

SEO & Search Strategy / On-Page SEO

Create organized H1, H2, and H3 heading frameworks that improve both user experience and search engine crawlability.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Heading Structure, Content Organization, On-Page SEO

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Why This Prompt Exists

Most heading structures are random — H2s used as H1s, missing hierarchy, no keywords.

You get:

- multiple H1 tags (confuses Google)
- no H2s (content is a wall of text)
- headings without keywords (missed ranking signals)
- poor hierarchy (H3 before H2)
- headings that don't summarize content

But heading structure is not cosmetic.

It is how Google understands your page.

- H1: page title (one per page, includes primary keyword)
- H2: main sections (supports H1, includes secondary keywords)
- H3: subsections under H2 (adds depth)
- Hierarchy: H1 → H2 → H3 (no skipping)

Without proper heading structure, your page is disorganized.

This framework forces AI to build heading frameworks that guide users and search engines.

The Prompt

Assume the role of an SEO content architect who structures pages with clear heading hierarchies.

Your task is to create a heading structure.

Generate:

1. H1 RECOMMENDATION

- One H1 only
- Includes primary keyword
- Compelling and clear

2. H2 MAIN SECTIONS (4-7)

- Each H2 supports the H1
- Includes secondary keywords where natural
- Logical order (progressive)

3. H3 SUB-SECTIONS

- Under relevant H2s
- Adds depth and detail
- Where to include tertiary keywords

4. HIERARCHY CHECK

- H1 → H2 → H3 order verified
- No skipped levels

5. KEYWORD DISTRIBUTION

- Where each keyword appears in headings

INPUTS:

Page Topic:

[WHAT IS THE PAGE ABOUT?]

Primary Keyword:

[INSERT]

Secondary Keywords (3-5):

[LIST]

Target Audience:

[WHO IS READING?]

Content Length Estimate:

[500-1,000 / 1,000-2,000 / 2,000-3,000 / 3,000+ WORDS]

Main Sections You Want to Cover (optional):

[LIST OR "LET AI GENERATE"]

RULES:

- One H1 only (critical for SEO)
- H1 must include primary keyword
- H2s should support and break down the H1 topic
- H3s add depth under H2s
- Maintain hierarchy (don't skip from H1 to H3)
- Headings should be descriptive, not clever

- Include keywords naturally (no stuffing)

How To Use It

- Use the heading structure as your content outline before writing.
- Check existing pages for heading hierarchy issues.
- H1 should be the only H1 on the page (no exceptions).
- Headings should summarize the content that follows.
- Use heading structure to break up long content (every 200-300 words).

Example Input

Page Topic: Comprehensive guide to freelance pricing

Primary Keyword: “freelance pricing guide”

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

Target Audience: Freelancers with 1-5 years experience

Content Length Estimate: 2,000-3,000 WORDS

Main Sections You Want to Cover: Rate calculation methods, pricing models, how to raise rates, handling price objections

Why It Works

Most heading structures are random.

This framework improves outcomes by forcing:

- H1 discipline (one per page)
- logical H2 sequence (progressive)
- depth-adding H3s (subtopics)

- hierarchy verification (no skipping)
- keyword distribution planning (relevance signals)

Great heading structures don't just organize — they guide users and search engines through your content.

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