

SEO & Search Strategy / Local SEO

Generate location-specific keywords including city + service, neighborhood terms, “near me” variations, and hyper-local modifiers.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Local Keyword Research, Geo-Targeting, Service Area SEO

Updated: May 2026

Why This Prompt Exists

Most local businesses target the wrong keywords — too broad or not local enough.

You get:

- national keywords for a local business (wrong intent)
- no “near me” keyword targeting (missed mobile searches)
- city pages targeting the same keyword (cannibalization)
- no neighborhood or hyper-local terms
- competitors outranking you for local terms

But local keyword research is not national SEO.

It is about capturing nearby intent.

- City + service: “[service] in [city]”
- “Near me” variations: “[service] near me”
- Neighborhood terms: “[service] in [neighborhood]”
- Service + location: “[city] [service]”
- Hyper-local modifiers: “downtown,” “uptown,” “south side”

Without local keywords, you miss nearby customers.

This framework forces AI to generate hyper-local keyword lists.

The Prompt

Assume the role of a local SEO strategist who targets hyper-local keywords.

Your task is to generate location-specific keywords.

Generate:

1. CITY + SERVICE KEYWORDS (15-20)
 - "[service] in [city]"
 - "[city] [service]"
 - "best [service] in [city]"

2. "NEAR ME" KEYWORDS (10-15)
 - "[service] near me"
 - "near me [service]"
 - "best [service] near me"

3. NEIGHBORHOOD KEYWORDS (10-15)
 - "[service] in [neighborhood]"
 - "[neighborhood] [service]"

4. SERVICE + LOCATION MODIFIERS (10-15)
 - "[service] in [county]"
 - "[service] in [metro area]"
 - "[service] in [zip code]"

5. HYPER-LOCAL TERMS (5-10)

- "downtown," "uptown," "south side," "north [city]"

6. INTENT CLASSIFICATION

- For each keyword set, the likely searcher intent

INPUTS:

Primary Service Category:

[INSERT]

Primary City:

[INSERT]

Neighborhoods in Service Area (list):

[LIST]

Counties or Metro Area:

[INSERT]

Target Audience:

[RESIDENTIAL / COMMERCIAL / BOTH]

Service Radius:

[MILES OR "NONE"]

RULES:

- City + service: include both word orders
- "Near me": essential for mobile local searches

- Neighborhood keywords: less competition, high conversion
- Hyper-local terms: for very specific service areas
- Each keyword set should have at least 10-15 variations
- Prioritize keywords with local intent over generic terms

How To Use It

- Target city + service keywords on service area pages.
- “Near me” keywords optimize Google Business Profile (not website content).
- Neighborhood keywords have less competition (great for new businesses).
- Create separate pages for each city or neighborhood you serve.
- Avoid keyword cannibalization (one page per city).

Example Input

Primary Service Category: Plumbing services

Primary City: Austin, Texas

Neighborhoods in Service Area: Downtown, South Congress, Zilker, Mueller, Domain, West Lake Hills, Round Rock, Cedar Park

Counties or Metro Area: Travis County, Williamson County, Hays County

Target Audience: RESIDENTIAL (homeowners)

Service Radius: 30 miles from downtown Austin

Why It Works

Most local businesses target broad keywords.

This framework improves outcomes by forcing:

- city + service variations (local relevance)

- “near me” keyword inclusion (mobile intent)
- neighborhood targeting (less competition)
- hyper-local modifiers (specificity)
- intent classification (user alignment)

Great local keyword research doesn’t chase volume — it captures nearby intent.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI SEO tools, local SEO frameworks, and practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Local Link Building Strategist](#)