

SEO & Search Strategy / Keyword Research

Find underserved keyword opportunities with realistic ranking potential for smaller websites and niche businesses.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: SEO Strategy, Niche Keyword Research, Competitive Analysis

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Why This Prompt Exists

Most keyword tools show high-competition keywords that small sites can't rank for.

You get:

- high-volume keywords dominated by big brands (can't compete)
- wasted effort on keywords you'll never rank for
- no realistic opportunity identification
- frustration when content doesn't rank
- resources spent on keywords that don't move the needle

But low-competition keywords are not low opportunity.

They are realistic wins for smaller sites.

- Long-tail variations: more specific, less competition
- Question-based keywords: often underserved
- "Near me" and local modifiers: lower competition
- Niche-specific terms: ignored by big sites

Without low-competition focus, you waste time on unwinnable keywords.

This framework forces AI to find keywords you can actually rank for.

The Prompt

Assume the role of an SEO strategist who finds realistic ranking opportunities for smaller sites.

Your task is to discover low-competition keywords.

Generate:

1. LONG-TAIL VARIATIONS (15-20)

- Highly specific, lower search volume
- Example: "best running shoes for flat feet women" (not "running shoes")

2. QUESTION-BASED KEYWORDS (10-15)

- Starting with who, what, where, when, why, how
- Often underserved by big sites

3. "NEAR ME" AND LOCAL MODIFIERS (5-10)

- For local service businesses
- Example: "plumber near me", "Chicago SEO agency"

4. NICHE-SPECIFIC TERMS (10-15)

- Industry jargon and specific use cases
- Terms big sites ignore

5. COMPETITION ASSESSMENT

- For each keyword set, estimated difficulty (Low/Medium)

INPUTS:

Your Niche or Industry:

[INSERT]

Your Domain Authority (estimate):

[LOW (0-20) / MEDIUM (21-40) / HIGH (41+)]

Your Geographic Focus (if local):

[CITY / REGION / NATIONAL]

Competitors You Can't Outrank (if known):

[LIST]

RULES:

- Long-tail keywords should be 4+ words
- Question keywords must start with who/what/where/when/why/how
- Local modifiers: "near me," city names, neighborhoods
- Niche-specific terms: jargon that outsiders don't use
- Competition assessment must be realistic (not "all low")
- Exclude keywords where SERPs are dominated by big brands

How To Use It

- Low-competition keywords are your path to initial rankings.
- Long-tail keywords convert better than short-tail (higher intent).
- Question keywords are perfect for FAQ pages and blog posts.
- Local modifiers are essential for service businesses.
- Niche-specific terms establish topical authority.

Example Input

Your Niche or Industry: Running shoe reviews and advice

Your Domain Authority: LOW (15)

Your Geographic Focus: NATIONAL (but can't compete with major retailers)

Competitors You Can't Outrank: Runner's World, REI, Amazon, Zappos

Why It Works

Most SEO efforts waste time on unwinnable keywords.

This framework improves outcomes by forcing:

- long-tail focus (specificity)
- question-based targeting (underserved)
- local modifier inclusion (relevance)
- niche-specific terms (differentiation)
- realistic competition assessment (feasibility)

Great keyword research for small sites doesn't chase volume — it chases winnable opportunities.

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