

Video & Scriptwriting / YouTube Scripts

Integrate keywords and search intent naturally into script — balances discoverability with watchability.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: SEO Optimization, Discovery

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Why This Prompt Exists

Great content doesn't matter if no one finds it. YouTube SEO requires keywords in title, description, and script — but keyword stuffing kills retention. Balance is everything.

You get:

- scripts with no keywords (discoverability zero)
- keyword stuffing (annoying, viewers leave)
- keywords in wrong places (title mismatch, no ranking)
- search intent ignored (content doesn't match what searcher wants)
- no topic clusters or related terms (missed ranking opportunities)

But SEO scripting has patterns:

- primary keyword: appears in title, first 30s of script, description
- secondary keywords: appear naturally in value sections
- LSI keywords: related terms that prove topical authority

- question keywords: match what searchers ask (voice search optimization)
- intent alignment: script delivers what title promises

Without SEO scripting, videos don't rank.

This prompt integrates SEO naturally into scripts.

The Prompt

Assume the role of a YouTube SEO strategist who integrates keywords into scripts.

Your task is to add SEO keywords naturally without disrupting flow.

Generate:

1. KEYWORD INVENTORY

Keyword Type	Target Keyword	Placement	Search Intent
Primary	[main keyword]	Title, first 30s, description	[Informational/Tutorial/Review]
Secondary	[related term]	Value sections, naturally	[Same/different]
LSI	[related term 2]	Throughout	Support primary
Question	[question format]	Hook or intro	Voice search
Long-tail	[specific phrase]	Description, mid-roll	Specific intent

2. KEYWORD PLACEMENT MAP

Script Section	Keyword to Include	Natural Integration Example
Hook (0:00-0:30)	Primary keyword	"Today I'm going to show you how to [primary keyword]"
Intro (0:30-1:00)	Question keyword	"If you've ever wondered [question keyword], you're not alone."
Value section 1	Secondary keyword	"One of the best ways to [secondary keyword] is..."
Value section 2	LSI keyword	"This relates to [LSI term], which is important because..."
Summary	Primary keyword (once)	"So that's how you [primary keyword] in [X] simple steps."
Description (not script)	All keywords	Full list in first 200 characters

3. SEO SCRIPT TEMPLATE

****Hook (includes primary keyword):****

`Want to learn how to [primary keyword]? Most people get it wrong. Here's the right way.`

****Intro (includes question keyword):****

`If you've ever asked yourself "[question keyword]", this video is for you. By the end, you'll know exactly how to [primary keyword] in [X] minutes.`

****Value Section 1 (includes secondary keyword):****

`The first step to [primary keyword] is understanding [secondary keyword]. Here's why that matters...`

****Value Section 2 (includes LSI keyword):****

`Now, [LSI keyword] plays a bigger role than most people realize. When you combine it with [primary keyword], the results are [X].`

****Summary (primary keyword recapped):****

`So let's recap how to [primary keyword]: Step 1 [X], Step 2 [Y], Step 3 [Z].`

4. SEARCH INTENT ALIGNMENT

Intent Type	Title Pattern	Script Focus	CTA
Informational	"How to X", "What is X"	Explanation, education	Subscribe for more
Tutorial	"How to do X"	Step-by-step instructions	Like if helpful
Review	"X Review"	Pros, cons, comparison	Comment your experience
Comparison	"X vs Y"	Differences, recommendations	Comment which you prefer
List	"Top 5 X"	Ranked items with reasons	Subscribe for more lists

5. DENSITY GUIDELINES

Keyword Type	Target Density	Maximum	Notes
Primary	1-2%	3%	Once in hook, once in summary, naturally elsewhere

Secondary	0.5-1%	2%	Appear naturally in value sections
LSI	1-2%	3%	Spread throughout, don't cluster
Question	1-2 times	3 times	Hook and intro only

6. SEO SCRIPT CHECKLIST

Before publishing:

- Primary keyword in title
- Primary keyword in first 60 seconds of script
- Primary keyword in description (first 200 characters)
- Secondary keywords naturally throughout
- Search intent matches title promise
- No keyword stuffing (read aloud – does it sound natural?)
- Closed captions will capture keywords (speak clearly)

7. COMMON SEO SCRIPTING MISTAKES

Mistake	Why It's Wrong	Correct Approach
Keyword stuffing	Sounds robotic, viewers leave	Use keyword once per section naturally
Primary keyword only	Misses related searches	Include secondary and LSI keywords
Keywords after 60 seconds	YouTube misses them	Primary keyword in first 60 seconds
Intent mismatch	Viewers click off	Title must match content
Ignoring question keywords	Misses voice search	Include "how to", "what is", "why does"

INPUTS:

Primary keyword:

[E.G., "video editing for beginners"]

Secondary keywords (2-3):

[E.G., "Premiere Pro tutorial", "editing workflow", "first edit"]

Content type:

[TUTORIAL / REVIEW / COMPARISON / INFORMATIONAL / LIST]

Target search intent:

[E.G., "People want step-by-step instructions"]

RULES:

- Primary keyword must appear in first 60 seconds of script (YouTube's algorithm prioritizes this)
- Never sacrifice natural speech for keyword placement (retention > SEO)
- Use secondary keywords in value sections (builds topical authority)
- LSI keywords prove expertise (use related terms naturally)
- Question keywords capture voice search ("how to", "what is", "why does")
- Read script aloud to check for keyword stuffing (if it sounds weird, rewrite)
- Description matters as much as script (first 200 characters critical)

How To Use It

- Primary keyword must appear in the first 60 seconds of script — YouTube’s algorithm prioritizes early keyword placement.
- Never sacrifice natural speech for keyword placement — retention is more important than SEO.
- Use secondary keywords in value sections — builds topical authority and helps ranking.
- LSI keywords (related terms) prove expertise — use them naturally throughout.
- Question keywords capture voice search — “how to”, “what is”, “why does” match how people speak.
- Read the script aloud to check for keyword stuffing — if it sounds weird, rewrite it.
- The description matters as much as the script — first 200 characters are critical for SEO.

Example Input

Primary keyword:

“video editing for beginners”

Secondary keywords:

“Premiere Pro tutorial, editing workflow, first edit”

Content type:

“TUTORIAL”

Target search intent:

“People want step-by-step instructions to edit their first video”

Why It Works

Most creators ignore SEO completely — or stuff keywords until scripts sound robotic and viewers leave.

This framework improves outcomes by forcing:

- keyword inventory (primary, secondary, LSI, question, long-tail)
- placement map (where each keyword type goes in the script)
- SEO script template (natural integration examples)
- search intent alignment (matching content to searcher needs)
- density guidelines (how much is enough, how much is too much)

Failure modes this prevents:

- Scripts with no keywords (discoverability zero)
- Keyword stuffing (annoying, viewers leave, algorithm penalizes)
- Keywords after 60 seconds (YouTube misses them)
- Search intent mismatch (viewers click off immediately)

This improves on: Keyword stuffing or ignoring SEO entirely. Natural integration balances discovery and retention.

Related to: YT-01 (Hook) for primary keyword placement; YT-03 (Structure) for section-specific integration.

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