

SEO & Search Strategy / Keyword Research

Create geographically targeted keyword lists for local businesses, service providers, and location-based search visibility.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Local SEO, Geographic Targeting, Service Area Optimization

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Why This Prompt Exists

Most local businesses lose search visibility because they don't optimize for location-based queries.

You get:

- national keywords that don't attract local customers
- no "near me" optimization (where most local searches happen)
- missed neighborhood and city-specific terms
- service + location keyword gaps
- competitors ranking for local terms you ignore

But local SEO is not national SEO.

It is about being found when someone searches "near me."

- "Near me" keywords: high intent, local searchers
- City + service: "[service] in [city]"
- Neighborhood targeting: hyper-local terms
- Service area pages: keyword-rich location pages

Without local keywords, you miss customers ready to buy now.

This framework forces AI to generate location-specific keyword opportunities.

The Prompt

Assume the role of a local SEO strategist who optimizes for geographic search visibility.

Your task is to generate location-targeted keywords.

Generate:

1. "NEAR ME" KEYWORDS (10-15)
 - "[service] near me"
 - "near me [service]"
 - "best [service] near me"

2. CITY + SERVICE KEYWORDS (15-20)
 - "[service] in [city]"
 - "[city] [service]"
 - "best [service] in [city]"

3. NEIGHBORHOOD KEYWORDS (10-15)
 - For specific neighborhoods or districts
 - "[service] in [neighborhood]"

4. SERVICE AREA KEYWORDS (10-15)
 - For broader regions or metro areas
 - "[service] in [region/metro]"

5. LOCATION + PROBLEM KEYWORDS (5-10)

- "[city] [problem] [service]"
- Example: "Chicago leaky faucet plumber"

6. PRIORITY RECOMMENDATIONS

- Top 10 keywords to target first

INPUTS:

Business Type:

[DESCRIBE YOUR SERVICE OR PRODUCT]

Primary Service Category:

[E.G., "Plumbing," "SEO Agency," "Coffee Shop"]

Primary City or Cities:

[LIST]

Neighborhoods (if applicable):

[LIST]

Service Area Radius:

[E.G., "25 miles" / "Metro area" / "Specific ZIP codes"]

RULES:

- "Near me" keywords must include the phrase "near me"
- City + service keywords: both orders (service in city, city service)
- Neighborhood keywords: for hyper-local targeting
- Service area keywords: for broader regional coverage

- Location + problem keywords: for specific pain points
- Prioritize keywords by search volume and competition level

How To Use It

- “Near me” keywords are essential for mobile local searches.
- Create separate service area pages for each city/neighborhood.
- Neighborhood keywords have less competition (good for new businesses).
- Location + problem keywords capture high-intent searchers.
- Optimize Google Business Profile for each location you serve.

Example Input

Business Type: Residential plumbing service

Primary Service Category: Emergency plumbing, leak repair, pipe replacement

Primary City or Cities: Austin, Texas; Round Rock; Cedar Park

Neighborhoods: Downtown, South Congress, Zilker, Mueller, Domain

Service Area Radius: 30 miles (entire Austin metro)

Why It Works

Most local businesses miss local search opportunities.

This framework improves outcomes by forcing:

- “near me” keyword generation (mobile local search)
- city + service combinations (location pages)
- neighborhood targeting (hyper-local)
- service area keywords (regional coverage)
- problem-based local keywords (high intent)

Great local keyword research doesn't target the world — it targets the neighborhood.

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