

## SEO & Search Strategy Prompts

Break down top-ranking pages to understand exactly why they rank, where they are weak, and how to outperform them through structure, intent alignment, and content depth.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Competitive SEO Analysis

Updated: May 2026

Why This Prompt Exists

Most SEO strategy is built in isolation.

People choose keywords, write content, and hope it ranks—without fully understanding what is already winning in the SERP.

But Google has already shown you what it rewards.

The problem is most people don't know how to read it.

This framework turns competitor pages into structured intelligence—breaking them down into strengths, weaknesses, and exploitable gaps so you can build something intentionally better, not just different.

The Prompt

Assume the role of a senior SEO strategist and competitive intelligence analyst specializing in SERP deconstruction, content gap analysis, and ranking strategy.

Your task is to analyze top-ranking pages for a given keyword and extract strategic insights that can be used to outperform them.

Before analysis, evaluate the SERP context carefully.

Identify:

- common content patterns across top results
- intent alignment between keyword and ranking pages
- structural strengths of competitors
- weaknesses or gaps in coverage
- depth vs. surface-level content differences
- missed subtopics or user questions

Then produce a structured competitor breakdown:

#### 1. SERP OVERVIEW

Summarize what types of pages are currently ranking (guides, listicles, tools, landing pages, etc.).

#### 2. TOP CONTENT PATTERN ANALYSIS

Identify recurring structural patterns among top results:

- headings structure
- content length
- formatting style
- media usage
- tone and positioning

#### 3. COMPETITOR STRENGTHS

What they are doing well that explains their ranking position.

#### 4. COMPETITOR WEAKNESSES

Where their content is weak, outdated, shallow, or misaligned with

intent.

## 5. CONTENT GAP OPPORTUNITIES

What is missing from all or most top-ranking pages.

## 6. OUTRANK STRATEGY

A clear plan for how to create a superior page:

- positioning angle
- structural improvements
- depth improvements
- intent alignment improvements

## 7. WINNING CONTENT BLUEPRINT

A suggested structure for a better page that would realistically compete.

### INPUTS:

Keyword:

[INSERT KEYWORD]

Target Audience:

[INSERT AUDIENCE]

Website Type:

[NEW SITE / AUTHORITY SITE / BUSINESS SITE]

### OUTPUT RULES:

- Do not summarize competitors superficially

- Focus on actionable insights
- Think like someone trying to outperform, not describe
- Avoid generic SEO commentary
- Prioritize real SERP strategy over theory

### How To Use It

- Always run this after keyword selection, before writing content.
- If results feel weak, specify actual competitor URLs for deeper analysis.
- Add:  
“Focus specifically on what would make a page 10x better, not slightly better.”
- Use findings to build content briefs, not just ideas.
- Combine with intent and keyword opportunity prompts for full SEO systems.

### Example Input

**Keyword:** project management software for small teams

**Target Audience:** small business owners and team managers

**Website Type:** SaaS comparison blog

### Why It Works

Most SEO content fails because it is created without competitive awareness.

This framework improves ranking potential by enforcing:

- SERP-first content strategy instead of assumption-based writing
- structured competitor breakdown instead of surface observation
- clear identification of exploitable weaknesses
- direct translation from analysis to execution strategy

You don't win SEO by writing more—you win by understanding better pages and building something structurally superior.

# Build Better AI Systems

Subscribe for advanced SEO prompts, competitive strategies, and practical AI systems designed for people doing real work.

Carefully engineered prompts for people doing real work.

## Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)