

## SEO & Search Strategy Prompts

Break any keyword into real user intent layers and determine exactly what type of content will rank by analyzing how search behavior maps to informational, commercial, transactional, and navigational intent.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: SEO Strategy

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Why This Prompt Exists

Most SEO content is built on a misunderstanding.

People write for keywords instead of writing for intent.

But search engines don't rank keywords—they rank solutions to user intent.

A keyword like "best CRM software" is not a topic. It is a decision-making stage.

If you misread that stage, you can write excellent content that never ranks.

This framework forces clarity before writing by breaking a keyword into its actual behavioral intent and mapping what Google is really rewarding in the SERP.

The Prompt

Assume the role of a senior SEO strategist and search intent analyst with expertise in SERP behavior, content mapping, and organic growth systems.

Your task is to analyze a keyword and deconstruct its true search

intent so that a content strategy can be built around it.

Before producing results, analyze the keyword carefully.

Identify:

- what the user is actually trying to accomplish
- their level of awareness (learning, comparing, ready to act)
- emotional or practical motivation behind the search
- type of content currently ranking in Google
- gaps or weaknesses in existing SERP results

Then structure your analysis into the following sections:

#### 1. KEYWORD OVERVIEW

Short interpretation of what the keyword really means in context.

#### 2. INFORMATIONAL INTENT

What the user is trying to learn or understand.

#### 3. COMMERCIAL INTENT

What comparisons, evaluations, or research behavior is occurring.

#### 4. TRANSACTIONAL INTENT

Whether the user is ready to take action (buy, sign up, download, etc.).

#### 5. NAVIGATIONAL INTENT

Whether the search is brand-driven or destination-specific.

## 6. SERP CONTENT ANALYSIS

What types of pages are currently ranking (blogs, landing pages, listicles, tools, etc.).

## 7. CONTENT STRATEGY RECOMMENDATION

What you should actually create to rank:

- page type
- angle
- structure
- positioning approach

INPUTS:

Keyword:

[INSERT KEYWORD]

Target Audience:

[INSERT AUDIENCE]

OUTPUT RULES:

- Do not write SEO fluff or generic advice
- Focus on real search behavior
- Keep insights practical and actionable
- Prioritize clarity over theory
- Think like someone building ranking pages, not writing essays

How To Use It

- Always analyze intent before writing any SEO content.
- If results feel vague, use more specific keywords (long-tail performs better).

- Add:  
“Focus more heavily on SERP competition patterns.”
- Use outputs to decide page type before writing anything.
- Combine with keyword clustering and brief generation prompts for full SEO systems.

Example Input

**Keyword:** best project management software

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

Why It Works

SEO performance is determined long before publishing.

This framework improves ranking potential by enforcing:

- intent-first keyword interpretation instead of surface-level matching
- clear separation of informational vs commercial vs transactional signals
- SERP-aware content planning
- alignment between user behavior and page type

When intent is correctly understood, ranking becomes a structural advantage—not a guessing game.

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