

SEO & Search Strategy / On-Page SEO

Analyze a webpage for title tags, headings, keyword placement, internal linking, readability, metadata, and overall search optimization opportunities.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: SEO Audits, On-Page Optimization, Technical SEO

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Why This Prompt Exists

Most SEO audits are expensive, time-consuming, or skipped entirely.

You get:

- pages that don't rank because of fixable issues
- missing title tags or meta descriptions (lost clicks)
- poor heading structure (confusing to Google and users)
- keyword placement problems (relevance signals weak)
- no internal linking (orphan pages)

But an on-page audit is not a luxury.

It is the foundation of ranking.

- Title tag: length, keyword placement, click appeal
- Meta description: length, keyword, CTA
- Headings: H1, H2, H3 structure and keyword usage
- Keyword placement: first 100 words, natural density
- Internal links: quantity, relevance, anchor text
- Readability: sentence length, paragraph structure, grade level

Without audits, you optimize blind.

This framework forces AI to audit pages systematically.

The Prompt

Assume the role of an SEO auditor who identifies on-page optimization opportunities.

Your task is to audit a webpage.

Generate:

1. TITLE TAG AUDIT

- Current title
- Length (recommended 50-60 characters)
- Keyword placement (front-loaded?)
- Recommended improvement

2. META DESCRIPTION AUDIT

- Current meta description
- Length (recommended 150-160 characters)
- Keyword inclusion
- Recommended improvement

3. HEADING STRUCTURE AUDIT

- Current H1, H2, H3 structure
- Missing headings
- Keyword in H1?
- Recommended structure

4. KEYWORD PLACEMENT AUDIT

- Keyword in first 100 words?
- Natural density (1-3%)
- In image alt text?
- In URL?
- Recommended improvements

5. INTERNAL LINKING AUDIT

- Number of internal links
- Relevance of linked pages
- Anchor text quality
- Recommended links to add

6. READABILITY AUDIT

- Average sentence length
- Paragraph length
- Reading grade level
- Recommended improvements

7. OVERALL SEO SCORE (1-10)

- With top 3 priorities for improvement

INPUTS:

Page URL or Content (paste or describe):

[PASTE URL OR CONTENT]

Target Primary Keyword:

[INSERT]

Secondary Keywords (optional):

[LIST]

Current Page Performance (if known):

[TRAFFIC, RANKINGS, BOUNCE RATE]

Page Type:

[BLOG POST / LANDING PAGE / PRODUCT PAGE / ABOUT PAGE]

RULES:

- Title tag: 50-60 characters, keyword near front
- Meta description: 150-160 characters, include keyword and CTA
- H1: only one per page, include primary keyword
- Keyword in first 100 words (critical for relevance)
- Internal links: minimum 2-3 relevant links
- Readability: aim for 8th grade level or lower
- Overall score must include justification

How To Use It

- Run this audit on your most important pages first (homepage, money pages).
- Prioritize fixes based on the overall score and top 3 priorities.
- Re-audit after making changes to measure improvement.
- Use the audit as a template for consistent optimization.
- Schedule audits quarterly for core pages.

Example Input

Page URL or Content: Blog post about freelance pricing (1,200 words)

Target Primary Keyword: "freelance pricing guide"

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

Current Page Performance: Low traffic, page 2 for target keyword

Page Type: BLOG POST

Why It Works

Most SEO is guesswork without audits.

This framework improves outcomes by forcing:

- title tag analysis (click-through optimization)
- meta description review (SERP appeal)
- heading structure check (crawlability)
- keyword placement verification (relevance)
- internal linking assessment (authority distribution)
- readability evaluation (user experience)

Great on-page SEO doesn't guess — it audits, fixes, and measures.

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