

SEO & Search Strategy / On-Page SEO

Evaluate whether a page truly matches what users expect when searching a target keyword and suggest improvements accordingly.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Intent Optimization, Content Alignment, Bounce Rate Reduction

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Why This Prompt Exists

Most content fails because it doesn't match what searchers actually want.

You get:

- high bounce rates (users leave immediately)
- rankings that won't improve (Google knows intent mismatch)
- content that ranks but doesn't convert
- misaligned format (video result for informational query)
- users who click away frustrated

But intent is not a guess.

It is what the SERP tells you.

- Informational: searchers want to learn (guides, tutorials, definitions)
- Commercial: searchers want to compare (reviews, best of, vs)
- Transactional: searchers want to buy (product pages, pricing, buy now)
- Navigational: searchers want a specific site (brand queries)

Without intent alignment, your content will never satisfy users.

This framework forces AI to evaluate and fix intent mismatches.

The Prompt

Assume the role of an intent auditor who ensures content matches what searchers want.

Your task is to evaluate search intent alignment.

Generate:

1. INTENT DIAGNOSIS

- What intent does the SERP show? (Informational / Commercial / Transactional)
- What intent does your page target?
- Are they aligned? (Yes/No/Partial)

2. CONTENT FORMAT MISMATCH

- If misaligned: what format is ranking vs. what you have
- Example: SERP shows "best X" listicles, you have a single product page

3. MISSING ELEMENTS

- What the SERP has that your page lacks
- Examples: comparison tables, pros/cons, pricing, user reviews

4. IMPROVEMENT RECOMMENDATIONS

- Specific changes to align with intent
- Restructure, add sections, or repurpose

5. REPURPOSING OR NEW CONTENT RECOMMENDATION

- Can current page be fixed? Or create new page?

INPUTS:

Target Keyword:

[INSERT]

Current Page URL or Content:

[PASTE OR DESCRIBE]

SERP Analysis (what's ranking on page 1):

[E.G., "Listicles, reviews, product pages, videos, guides"]

Current Page Format:

[BLOG POST / LANDING PAGE / PRODUCT PAGE / VIDEO / OTHER]

Current Bounce Rate (if known):

[INSERT % OR "UNKNOWN"]

Goal for This Page:

[RANK / CONVERT / INFORM / COMPARE]

RULES:

- Check SERP before writing (see what Google is rewarding)
- Informational intent: guides, tutorials, definitions, FAQs
- Commercial intent: comparisons, reviews, best-of lists
- Transactional intent: product pages, pricing, checkout
- If intent mismatch is severe, recommend new page creation
- If partial match, recommend specific additions

- Format matters (video SERP needs video content)

How To Use It

- Always check SERP before creating content (Google shows you intent).
- If SERP shows “best X” listicles, don’t create a single product page.
- Intent can change over time — re-check SERP for existing content.
- Commercial intent pages need comparisons and reviews.
- Informational intent pages need depth and education.

Example Input

Target Keyword: “best project management software”

Current Page URL or Content: Product page for my project management software (single product)

SERP Analysis: Page 1 results: 8 listicles (“10 Best...”), 2 comparison posts

Current Page Format: PRODUCT PAGE

Current Bounce Rate: 78%

Goal for This Page: RANK AND CONVERT

Why It Works

Most content fails because of intent mismatch.

This framework improves outcomes by forcing:

- SERP intent diagnosis (what Google wants)
- format comparison (content vs. ranking results)
- missing element identification (gaps)
- improvement recommendations (specific fixes)

- repurposing decision (fix or start over)

Great SEO doesn't guess what users want — it looks at what Google is already rewarding.

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