



20 ChatGPT Prompts To Improve Your SEO Strategy



How to Use This Template

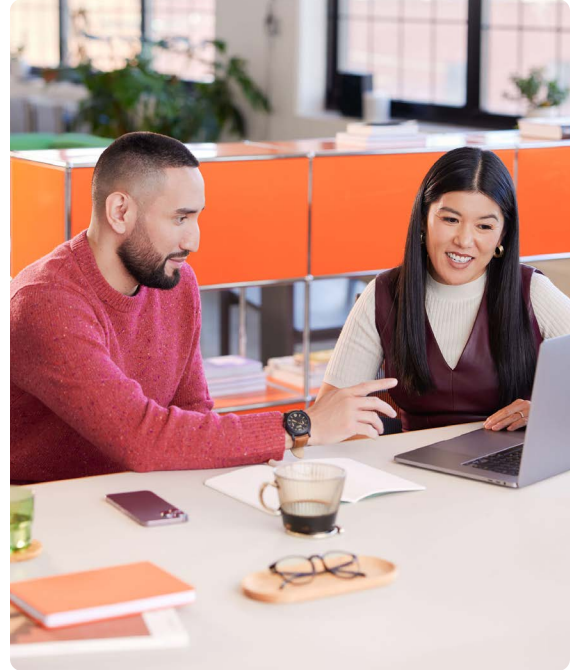
ChatGPT is a powerful productivity tool that can accelerate your work in any area—SEO is no different. Using ChatGPT, you can identify topic ideas, content outlines, primary and secondary keywords, and more.

How does it work? Simply copy the following prompts, customize them to fit your needs, and paste them into ChatGPT (or [any alternatives](#)). Remember to take these outputs and contextualize them with your own strategy. AI can't do everything (not yet anyway), so you should always filter its recommendations based on your human-developed SEO strategy.

To make ChatGPT's suggestions more tailored to your business, you might want to first introduce your organization to it. For example, you might start with:

"I run a Digital Marketing Agency that serves small B2C businesses in the Greater Boston Area. We've produced content on Search Engine Optimization, Graphic Design, and Social Media Marketing."

You can include as many or few details as you want. The more ChatGPT understands your objectives as a business, the better SEO suggestions it'll give you.



Rank higher with HubSpot's SEO Marketing Software

Build your authority in search with tools that help you plan your SEO strategy, optimize your content, and measure ROI.

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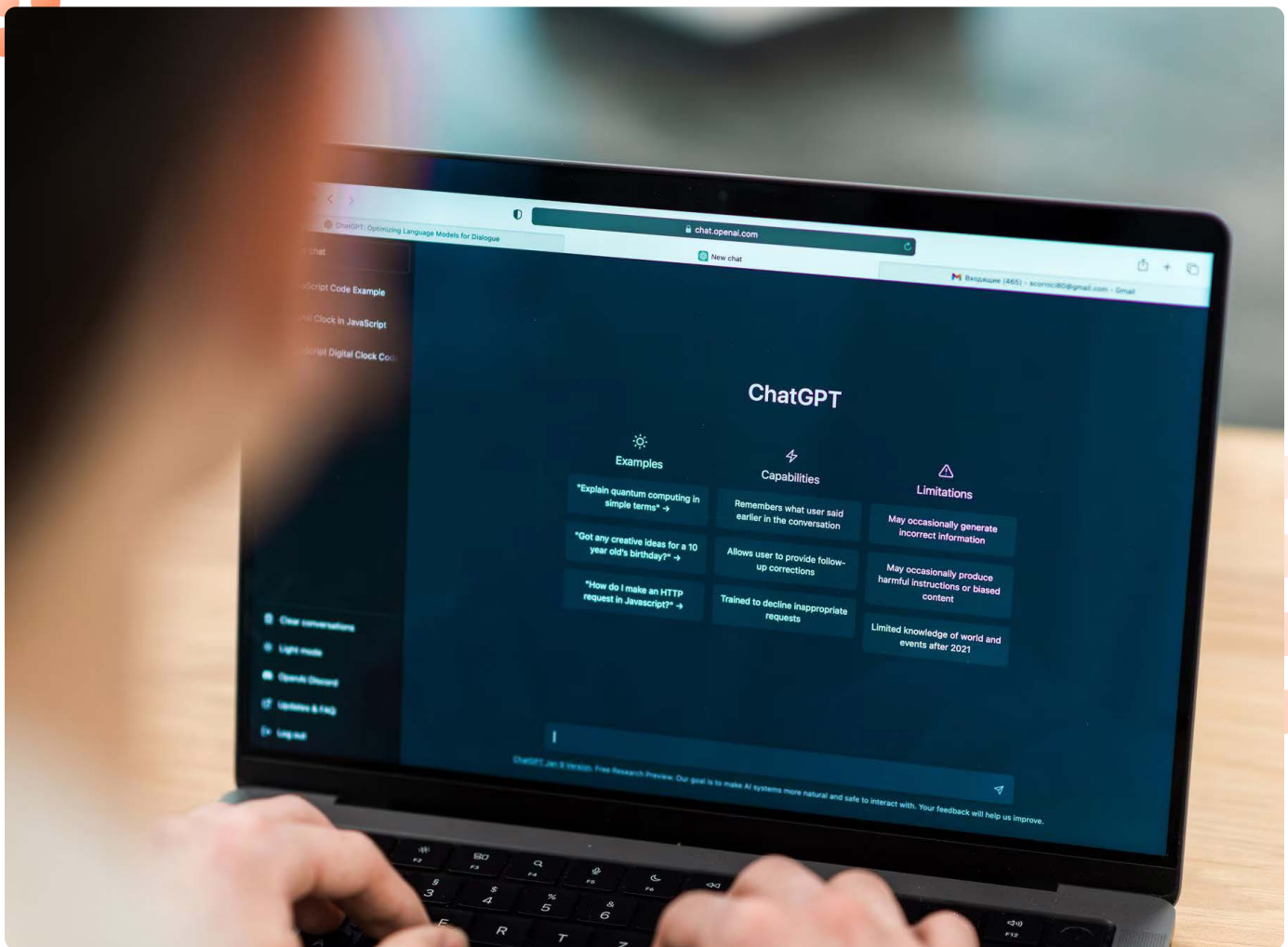


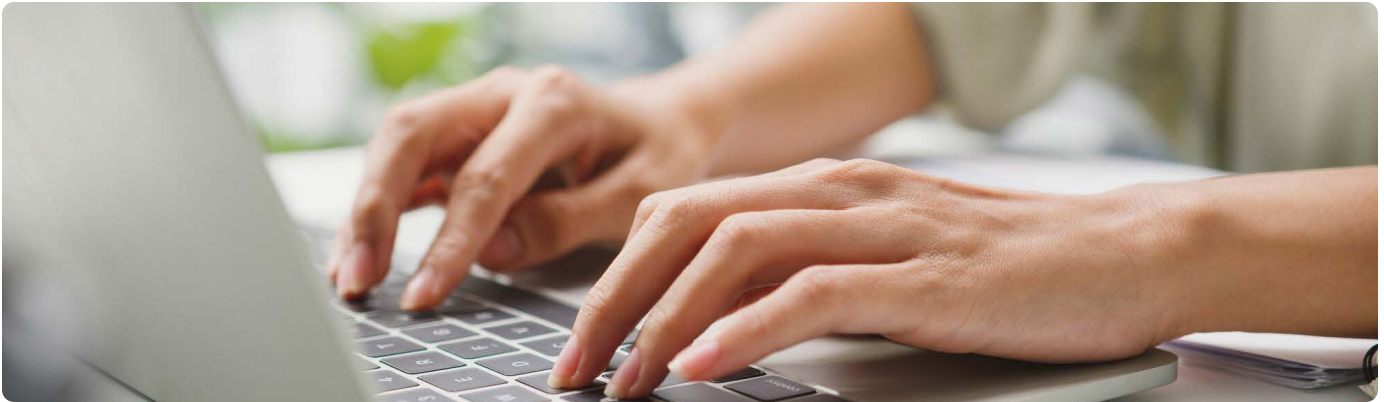
A Note On Business Context

To make the most out of ChatGPT, remember to include additional context about your business. Consider the following example you can attach to each prompt listed below:

“Please ensure that [this prompt (e.g., long-tail keywords)] align with the interests of my customers, which are [pain point #1], [pain point #2], and [pain point #3].”

You can also customize this so it focuses more on the benefits your customers want in a product or service, or even their overall interests. Whatever you end up choosing, remember to include additional context about your business and customers so ChatGPT can best help you.





Topics

- ★ “Can you give me content ideas in [your industry] that I can develop as clusters or pillars?”
- ★ “Can you give me subtopics for [main topic]?”
- ★ “Suggest relevant topics for a series of articles on [topic] that covers [subtopic #1], [subtopic #2], and [subtopic #3].”
- ★ “Outline a cluster content strategy for [main topic] with subtopics on [subtopic #1], [subtopic #2], and [subtopic #3].”
- ★ “Given my business description above, what topics can I write articles about?”
- ★ “I’m planning on writing content around [topic #1], [topic #2], and [topic #3]. Evaluate the value of these topics for my prospective customers.”

PRO TIP:



Use HubSpot’s AI-Powered Blog Ideas Generator

Looking for even more blog ideas? Access a constant stream of ideas with our free Blog Ideas Generator, which also provides valuable insights on keyword suggestions and volume data.

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Keywords



- ★ “Suggest primary keywords for [main topic] that align with user search intent.”
- ★ “Suggest long-tail keywords for [primary keyword] on [main topic].”
- ★ “Provide keyword suggestions for a business in [industry] that sells [product/service].”
- ★ “Identify variations of [primary keyword] with terms related to [subtopic #1], [subtopic #2], and [subtopic #3].”
- ★ “Suggest long-tail keywords that highlight [product highlight #1], [product highlight #2], and [product highlight #3], helping to optimize product descriptions.



PRO TIP:



Use HubSpot's AI-Powered Keyword Generator

Looking for a way to come up with relevant and high-intent keywords from text? HubSpot's Keyword Generator—powered by Semrush—can generate a plethora of high-impact, relevant keywords for you.

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Content

- ★ “Create a comprehensive outline on [main topic] that includes Heading 2s to Heading 4s as needed.”
- ★ “In an article on [main topic], I will be discussing [subtopic #1], [subtopic #2], and [subtopic #3]. Can you create an outline with relevant Heading 2s?”
- ★ “Keeping SEO best practices in mind, what are some title ideas for an article on [main topic]?”
- ★ “Write an article with [number] sections that has the following title: [title].”
- ★ “Here is an outline on [main topic]: [paste outline]. Suggest ways to improve this, keeping in mind SEO best practices.”
- ★ “Suggest ways to improve SEO in an article on [main topic], including recommendations specific to the topic.”
- ★ “Here is a title on [main topic]: [paste title]. Suggest alternate titles, keeping in mind SEO best practices.”
- ★ “Here is my opening paragraph on [main topic]: [paste opening]. How would you rate its readability?”
- ★ “Suggest potential expert titles in [industry] that I could search on LinkedIn and Google to find professionals to speak with to feature in an article on [main topic].”

PRO TIP:



Use HubSpot's AI Blog Writer

Ready to write your SEO-focused articles? Ideate, create, and share content in a flash with AI-assisted writing available across the HubSpot customer platform.

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