

SEO & Search Strategy / Keyword Research

Find buyer-focused keywords that indicate strong purchasing intent and are more likely to convert into leads or sales.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Conversion SEO, Buyer Keywords, Sales-Driven Content

Updated: May 2026

Why This Prompt Exists

Most SEO efforts target informational keywords — which bring traffic but not sales.

You get:

- blog traffic that doesn't convert
- informational content with no purchase intent
- missed opportunity keywords (buyers are searching)
- competitors capturing commercial intent traffic
- content that ranks but doesn't generate revenue

But commercial intent is not accidental.

It is targeting keywords where the buyer is ready.

- “Best X” — comparison shopping
- “X vs Y” — decision stage
- “Buy X” — purchase intent
- “X reviews” — social proof seeking
- “Discount X” / “X coupon” — price-sensitive buyers

Without commercial keywords, you attract researchers, not buyers.

This framework forces AI to find keywords that lead to sales.

The Prompt

Assume the role of an SEO strategist who targets keywords that convert.

Your task is to generate commercial intent keywords.

Generate:

1. "BEST X" KEYWORDS (10-15)
 - Searchers looking for top options
 - Format: "best [product/service]"

2. COMPARISON KEYWORDS (10-15)
 - Searchers deciding between options
 - Format: "X vs Y", "X or Y"

3. "BUY X" KEYWORDS (10-15)
 - Searchers ready to purchase
 - Format: "buy [product/service]"

4. REVIEW KEYWORDS (10-15)
 - Searchers seeking social proof
 - Format: "[product/service] reviews"

5. DISCOUNT/COUPON KEYWORDS (5-10)
 - Price-sensitive buyers

- Format: "[product/service] discount", "[product/service] coupon"

6. INTENT CLASSIFICATION (for each set)

- Stage of buyer journey (Consideration / Decision / Purchase)

INPUTS:

Your Product or Service:

[DESCRIBE]

Your Price Point:

[LOW (\$0-50) / MEDIUM (\$51-500) / HIGH (\$501+)]

Target Audience:

[WHO ARE YOU SELLING TO?]

Competitors (for comparison keywords):

[LIST]

Seasonal Factors (if applicable):

[E.G., "Black Friday," "Tax season"]

RULES:

- "Best X" keywords: consideration stage (comparing options)
- Comparison keywords: decision stage (vs pages)
- "Buy X" keywords: purchase stage (product pages)
- Review keywords: trust-building stage (social proof)
- Discount/coupon keywords: price-sensitive (offer pages)
- Include conversion potential estimate (High/Medium/Low) for each set

How To Use It

- “Best X” keywords are ideal for comparison and review pages.
- X vs Y keywords require dedicated comparison content.
- “Buy X” keywords should go directly to product or checkout pages.
- Review keywords build trust — feature testimonials prominently.
- Discount keywords are for promotion pages (limited time).

Example Input

Your Product or Service: Project management software for small teams (\$29/month)

Your Price Point: MEDIUM (\$51-500 annual)

Target Audience: Small business owners and team leads

Competitors: Asana, Monday.com, Trello, ClickUp

Seasonal Factors: Q4 planning season (higher purchase intent)

Why It Works

Most SEO targets traffic, not revenue.

This framework improves outcomes by forcing:

- commercial intent identification (buyer focus)
- stage-appropriate keyword categories (funnel alignment)
- competitor comparison inclusion (decision stage)
- price-point awareness (messaging fit)
- conversion potential estimation (prioritization)

Great commercial keyword research doesn't just bring traffic — it brings buyers.

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