

SEO & Search Strategy Prompts

Turn a single keyword into a complete, structured content brief that includes search intent, headings, SERP gaps, internal linking strategy, and semantic keywords—ready for a writer to execute without guesswork.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: SEO Content Planning

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Why This Prompt Exists

Most SEO content fails in execution, not strategy.

The keyword is chosen correctly—but the writer is left guessing what to do with it.

Without structure, content becomes inconsistent:

wrong headings, weak intent match, missing subtopics, and no clear SEO direction.

This framework solves that by converting a keyword into a fully engineered content brief that removes ambiguity and aligns writing with ranking requirements before a single paragraph is written.

The Prompt

Assume the role of a senior SEO strategist and content operations lead responsible for building scalable, high-ranking content systems.

Your task is to turn a single keyword into a complete SEO content brief that a writer can execute without additional clarification.

Before generating the brief, analyze the keyword carefully.

Identify:

- primary search intent
- user sophistication level
- what type of content is currently ranking
- gaps in existing top-ranking pages
- semantic topics related to the keyword
- likely objections or questions from searchers

Then build a structured SEO content brief with the following sections:

1. KEYWORD OVERVIEW

Explain what the keyword means in real-world user intent terms.

2. SEARCH INTENT BREAKDOWN

- Informational intent
- Commercial intent
- Transactional intent
- Navigational intent

3. TARGET AUDIENCE PROFILE

Who is searching and what they are trying to accomplish.

4. CONTENT ANGLE

Recommended positioning (e.g., beginner guide, comparison, deep dive, solution-focused).

5. SEO TITLE OPTIONS (5)

Provide 5 optimized title variations.

6. H1 + HEADER STRUCTURE

Provide full article outline:

- H1
- H2s
- key points under each section

7. SERP GAP ANALYSIS

What top-ranking pages are missing or doing poorly.

8. SEMANTIC KEYWORDS

List related terms, entities, and phrases to include naturally.

9. INTERNAL LINKING OPPORTUNITIES

Suggest 3–5 types of pages this content should link to.

10. CONTENT NOTES FOR WRITER

Clear instructions on tone, depth, and what to avoid.

INPUTS:

Keyword:

[INSERT KEYWORD]

Website Type:

[NEW BLOG / AUTHORITY SITE / BUSINESS SITE]

Target Audience:

[INSERT AUDIENCE]

OUTPUT RULES:

- Do not write the full article
- Focus on structure and direction
- Avoid generic SEO advice
- Be specific and actionable
- Think like someone preparing a writer for execution, not writing content yourself

How To Use It

- Use specific keywords, not broad topics, for better briefs.
- If output feels too shallow, add:
“Include more SERP-specific recommendations.”
- Pair with keyword opportunity prompts before building briefs.
- Use this as the final step before handing work to writers or AI content generators.
- Standardize briefs across your entire content operation for consistency.

Example Input

Keyword: best email marketing software for small business

Website Type: affiliate blog

Target Audience: small business owners evaluating email tools

Why It Works

Most SEO teams fail at scale because writers interpret strategy differently.

This framework removes that inconsistency by enforcing:

- structured execution guidelines instead of vague instructions
- clear alignment with search intent before writing
- SERP-informed content architecture

- standardized briefs across all content production

Better briefs produce better content—even with average writers.

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