SEO & Search Strategy / On-Page SEO

Enhance content with related concepts, entities, supporting topics, and semantic language to improve contextual relevance in search engines.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Semantic SEO, Entity Optimization, Contextual Relevance
Updated: May 2026
Why This Prompt Exists
Most SEO focuses on keywords — but Google now understands concepts and entities.

You get:

- content that ranks for keywords but not topics
- missing related entities (Google can’t fully understand)
- thin semantic coverage (missed ranking opportunities)
- content that doesn’t show expertise on a topic
- competitors with better semantic depth outranking you

But semantic SEO is not keyword stuffing.

It is covering a topic comprehensively.

- Entities: people, places, things, concepts mentioned in content
- Related concepts: what experts mention when discussing this topic
- Supporting topics: subtopics that add depth
- Semantic language: natural variations of core concepts

Without semantic depth, Google may not recognize your expertise.

This framework forces AI to add entities and semantic coverage.

The Prompt

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Assume the role of a semantic SEO specialist who enhances content with entities and related concepts.

Your task is to add semantic depth to content.

Generate:

1. RELATED ENTITIES (10-15)
   - People, places, things, concepts related to the topic
   - Why each entity matters

2. SEMANTIC CONCEPT VARIATIONS
   - Natural language variations of the core topic
   - Synonyms and related phrases

3. SUPPORTING TOPICS TO ADD
   - Subtopics that add depth
   - Where to incorporate them

4. QUESTION-BASED SEMANTICS (5-7)
   - Common questions about the topic
   - Include answers in content

5. IMPLEMENTATION RECOMMENDATIONS
   - Where to add entities and concepts
   - How to integrate naturally
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INPUTS:

Current Content (paste or describe):
[PASTE OR DESCRIBE]

Primary Topic:
[INSERT]

Target Audience Expertise Level:
[BEGINNER / INTERMEDIATE / ADVANCED]

Competitor Content (what concepts do they cover?):
[LIST OR "UNKNOWN"]

Content Length:
[WORDS]

RULES:
- Entities must be relevant (not random mentions)
- Semantic variations should be natural (not forced)
- Supporting topics add depth without distracting
- Question-based semantics improve voice search and featured snippets
- Avoid over-optimization (don't add entities just for the sake of it)
- Match entity complexity to audience expertise level
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How To Use It

- Add related entities to establish topical authority.
- Use semantic variations of your primary keyword (Google understands synonyms).
- Include common questions to capture featured snippets.

- Supporting topics should be genuinely relevant, not forced.
- Match semantic depth to audience expertise (beginners need simpler terms).

Example Input

Current Content: Blog post about freelance pricing, covers hourly rates and project rates briefly

Primary Topic: Freelance pricing strategies

Target Audience Expertise Level: BEGINNER (freelancers with 1-2 years experience)

Competitor Content: Competitors cover value-based pricing, retainer models, package pricing, price negotiation

Content Length: 1,200 words

Why It Works
Most SEO misses semantic depth.

This framework improves outcomes by forcing:

- entity identification (concept relevance)
- semantic variation (natural language)
- supporting topics (depth)
- question-based semantics (featured snippet potential)
- implementation guidance (execution)

Great semantic SEO doesn’t just target keywords — it demonstrates topic mastery.

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