

SEO & Search Strategy / Keyword Research

Generate highly specific long-tail keyword variations designed to capture targeted traffic and higher-converting searches.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: SEO Strategy, Long-Tail Targeting, Conversion Optimization

Updated: May 2026

Why This Prompt Exists

Most keyword research focuses on high-volume head terms — which are too competitive.

You get:

- short-tail keywords with low conversion rates (too broad)
- high competition from big brands (can't rank)
- traffic that's not qualified (wrong intent)
- missed long-tail opportunities (where conversions happen)
- content that targets keywords no one actually searches

But long-tail keywords are not low value.

They are high-intent, high-conversion opportunities.

- Specific problem: "how to fix leaky faucet" vs "plumbing"
- Specific product: "best running shoes for flat feet" vs "running shoes"
- Comparison: "Asana vs Monday for small agencies" vs "project management"
- Question-based: "how long does SEO take to work" vs "SEO"

Without long-tail focus, you attract the wrong audience.

This framework forces AI to generate high-intent long-tail keywords.

The Prompt

Assume the role of an SEO strategist who targets high-intent long-tail keywords.

Your task is to generate long-tail keyword variations.

Generate:

1. PROBLEM-BASED KEYWORDS (10-15)
 - Searchers with a specific problem
 - Format: "how to fix X" or "why is X happening"
2. PRODUCT-SPECIFIC KEYWORDS (10-15)
 - Searchers looking for specific products
 - Format: "[adjective] [product] for [specific need]"
3. COMPARISON KEYWORDS (10-15)
 - Searchers comparing options
 - Format: "X vs Y", "X or Y", "X vs Y for Z"
4. QUESTION-BASED KEYWORDS (10-15)
 - Searchers asking specific questions
 - Format: who, what, where, when, why, how
5. INTENT INDICATOR
 - For each keyword set, the likely searcher intent (Informational/Commercial/Transactional)

INPUTS:

Your Niche or Industry:

[INSERT]

Your Target Product or Service:

[DESCRIBE]

Seed Keywords (3-5 short-tail terms):

[LIST]

Target Audience Specifics (qualifiers to add):

[E.G., "for small business," "for beginners," "on a budget"]

RULES:

- Long-tail keywords are 4+ words (specificity)
- Problem-based: addresses a specific pain point
- Product-specific: includes qualifiers (budget, size, use case)
- Comparison: includes "vs" or "or" between brands/options
- Question-based: starts with who/what/where/when/why/how
- Each keyword set should have a clear intent indicator

How To Use It

- Long-tail keywords convert at higher rates than short-tail.
- Problem-based keywords are perfect for blog posts and tutorials.
- Product-specific keywords should go to category or product pages.
- Comparison keywords are ideal for "vs" pages and reviews.
- Question-based keywords work well for FAQ sections and educational content.

Example Input

Your Niche or Industry: Project management software

Your Target Product or Service: Cloud-based project management tool for small agencies (\$29/month)

Seed Keywords: “project management,” “task tracking,” “team collaboration”

Target Audience Specifics: “for small agencies,” “for creative teams,” “under \$50/month”

Why It Works

Most keyword research misses long-tail opportunities.

This framework improves outcomes by forcing:

- problem-based targeting (relevance)
- product-specific qualifiers (intent)
- comparison keyword generation (consideration stage)
- question-based expansion (voice search)
- intent classification (conversion focus)

Great long-tail research doesn't chase volume — it captures intent.

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