, offering retainer-based services with continuous refinement and ROI tracking.</p> <p>There is rising demand for purpose-led partners, those who align with ethical, sustainable, and human-centred values while delivering sophisticated automation and digital transformation.</p> <p>Clients want more than execution. They want guidance, insight, and systems that free up their time while deepening audience connection and long-term visibility.</p>	<h3>Key Actions for Agencies to Stay Competitive:</h3> <ul style="list-style-type: none"><li>• Pivot from project-based to retainer or embedded service models.</li><li>• Integrate AI strategy and ethical automation into core offerings.</li><li>• Demonstrate ROI clearly using impact-focused analytics.</li><li>• Align brand and service delivery with purpose-driven values.</li><li>• Build human-centred content ecosystems with evergreen authority.</li></ul> <p>Start typing...</p>
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2. Highlight the content opportunities by adding a slide that includes content opportunities from Keyword research point 4 E & F.

## Content Opportunities



Umuthi is strategically aligned with all eight keyword clusters, offering strong authority in content audits, evergreen content, and ethical automation. Its services, language, and structure reflect a clear understanding of AI-first SEO, personalised engagement, and scalable digital transformation.

However, technical SEO elements like speed, structured data, and internal linking need deeper integration to fully support AI search visibility.

Source: Google Search Results UK last month.

3. Add keyword clusters and short explanations of each from keyword research point 1 B for example:

4. **User prompt in keywords research point 1 B**

[https://docs.google.com/document/d/1Vf3uS3gQpt5YnC4Wv0nqJYDA6\\_5J0gcptoNvLMdxUo/edit?usp=sharing](https://docs.google.com/document/d/1Vf3uS3gQpt5YnC4Wv0nqJYDA6_5J0gcptoNvLMdxUo/edit?usp=sharing)

Prompt to summarise:

Group the following keyword clusters into maximum 5 relevant keyword clusters for [INSERT INDUSTRY], add the focus for each cluster and top 5 keywords as per original keyword research.

Attach file from Google Drive

Example keyword cluster file

[https://docs.google.com/document/d/1RKItjD3fYACnWuY6zXOBe9dDy\\_vej-Bp34tNcCSFUTY/edit?tab=t.0](https://docs.google.com/document/d/1RKItjD3fYACnWuY6zXOBe9dDy_vej-Bp34tNcCSFUTY/edit?tab=t.0)

Actual keyword from keyword research

[https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=drive\\_link](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=drive_link)

# Keyword Clusters

## Content Audits

**Product:** RootScan

**Focus:** Identify gaps, evaluate authority, and benchmark performance across digital channels using AI and human insight.

**Example Keywords:**

- content audit services
- AI-powered content audit tools
- website health score
- share of voice analysis
- competitor benchmarking
- keyword & topical authority analysis
- optimise website content for SEO

## Search & SEO Optimisation

**Product:** RootScan

**Focus:** Strengthen technical SEO, increase search visibility, and future-proof for AI-first environments.

**Example Keywords:**

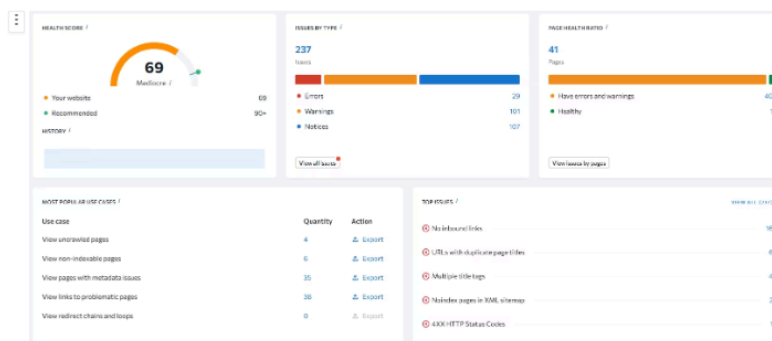
- SEO trends 2025
- AI search engine optimisation tips
- conversational AI SEO strategies
- coding for AI-ready websites
- improve page speed SEO
- structured data for AI visibility
- search and authority audits

## Website Health & Performance Audit

1. You already set up a project for your client in keywords research point 4 A.
2. Check if the website audit was setup here:  
[https://online.seranking.com/admin.audit.site\\_id-9990023.html#/](https://online.seranking.com/admin.audit.site_id-9990023.html#/)
3. Screenshot the website health score as introduction and add to Gamma Slide for Website Health Check (called **Website Audit** on SE Ranking) for example:



### Website healthcheck for umuthi.io



See full audit and technical recommendations

4. Look for your Top issues block and select View All.

a.

TOP ISSUES *i*

[VIEW ALL \(237\)](#)

⊗

No inbound links

16

⊗

URLs with duplicate page titles

6

⊗

Multiple title tags

4

⊗

Noindex pages in XML sitemap

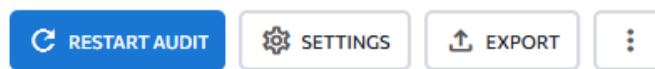
2

⊗

4XX HTTP Status Codes

1

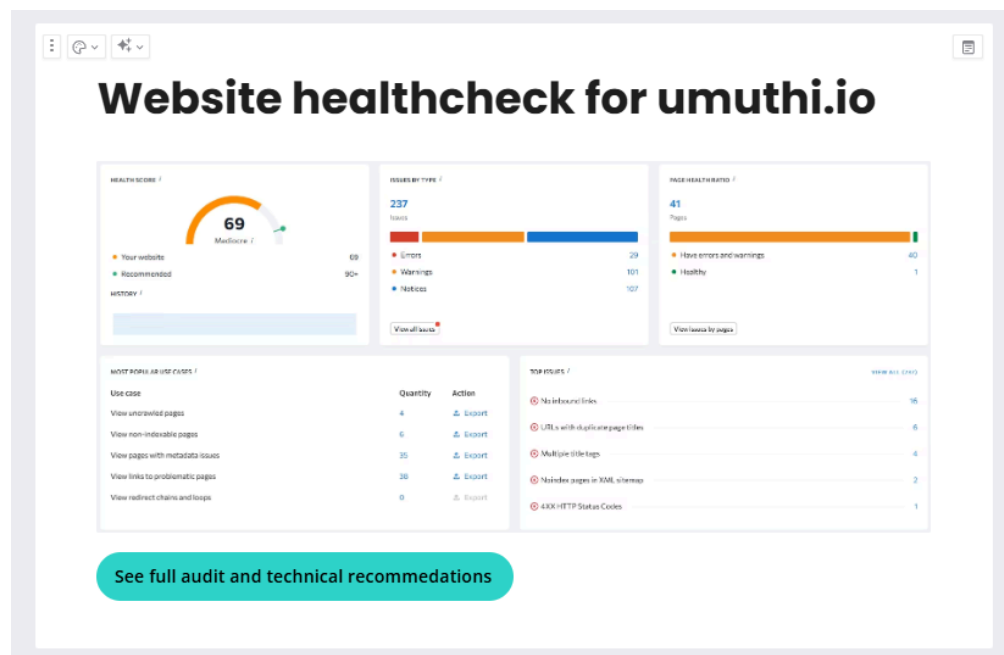
b. Export full report top right.



c. We will have to upgrade to SE Ranking Pro or Business to remove the branding and use our styling colours.

d. Include the full report link on the button:

[https://drive.google.com/file/d/1t2PxvF4-03DLIGxVW1Oar5OkOrMOpZrE/view?usp=drive\\_link](https://drive.google.com/file/d/1t2PxvF4-03DLIGxVW1Oar5OkOrMOpZrE/view?usp=drive_link)



# Self-help recommendations

1. Create the summary recommendations and include all the recommendations on Gamma final slides, for example:  
<https://docs.google.com/document/d/12Rsefiu4bNrsY1bSAIUbiwB9kAxxYuLRdhtBKgn-16k/edit?usp=sharing>

**Prompt:**

*Create a self-help guide to help [CLIENT NAME] identify and prioritise digital focus areas based on the following sources:*

- *Keyword clusters and search trends*
- *Competitor share of voice*
- *Website audit findings*
- *Shifts in industry priorities and user behaviour*
- *Strategic content gaps or opportunities*

*The output should be structured into three sections:*

1. **Priority Updates**

*Immediate changes required to improve visibility, relevance, or conversion—especially those tied to known SEO weaknesses, competitive disadvantages, or urgent technical fixes.*

2. **Medium Importance**

*Mid-term actions that support strategic positioning, such as refining content clusters, improving metadata, or aligning UX with evolving audience expectations.*

3. **Long-Term Growth**

*Foundational or visionary opportunities for building authority, scaling content ecosystems, and integrating automation or structured data for AI visibility.*

*In each section, include examples of on-page optimisation best practices such as improving headings, internal linking, meta descriptions, schema use, and strategic keyword placement.*

**Final Step:**

*Summarise in 50 words what the key focus areas are for [CLIENT NAME] to drive meaningful digital growth.*

Attached the following documents:

Keyword cluster final summary for example:

[https://docs.google.com/document/d/1RKitjD3fYACnWuY6zXOBe9dDy\\_vej-Bp34tNcCSFUTY/edit?usp=drive\\_link](https://docs.google.com/document/d/1RKitjD3fYACnWuY6zXOBe9dDy_vej-Bp34tNcCSFUTY/edit?usp=drive_link)

Competitor share of voice for example:

[https://docs.google.com/spreadsheets/d/1pkORMMaal4FIjRRHM5r4oRJbrvVL2yMq4dVYF6uhlEo/edit?usp=drive\\_link](https://docs.google.com/spreadsheets/d/1pkORMMaal4FIjRRHM5r4oRJbrvVL2yMq4dVYF6uhlEo/edit?usp=drive_link)

Shifting industry changes for example:

[https://docs.google.com/document/d/1UmL36tW1eLq8\\_QsIkV\\_D7Qi\\_DMFWR-FYA4sSjUUezwl/edit?usp=drive\\_link](https://docs.google.com/document/d/1UmL36tW1eLq8_QsIkV_D7Qi_DMFWR-FYA4sSjUUezwl/edit?usp=drive_link)



Keyword research for example:

[https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0\\_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=drive\\_link](https://docs.google.com/spreadsheets/d/1H4VVvF3WxvJjeI0_PKJme3MnQVxHA7sJihuWARnhKBQ/edit?usp=drive_link)

Website audit for example:

[https://drive.google.com/file/d/1t2PxF4-03DLIGxVW1Oar5OkOrMOpZrE/view?usp=drive\\_link](https://drive.google.com/file/d/1t2PxF4-03DLIGxVW1Oar5OkOrMOpZrE/view?usp=drive_link)

1. Add the guidance to Gamma.

Prompt: Summarise in 50 words what the key focus areas are.

Attached file

[https://docs.google.com/document/d/1RKitjD3fYACnWuY6zXOBe9dDy\\_vej-Bp34tNcCSFUTY/edit?usp=sharing](https://docs.google.com/document/d/1RKitjD3fYACnWuY6zXOBe9dDy_vej-Bp34tNcCSFUTY/edit?usp=sharing)

Prompts for Evergreen Blueprint = Thor Example

**For example:** Take the below info and ask ChatGPT to create a prompt for Perplexity Deep Research:

*Please write a prompt for Perplexity deep research to cover the following:*

- 1) What are the emerging trends for boutique wineries in the Western Cape, California and Australia? Focus on new world blended wines.*
  - 2) How can a boutique winery differentiate themselves as a rebel blender in the new world wine category. Share some examples.*
  - 3) What marketing tactics can help to build brand awareness for a newly established boutique winery and wine bar.*
  - 4) Share an audience breakdown of wine consumers in the South Africa by age group. Highlight trends and behaviour by age group for the past 2 years.*
- And anything else we may have missed*

**ChatGPT's prompt as follows:**

*Research Brief for Thor Vintners: Emerging Trends, Differentiation Strategies, and Audience Insights*

*Please conduct an in-depth, multi-region analysis covering the following themes relevant to boutique wine brands operating in the New World wine regions, specifically the Western Cape (South Africa), California (USA), and Australia:*

### 1. Emerging Trends in Boutique Wineries

- *What are the key trends in small-lot, terroir-driven, or experimental wine production in each of these regions?*
- *Focus on blended wines, especially those that challenge traditional varietal rules (e.g. unusual combinations, "field blends", unfiltered wines, or wines made from lesser-known grapes).*
- *Are there shifts in winemaking techniques, packaging, or sustainability approaches that are gaining traction?*

### 2. Differentiation as a "Rebel Blender"

- *What does it mean to be a "rebel blender" in today's wine industry? How are some wineries successfully using this positioning to stand out?*
- *Look for examples of brands (e.g. Blank Bottle, The Fledge & Co., Donkey & Goat, or Jauma) that embrace freedom from varietal and regional constraints.*
- *How do these brands communicate their values and stories (e.g. label design, storytelling, events, digital content)?*
- *What unique winemaking methods or brand philosophies help them break through saturated markets?*

### 3. Marketing Tactics for New Boutique Wine Brands & Wine Bars

- *What digital and local marketing strategies work best for driving awareness and foot traffic for new boutique wineries with a physical presence (wine bar, lounge, or cellar door)?*
- *Include best practices for:*
  - *Launching with a strong story-first brand*
  - *Building a loyal wine club or membership model*
  - *Running events and experiences (e.g. tastings, pop-ups, winemaker dinners)*
  - *Integrating POS systems (like Yoco) with CRM and data capture (e.g. QR codes, giveaways)*

- *Using platforms like Commerce7, WooCommerce, Quicket, Mailchimp, and Meta/Google Ads*

#### 4. South African Wine Consumer Breakdown

- *Provide an audience segmentation by age group for wine consumers in South Africa (e.g. 18–24, 25–34, 35–44, 45–54, 55+).*
- *Highlight their buying behaviours, channel preferences (retail vs. DTC vs. on-site experiences), and content consumption habits over the past 2 years.*
- *What motivates loyalty and what messaging resonates most with each segment?*
- *Are there signs of growing interest among younger demographics or non-traditional wine consumers?*

#### 5. Additional Insights to Explore (Optional)

- *What role does Prosecco and non-alcoholic alternatives (like gin or aperitifs) play in boutique wine portfolios today?*
- *How are collaborative retail spaces (e.g. shared with coffee roasters or lifestyle brands) used effectively to attract new customers?*

*This research will help position Thor Vintners as a creative, terroir-driven and rule-breaking boutique wine brand with strong digital reach and a locally beloved wine bar presence.*

*Please cite the latest data sources, case studies, and real-world brand examples from 2022–2025 wherever possible.*

Add the research from Perplexity to a Google Doc in the client's folder and run it through ChatGPT with this prompt:

*Please rewrite this in a professional, detailed and in layman's terms.*