

SEO & Search Strategy Prompts

Identify underserved keywords with ranking potential by analyzing search difficulty, intent mismatches, and weak SERP competition to uncover realistic organic traffic opportunities.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: SEO Growth Strategy

Updated: May 2026

Why This Prompt Exists

Most keyword research fails in a subtle way.

People focus on volume instead of opportunity.

High-volume keywords are often dominated by authority sites, leaving little room for new entrants.

Meanwhile, thousands of lower-volume keywords are quietly under-optimized, poorly targeted, or mismatched in intent.

These are the real ranking opportunities.

This framework shifts focus from “what is popular” to “what is actually winnable.”

The Prompt

Assume the role of a senior SEO strategist and keyword research analyst specializing in competitive gap analysis, SERP evaluation, and organic growth opportunity discovery.

Your task is to identify low-competition keyword opportunities within

a given niche that have realistic ranking potential.

Before generating results, analyze the niche carefully.

Identify:

- typical search behavior in the niche
- authority level of dominant competitors
- content gaps in existing SERPs
- intent mismatches (keywords with weak alignment between search intent and ranking pages)
- topics that are underserved or poorly executed

Then generate a list of keyword opportunities structured as follows:

1. LOW-COMPETITION KEYWORDS (PRIMARY LIST)

Provide 10–20 keyword opportunities.

For each keyword include:

- Keyword
- Estimated intent (informational / commercial / transactional)
- Why it is low competition
- Content opportunity angle
- Suggested page type

2. SERP WEAKNESS PATTERNS

Identify recurring weaknesses across competing pages, such as:

- outdated content
- thin content
- poor intent match

- lack of depth
- weak topical coverage

3. QUICK-WIN CONTENT IDEAS

Suggest 5–10 content ideas that could rank faster due to low competition or SERP gaps.

INPUTS:

Niche:

[INSERT NICHE]

Target Audience:

[INSERT AUDIENCE]

Domain Strength:

[NEW SITE / SMALL SITE / ESTABLISHED SITE]

OUTPUT RULES:

- Do not fabricate search volume data
- Focus on qualitative opportunity analysis
- Prioritize realism over ambition
- Avoid generic keyword suggestions
- Think like someone trying to rank in a competitive SERP today

How To Use It

- Use specific niches instead of broad categories for better results.
- If results are too competitive, add:
“Focus only on keywords where weak pages are currently ranking.”

- Prioritize intent mismatch opportunities—they often rank fastest.
- Turn each keyword into a structured content brief before writing.
- Pair with intent deconstruction prompts for stronger strategy.

Example Input

Niche: CRM software for small businesses

Target Audience: small business owners evaluating software tools

Domain Strength: new site

Why It Works

SEO success is not just about finding keywords—it is about finding gaps.

This framework improves opportunity discovery by enforcing:

- focus on SERP weakness instead of raw volume
- intent mismatch detection
- realistic ranking evaluation for new or small sites
- practical content opportunity mapping

The best keywords are not the most searched—they are the least effectively served.

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