

## Copywriting / Blog Content

Generate search-optimized blog posts designed to rank for target keywords while still sounding natural, useful, and authoritative.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: SEO Blogging, Organic Traffic, Content Marketing

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Why This Prompt Exists

Most SEO blog posts fail because they're either keyword-stuffed or not optimized at all.

You get:

- robotic, unreadable content (keyword stuffing)
- great content that never ranks (no optimization)
- primary keyword missing from H1 or first paragraph
- no semantic variations (missed ranking opportunities)
- posts that satisfy Google but not humans

But SEO writing is not a trade-off.

It is writing for humans while helping Google understand.

- Primary keyword in H1, first paragraph, and one H2
- Secondary keywords naturally throughout
- Semantic variations (Google understands related terms)
- Readable, helpful content (Google penalizes stuffing)

Without SEO discipline, your great content won't be found.

This framework forces AI to write posts that rank and satisfy.

The Prompt

Assume the role of an SEO content writer who writes for both Google and humans.

Your task is to write an SEO-optimized blog post.

Generate:

1. SEO METADATA

- Title tag (50-60 characters)
- Meta description (150-160 characters)
- URL slug

2. BLOG POST (1,200-1,500 words)

- H1 with primary keyword
- Primary keyword in first 100 words
- Secondary keywords in H2s and body
- Semantic variations throughout
- Readable, helpful, not stuffed

3. HEADING STRUCTURE

- H1, H2s, H3s with keyword placement

4. KEYWORD USAGE REPORT

- Primary keyword: [count] times (1-2% density)
- Secondary keywords: [list with counts]

INPUTS:

Primary Keyword:

[INSERT]

Secondary Keywords (3-5):

[LIST]

Topic or Angle:

[WHAT IS THE POST ABOUT?]

Target Audience:

[WHO ARE YOU WRITING FOR?]

Search Intent:

[INFORMATIONAL / COMMERCIAL / TRANSACTIONAL / NAVIGATIONAL]

Word Count Target:

[1,000 / 1,500 / 2,000]

RULES:

- Primary keyword in H1 and first 100 words
- Primary keyword density: 1-2% (no stuffing)
- Meta description must be 150-160 characters
- Use semantic variations (e.g., for "running shoes" use "athletic footwear")
- Readability: 6th-8th grade level for consumer topics
- Include internal linking opportunities (suggest 2-3)

How To Use It

- Research keywords before writing — use tools like Ahrefs or SEMrush.

- Front-load the keyword in title, H1, URL, and first paragraph.
- Write for humans first, then check keyword placement.
- Internal links to relevant posts improve SEO — add 2-3.
- Update old posts with new keywords rather than always creating new content.

### Example Input

**Primary Keyword:** “best running shoes for flat feet”

**Secondary Keywords:** “stability running shoes,” “overpronation shoes,” “running shoes for arch support,” “best sneakers for flat feet”

**Topic or Angle:** Review and comparison of the top 5 running shoes for runners with flat feet

**Target Audience:** Recreational runners who experience foot pain from flat feet

**Search Intent:** Commercial (comparing options before purchase)

**Word Count Target:** 1,500

### Why It Works

Most SEO blog posts fail because they prioritize robots over humans.

This framework improves outcomes by forcing:

- primary keyword in H1 and first 100 words (ranking signal)
- secondary keyword variety (semantic relevance)
- meta description optimization (click-through)
- keyword density check (avoid penalty)
- readability standards (human-first)

Great SEO content doesn't choose between Google and humans — it serves both.

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