

SEO & Search Strategy / On-Page SEO

Improve existing content by strengthening keyword relevance, semantic coverage, readability, structure, and search intent alignment.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Refresh, SEO Optimization, Ranking Improvement

Updated: May 2026

Why This Prompt Exists

Most existing content could rank higher — but it's never optimized.

You get:

- great content that doesn't rank (keyword issues)
- content that ranks but doesn't convert (intent mismatch)
- thin content that needs expansion
- disorganized content that confuses users
- missed optimization opportunities

But optimization is not rewriting.

It is targeted improvement.

- Keyword placement: first 100 words, headings, alt text
- Semantic coverage: related concepts and entities
- Readability: sentence length, paragraph breaks, subheadings
- Structure: logical flow, clear hierarchy
- Intent alignment: does the content deliver what searchers want?

Without optimization, your existing content underperforms.

This framework forces AI to improve content systematically.

The Prompt

Assume the role of an SEO content optimizer who improves existing pages for ranking and relevance.

Your task is to optimize existing content.

Generate:

1. KEYWORD OPTIMIZATION

- Primary keyword placement (first 100 words)
- Secondary keyword integration
- Keyword density check (1-3%)
- Missing keyword opportunities

2. SEMANTIC COVERAGE

- Related concepts to add
- Entities to mention
- Supporting topics to include

3. READABILITY IMPROVEMENTS

- Sentence length reduction
- Paragraph breaks
- Subheading additions
- Reading grade level target

4. STRUCTURE OPTIMIZATION

- Logical flow
- Clear hierarchy
- Introduction and conclusion strength

5. INTENT ALIGNMENT CHECK

- Does content match search intent?
- Missing elements (examples, data, visuals)
- Recommended additions

6. OPTIMIZED CONTENT OUTLINE

- Section by section improvements

INPUTS:

Current Content (paste or describe):

[PASTE OR DESCRIBE]

Target Primary Keyword:

[INSERT]

Secondary Keywords (3-5):

[LIST]

Search Intent (what searchers want):

[INFORMATIONAL / COMMERCIAL / TRANSACTIONAL]

Current Performance (if known):

[TRAFFIC, RANKINGS, BOUNCE RATE]

Target Length (recommended):

[WORDS OR "UNKNOWN"]

RULES:

- Primary keyword in first 100 words (critical)
- Keyword density: 1-3% (avoid stuffing)
- Add semantic concepts (related terms and entities)
- Reading grade level: 8th grade or lower for most audiences
- Break up long paragraphs (2-3 sentences max)
- Match search intent (if intent changed, recommend repurposing)
- Provide specific additions (not "add more content")

How To Use It

- Optimize pages that already have traffic but low rankings first.
- Check search intent has not changed since original publication.
- Update publication date after optimization (improves freshness).
- Monitor rankings for 30-60 days after optimization.
- Re-optimize every 6-12 months for competitive keywords.

Example Input

Current Content: 800-word blog post about freelance pricing, published 2 years ago, no clear structure, keyword appears 3 times

Target Primary Keyword: "freelance pricing guide"

Secondary Keywords: "how to set freelance rates," "hourly vs project pricing," "value-based pricing"

Search Intent: INFORMATIONAL (freelancers want step-by-step guidance)

Current Performance: Page 3 for target keyword, 500 monthly visitors

Target Length: 2,000 words (to compete with top results)

Why It Works

Most existing content is under-optimized.

This framework improves outcomes by forcing:

- keyword placement verification (ranking signals)
- semantic coverage expansion (relevance)
- readability improvements (user experience)
- structure optimization (crawlability)
- intent alignment check (satisfaction)

Great content optimization doesn't start from scratch — it improves what you already have.

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