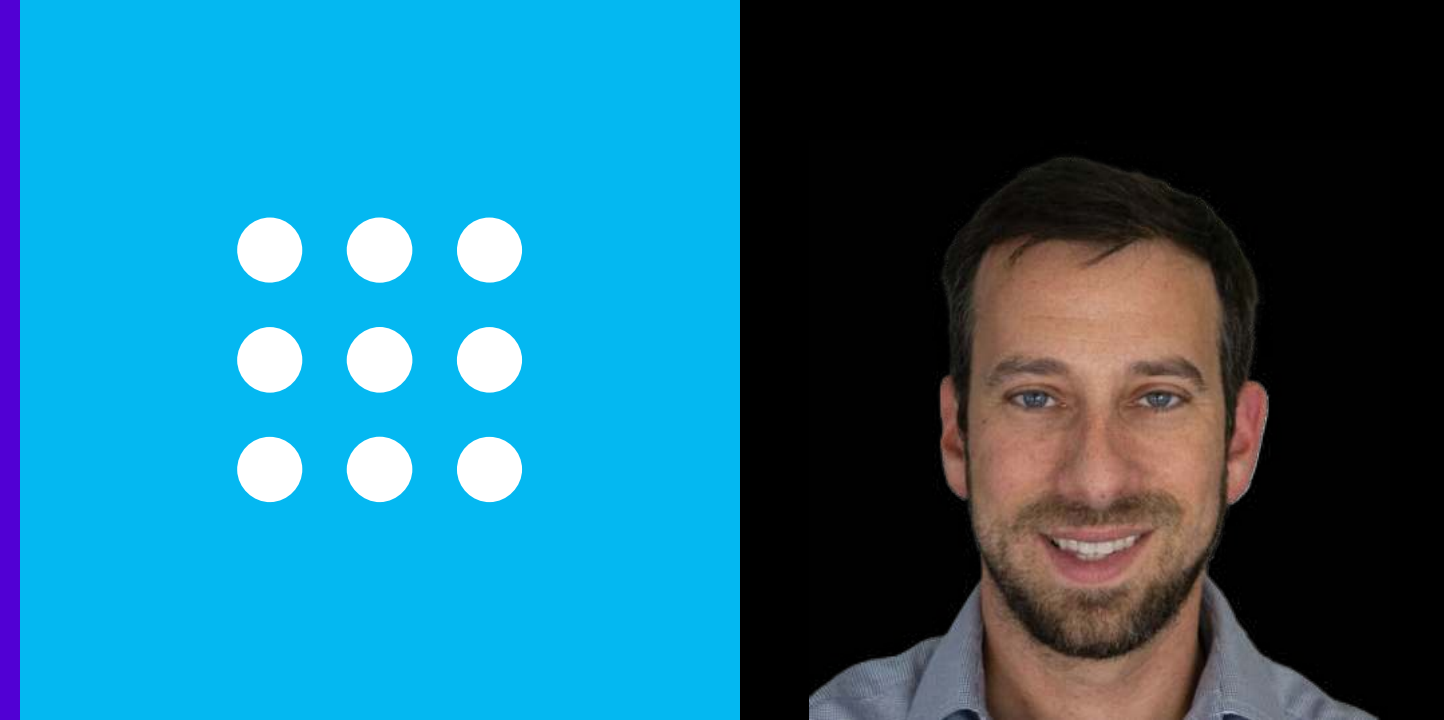
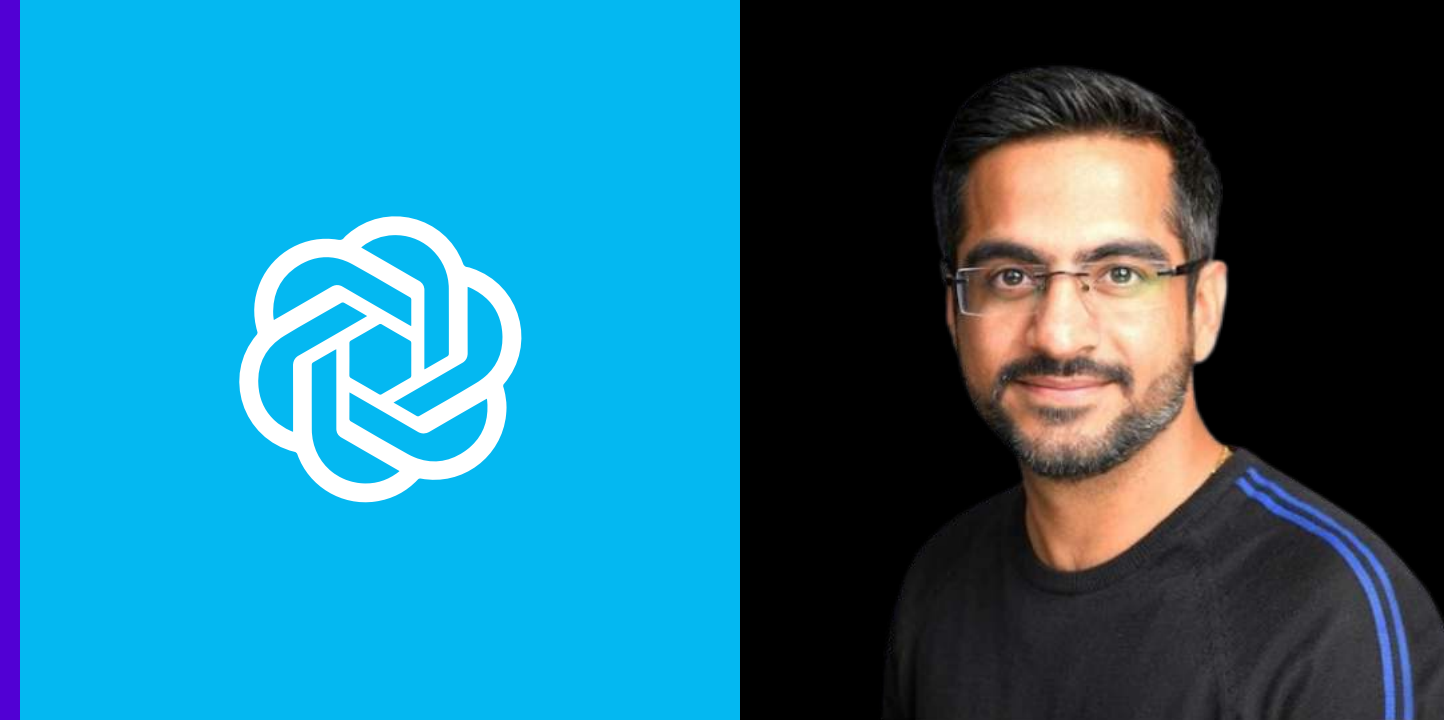


AI-Driven SEO Mastery

Unleashing the
Power of Prompts



Dear Optimizers,

Introducing our latest e-book, AI-Driven SEO Mastery.
With over 200 prompts, it's a comprehensive guide to optimize SEO.

Our goal is to provide a valuable resource for enhancing online presence, driving traffic, and achieving search engine success. This collaborative effort by industry experts curates the most relevant prompts.

It streamlines workflow, boosts productivity, and uncovers new opportunities for keyword research, content development, and link-building strategies.

Whether you're a seasoned pro or a newcomer, AI-Driven SEO Mastery is practical and accessible. We hope AI-Driven SEO Mastery becomes your go-to resource for SEO success.

Sincerely,

Nitin Manchanda

Founder, and Chief SEO Consultant at Botpresso



1

Generative AI is both the best and the worst thing that has ever happened to the SEO industry. Best because it allows marketers to save significant amounts of time doing research, discovery, and even drafting ideas for content. Worst because it will undoubtedly disrupt Google search in a massive way for most businesses, but AI will also get abused as a tool to create lazy marketing. I am excited to see how all of this plays out.

-Eli Schwartz
Author, *Product Led SEO*

2

We are in such an exciting time with so much opportunity ahead for those who understand how to use AI to their benefit. I challenge you to find one new way today that a tool like ChatGPT or Bard can make you better at what you do. Not faster. Better. It is easy to criticize these tools. They can hallucinate. They can mislead people. They can be used for evil purposes. Criticizing AI has a purpose. But as the world changes people will be seeking out those who know what to do with AI not those who are good critics. I use AI to help me with my gardening, to improve my writing, to brainstorm ideas, and to analyze search console data when reviewing traffic drops. It's often buggy and slow, but with each prompt I get a little bit better at using it to my benefit.

-Dr. Marie Haynes
Founder, *Marie Haynes Consulting*

3

We need to leverage AI to accelerate our SEO day to day without losing quality, by using very specific, descriptive prompts and integrating them into our workflow, along with a good validation process. It's fundamental to be very specific and provide as much context as possible in the prompts we use to obtain high quality results. That's why I created an easy to use and share generator leveraging the 5Ws and the H that I shared over here:

<https://aleydasolis.com/en/search-engine-optimization/ai-prompts-digital-marketing-seo-generator/>. I also highly recommend creating your own prompts library with the ones that you've refined and obtained high quality results. I have used this generator along with Google Sheets Open AI's API extensions to accelerate tasks like: Metadata rewriting/optimization, FAQ generation, content translation, content clustering, competition analysis, etc. You can see many examples here: <https://speakerdeck.com/aleyda/ai-bots>

-Aleyda Solis
Founder, Orainti

Key Evangelists



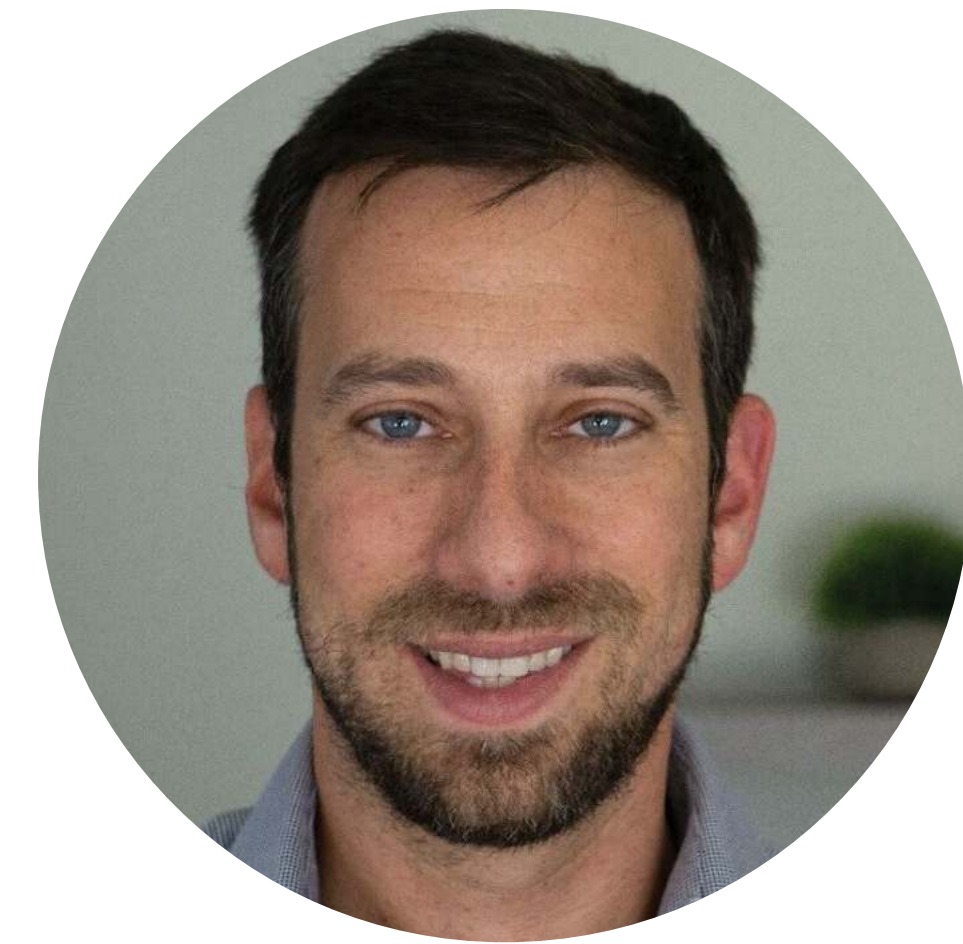
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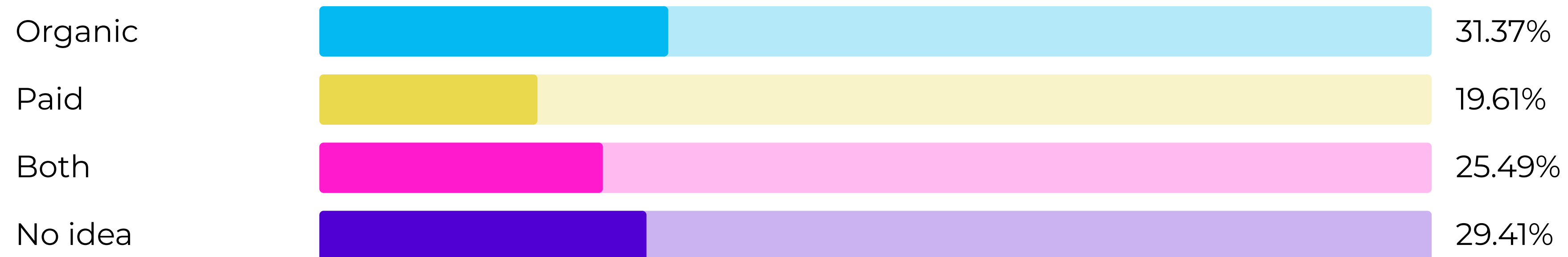
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Survey Reponses

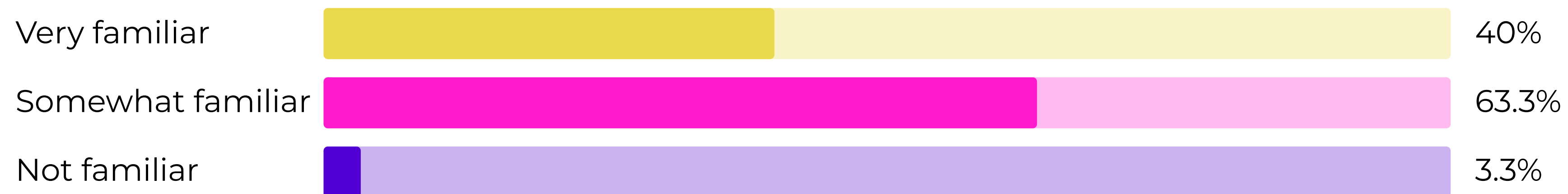
Interesting Statistics from our Survey:

- 1) When asked *Do you believe AI will completely replace human involvement in SEO?*
90% Marketers believe AI cannot replace Humans and will always require human involvement
- 2) We asked *How satisfied are you with the overall impact of AI on your SEO efforts?* (1 = very dissatisfied, 5 = very satisfied) Here's what people voted...
 - 3.3% respondents rated ★☆☆☆☆
 - 3.3% respondents rated ★★☆☆☆
 - 50% respondents rated ★★★☆☆
 - 33.3% respondents rated ★★★★☆
 - 10% respondents rated ★★★★★
- 3) Accuracy was the number 1 limitation to AI according to over 50% respondents

4) When asked: *Do you think AI will have a greater impact on organic search results or paid search advertising?*



5) We asked: *How familiar are you with the concept of AI in the context of SEO?*

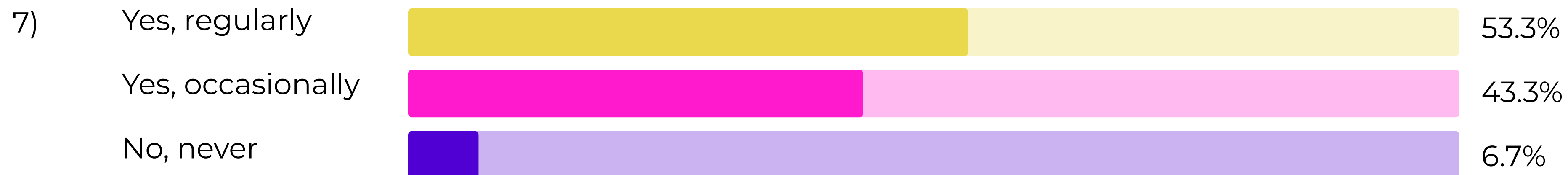


6) When asked *'How are you actively trying to stay ahead of AI developments'*

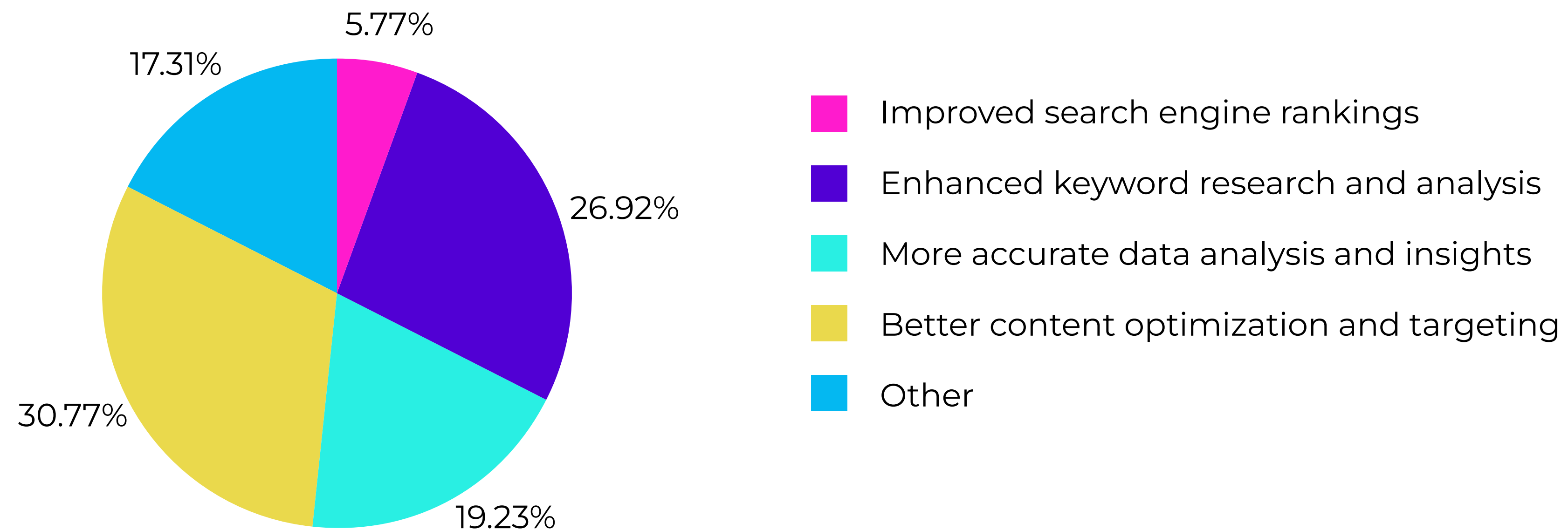
Over 70% of the respondents selected:

- Continuous Learning: Regularly update their knowledge and skills related to AI technologies and trends.
- Industry Research: Actively follow industry news and research to stay informed about the latest advancements in AI
- Collaborative Projects: Participate in collaborative projects or open-source initiatives related to AI to enhance their expertise

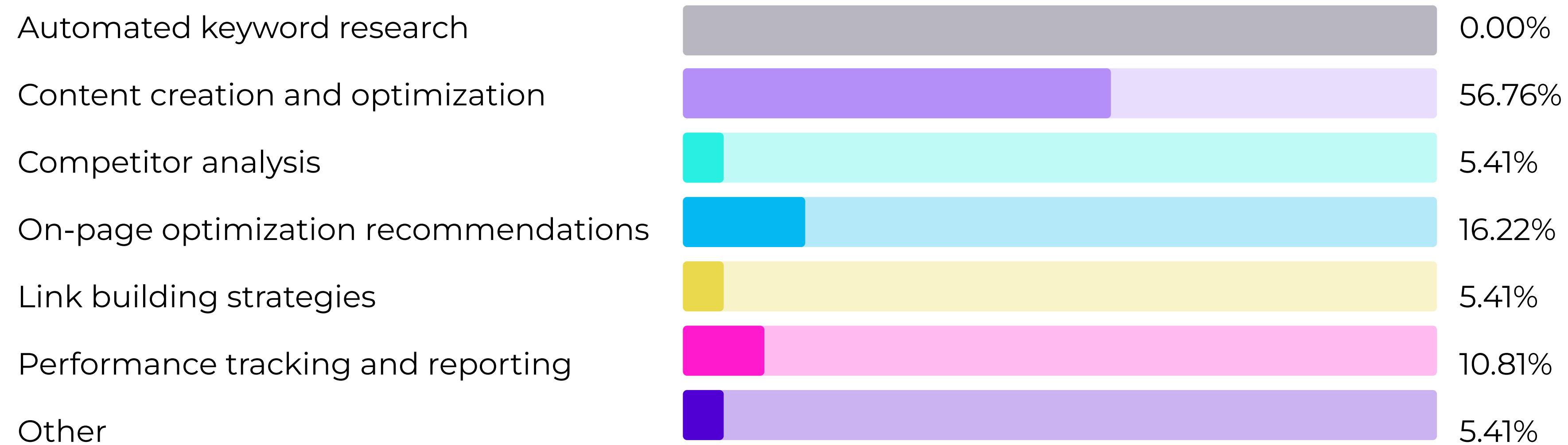
When asked: *Have you personally used AI-powered tools or software for SEO purposes?*



8) When asked: *In your opinion, what is the most significant benefit of using AI in SEO?*




9) We asked *Which AI-powered SEO tasks do you find most valuable?*




10) Here's what experts replied when asked: *What concerns, if any, do you have about the role of AI in SEO?*

1




"AI is not great at doing in-depth data analysis. Because analysing data always requires understanding the context behind it before proceeding further. What I am concerned about is that if companies start relying on AI for data analysis, then we might end up witnessing extreme failure rates of businesses".

-Kiran Kurnool
Senior SEO Manager - Khatabook




2




"Algorithmic transparency and Biases , ethical issues, data privacy, contextual understanding."

-Gaurav Suri
Chief Evangelist - Finlabs India




3



"To be trusted w/o checking outputs or without external confirmation"

-Gus Pelogia
SEO Product Manager - Indeed.com



11) We asked our respondents: Are you currently using any specific AI tools for SEO? If yes, please specify the tool(s) you find most valuable. Following are the tools that were mentioned in the survey results:

<i>ChatGPT</i>	<i>Slidesai.io</i>	<i>conversational AI like</i>	<i>SEO.ai</i>
<i>Bard</i>	<i>Checkforai</i>	<i>Midjourney</i>	<i>Hubspot</i>
<i>Surfer SEO</i>	<i>Poe.com</i>	<i>Coefficient AI CoPilot</i>	<i>neuron write etc</i>
<i>Copy.ai</i>	<i>originality.ai</i>	<i>Clearscope</i>	<i>SGE</i>
<i>Playgroud</i>	<i>Rankiq</i>	<i>Frase</i>	<i>Bing Image Generator</i>
<i>Neuron Writer</i>	<i>Seo.ai</i>	<i>Semrush</i>	
<i>Writesonic</i>	<i>alexa</i>	<i>Jasper</i>	

12) When asked, *In your opinion, what are the potential limitations of AI in SEO?*

Over 80% of respondents mentioned accuracy' to be the biggest limitation. Followed by lack of human touch/personalization.



CHAPTER 1:

The Need for AI-Driven SEO Mastery

In today's digital landscape, search engine optimization (SEO) has become an indispensable component of any successful online presence. Businesses and brands rely on SEO professionals to drive organic traffic, enhance visibility in search engine results pages, and ultimately, achieve their marketing objectives. However, the field of SEO is complex and ever-evolving, requiring practitioners to stay ahead of the game.

AI-Driven SEO Mastery addresses the need for a comprehensive resource that provides actionable guidance to SEO professionals across all levels and positions. This book fills a crucial gap in the market, empowering both brand-side and agency-side SEO practitioners with over 200 prompts that cover a wide range of SEO activities. By leveraging these prompts, SEO professionals can streamline their workflow, generate creative content ideas, uncover untapped opportunities, and achieve tangible results.

As the SEO landscape becomes increasingly competitive, the need for prompt engineering is more pronounced than ever before. By harnessing the power of AI and utilizing the prompts provided in this book, SEO professionals can drive meaningful results, gain a competitive edge, and propel their organizations or clients to success in the online realm.

4

Unlock the potential of SEO prompt engineering with ChatGPT as your guiding light. Together, harness the language of innovation, blend human creativity with machine intelligence, and witness a symphony of optimised possibilities.

-Omi Sido*Senior Technical SEO, Canon Europe***5**

I love the idea of doing for our brains what the Industrial Revolution did for our physical capabilities. My favourite prompts so far are debugging tools - figuring out what's wrong with regular expressions and so forth.

-Will Critchlow*Founder and CEO, SearchPilot*

6

At Inlinks, we are using OpenAI to help users generate content but whilst limiting its parameters. We have found that giving commands to ChatGPT to write paragraph by paragraph, rather than page by page stops the machines running amok. Of course, to do this well, you need a tight framework for giving commands to the machines. Luckily, we already had content plans, so we could use these to direct ChatGPT section by section for a piece of content. Having this plan also stops your content looking the same as everyone else's.

-Dixon Jones
CEO, InLinks

7

Don't fight the AI, they are not enemies, they are something which will give you wings to fly even higher in legitimate SEO.

-Arbab Usmani
Founder and CEO, UppSkill

8

I recognize ChatGPT as a transformative tool that transcends routine tasks, unlocking substantial potential in content-centric SEO strategies, technical SEO audits, SEO analytics, and comprehensive reporting for both internal stakeholders and clients. One highly promising application we are actively exploring in Central Group is the automated generation and optimization of content for Product Pages (PDP) and Listing Pages (PLP). Moreover, we have made notable progress in implementing ChatGPT for automating weekly and monthly SEO performance reports, and streamlining the process of delivering concise and impactful summaries to stakeholders. While prompt engineering and tuning remain essential, ChatGPT has already proven to be a significant time and energy saver for us. Looking ahead, I anticipate that ongoing advancements in generative AI will further diminish the need for moderation and manual intervention.

-Eugene Korotkevich
International SEO Expert & Advisor

9

"AI, particularly GPT-4, has been a game-changer in our startup, Trackian, significantly enhancing our workflow. Although it's not directly employed for core SEO tasks, it has become a powerful ally in administrative tasks such as briefing emails and chats, managing spreadsheets, structuring social media posts, and even crafting content. This invaluable tool has helped me save roughly 15% of my time, which I now invest in more complex SEO tasks or spend with my family.

Though the intersection of AI and SEO is still in its nascent stage, I see tremendous potential in its ability to revolutionize the SEO landscape. For instance, areas like metadata optimization have already reaped some benefits from AI applications.

I firmly believe we aren't paid to be admins but to bring creative and strategic value to our SEO roles. AI is proving to be an enabling tool in this regard, paving the way for a future where human intuition and AI-powered efficiency seamlessly converge in the SEO industry."

-Nikola Minkov
CEO & Founder, Serpact

10

"I think that impact of generative AI on SEO will be profound. So many of our current strategies, tactics and outputs are based around creating or optimizing content, so that Google will index and rank our pages, so that we can get clicks to our websites. So what happens when Google has no incentive to index our content, because more and more types of queries are **solved**? If Google can generative an answer to a query on the fly, why would they care about your generic business, writing generic content on generic landing pages?



All the businesses that are just **producing content** (in blog posts, articles, and SEO-driven pages) will likely find that their economic models start to break. The cost of entry for discovery will become much higher. It won't be enough to **have a page about a topic**; you'll have to **add value**. That's something that many businesses and websites fall short of today. Those blog posts you're outsourcing, articles you're churning out, or category pages you're trying to get ranking; they're going to stop working. Google's model will gradually change, and they'll rely less and less on your pages as **destinations**. They can generate good answers to queries without having to crawl, index, or rank your website. What will you do then?

The hard answer is that websites will have to add unique, genuine value to a query space. It won't be enough to have 'great content'; you'll have to go above and beyond that. Maybe the generative AI tools that inflict this change might be part of the toolkit we use to achieve that, but the much bigger problem is one of organizational value, motivations and incentives. I think that a lot of businesses are about to fail"

-Jono Alderson
Head of SEO, Yoast

CHAPTER 2:

The Power of Prompt Engineering

Prompt engineering revolutionizes the way SEO professionals approach their work, enabling them to navigate the complexities of the digital landscape with ease. By leveraging AI technology and incorporating prompts into their workflow, SEOs across all levels and positions can unlock a multitude of benefits:



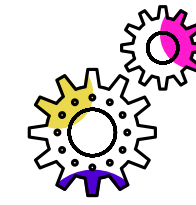
Idea Generation:

AI prompts provide a structured framework for generating content ideas. They inspire creativity, helping SEO professionals think outside the box and develop engaging, relevant, and valuable content that resonates with their target audience.



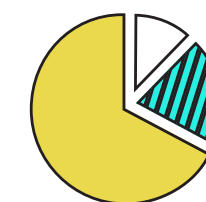
Keyword Research:

Uncover long-tail keywords, explore semantic variations, and discover emerging trends in their industry.



Technical Optimization:

By exploring prompts related to website structure, page speed, mobile responsiveness, and other technical considerations, SEOs can improve user experience and search engine visibility.



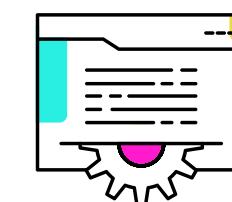
Data-Driven Decisions:

Access valuable insights, analyze search patterns, and prioritize optimization efforts based on real-time data.



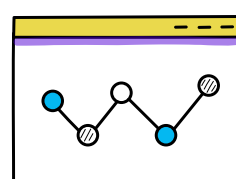
Link Building Strategies:

AI prompts can inspire innovative link building strategies. By exploring prompts related to outreach, guest blogging, influencer collaborations, and other link acquisition tactics, SEO professionals can enhance their backlink profile and improve their website's authority.



Algorithm Updates:

Prompt engineering allows SEO professionals to adapt quickly to algorithm updates. By staying informed and utilizing prompts that address the latest algorithm changes, SEOs can adjust their strategies and maintain optimal search engine rankings.



Competitive Analysis:

Gain a deeper understanding of their rivals' strategies, identify gaps in the market, and develop a competitive edge.

11

AI in 2023 has taken the SEO industry by storm both in what it can create and what it can evaluate - tools are simplifying workflow by generating code snippets editing imagery and doing the analysis that normally takes days. Understanding the limitations and opportunities seems one of the hardest things for marketers to do however, as I've seen too many people blindly trusting AI, or the other end companies banning the use because they don't trust it. Personally I am loving the functionality to help re-write and improve communications, but for the first time in a few years the learning curve is steep - what works for what. My current favourite use case is writing tickets - the explanatory bit in the middle, using Notion AI to generate and explain basic SEO concepts that I can edit rapidly and submit as JIRA tickets.

-Gerry White
SEO, Riverside

12

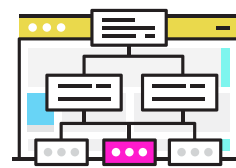
I think having ChatGPT as a personal assistant and “augment your powers” is a great way to put it to good work. I wouldn't use it to directly expose outputs to users, as it can go off into weird paths sometimes. Personally, I like to use it to give me ideas on how I could, for example, restructure my SQL queries, or add extra functionality to my R scripts, and even help me with some Excel and Google Sheets formulas. I think that, as we stand, this is a good way to make the most of it.

-Pedro Dias
Founder, Visively

CHAPTER 3:

The Impact of Prompts on AI's Responses

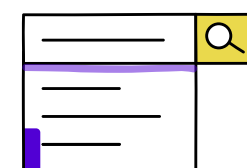
Prompts play a significant role in shaping the responses generated by AI. Various factors and elements within the prompts influence how the language model interprets and generates its output. Understanding these factors is crucial for optimizing the effectiveness of prompts in obtaining desired responses. Let's explore how prompts influence AI's responses:



Structure and Format:

Clear and well-organized prompts tend to yield more coherent and focused outputs.

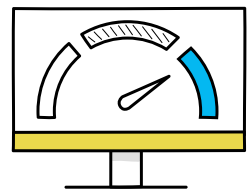
For example, using bullet points, numbered lists, or specific question formats can guide AI to generate concise and structured responses.



Keywords and Phrases:

These elements help the model understand the context and generate relevant content.

Including specific keywords related to the SEO topic or question can guide the model's response towards providing insights or recommendations in that area.



Level of Detail:

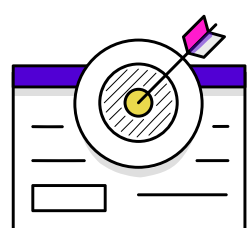
More detailed prompts tend to elicit more specific and comprehensive outputs.

SEO professionals can include specific details such as industry verticals, target audience segments, or technical considerations to obtain responses tailored to their specific needs.



Tone and Language:

If the prompt is formal or casual, the model will likely mirror that tone in its generated content. Using SEO-specific language and terminology in the prompt helps AI generate responses that align with the SEO industry's standards and jargon.



Contextual Information:

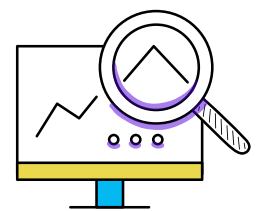
Including relevant background information, specific goals, or current challenges can enhance the model's understanding and align its responses with the desired context.



Bias and Perspective:

AI may amplify or reflect the biases present in the prompt.

SEO professionals should be mindful of any inherent biases within the prompts to ensure the generated responses are fair, unbiased, and objective.



Length and Specific Instructions:

The length of the prompt and the inclusion of specific instructions can impact the depth and breadth of AI's response.

Note: By considering these factors and elements within the prompts, SEO professionals can optimize the generated responses from AI. Crafting well-structured prompts with relevant keywords, providing contextual information, and being mindful of biases can lead to more accurate and tailored outputs. It's important to experiment, iterate, and refine prompts to achieve the desired results.

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"At this point (in 2023), generative AI helps you scale content generation—not necessarily content creation (especially for blog content).

For brands that prioritize E-E-A-T or are in a YMYL niche, the efficiency gains that generative AI can help you achieve are typically limited to various stages of content production (keyword research, content briefs, maybe even a very rough outline or first draft).



What ChatGPT-like technologies can't currently address is how to turn those raw ingredients into something that will compel audiences. For brands looking to scale via generative AI tools, this means a resource shift to other areas (which will depend on the needs of the business). But, for most brands with a blog, that means editors must be subject matter experts in order to add the E-E-A-T and appropriate brand voice to AI content. You might no longer be working with a stable of writers, but your editor needs to be an expert in their own right."

-George Nguyen
Director of SEO Editorial, Wix

14

"I'm using ChatGPT, Midjourney, generators in Canva, different generative plugins for content, etc. Yes, it's now part of my life as well and I cannot imagine working without it. How fast it all happened to us!

My favorite use case would be images of course. With generative AI, I forgot the pain of searching for images or contacting designers and photographers to make something unique and easy to rank. AI-generated images look awesome, are perceived as unique, are on point and rank well."

-Olesia Korobka
SEO Entrepreneur, Fajela

15

"When it comes to content writing, we are focussing on fine tuning the model rather than on prompt engineering. We found that the base models could achieve around 40% of our content writing goals, but we had to invest considerable time in rewriting.

We fine-tuned our content writing model, Kalibot, to achieve 80% of our goals. This was done by manually curating over 2M words from our brand voice. Kalibot now gets the facts right, writes in our brand voice, and uses a more active tone."

-Jason Barnard
CEO, Kalicube

16

Using ChatGPT as a co-pilot has been a game-changer for me. As I've discovered its strengths and how it complements my knowledge gaps, it has greatly improved my effectiveness. It assists me in time-consuming tasks like writing help documentation, checking SQL queries, command-line tools, and querying APIs. Although it can't handle SEO heavy lifting, it frees me from many tasks that can slow me down.

-Chris Green*Senior SEO Consultant, TorquePartners*

CHAPTER 4:

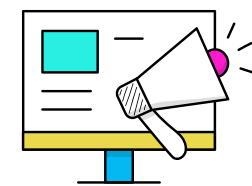
10 Important Things to Remember

When getting website content drafted by ChatGPT or other AI tools, here are 10 important things to remember:



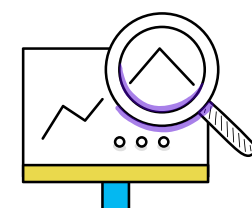
Review and edit:

AI-generated content should be reviewed and edited by a human to ensure accuracy, coherence, and adherence to your brand guidelines. AI tools can provide a starting point, but it's crucial to add your expertise and personal touch.



Maintain a consistent brand voice:

Ensure that the content aligns with your brand's tone, style, and values. AI tools may not always capture the unique voice of your brand, so make necessary adjustments to maintain consistency.



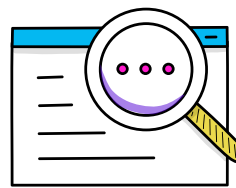
Fact-check and verify information:

AI-generated content may not always be accurate or up to date. Double-check facts, statistics, and references to ensure the information is reliable and trustworthy.



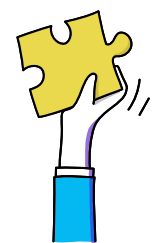
Avoid plagiarism:

AI tools may unintentionally produce content that resembles existing content. Use plagiarism detection tools to verify the uniqueness of the generated content and avoid any copyright issues.



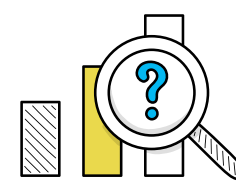
Optimize for SEO:

While AI tools can assist with keyword research, ensure that the generated content incorporates relevant keywords naturally and follows SEO best practices. Edit meta tags, headings, and other elements to optimize for search engines.



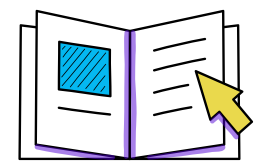
Add value and originality:

Enhance the AI-generated content by adding your insights, expertise, and unique perspective. Incorporate personal anecdotes, examples, or case studies to make the content more engaging and valuable to your audience.



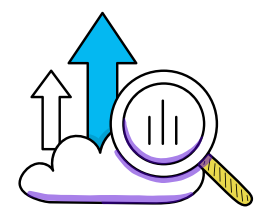
Consider user intent:

Understand the intent behind user searches and tailor the content to address their needs and queries. Focus on providing informative, helpful, and relevant content that meets the user's expectations.



Proofread for errors:

AI-generated content may contain grammatical or spelling errors. Thoroughly proofread and edit the content to ensure it is error-free and maintains professional quality.



Update regularly:

Keep your website content fresh and up to date. Regularly review and update the AI-generated content as new information or changes occur in your industry or business.



Monitor performance:

Track the performance of AI-generated content using analytics tools. Monitor metrics such as traffic, engagement, and conversion rates to assess its effectiveness. Make adjustments and improvements based on data insights.

Remember, while AI tools can be valuable for generating content, they should be seen as tools to assist human creators rather than a complete replacement. Your input and expertise are crucial in delivering high-quality, tailored, and impactful content to your audience.

17

<https://nightingaledvs.com/gpt-tips-for-data-viz/> is an example of using GPT to build digital PR assets for my clients and the whole process and tips are there

-Dan Petrovic
Founder, Dejan Marketing

18

"I see the AI & SGE "question" not as an SEO question but as a content question that impacts SEO. For the time being, I think that "question" is really two:

1) How do people want to consume information & how has AI unlocked the ability for them to consume content in that manner?

2) Is the web bloated and due for a correction? Have we been gluttonous and have we so muddied the "content" waters that there must be a pullback and what does that mean for web traffic?

The implications of those two questions could very much reshape the landscape of the web and everything that goes with it - including SEO."

-Mordy Oberstein
Head of SEO Branding, Wix

19

"AI, especially Large Language Models (LLM) like ChatGPT is revolutionary. We're scratching the surface, but I believe so much more will come from AI in the next year. I've been using AI to do research when creating slides for presentations, finding case study examples to support arguments, automating KW research, and buyer journey mapping. It's more than just an assistant. It's like wearing a thinking hat and supercharging creativity

-Chima Mmeje
Freelance Content Strategist and
SEO Content Writer, Zenith Copy

CHAPTER 5:

Do's

1

Be clear and specific in your prompts

Clearly articulate the information or insights you are seeking from Chat GPT to receive more accurate and relevant responses.

2

Experiment with different prompt variations

Explore different wording, formats, or question styles to see how they impact the generated responses. This can help you refine and optimize your interactions with the model.

3

Provide context and background information

Offering additional context helps Chat GPT understand your specific needs and generate more tailored responses.

4**Use SEO-specific language and terminology**

Incorporate industry-specific keywords and terms in your prompts to receive responses that align with the SEO field and its best practices.

5**Critically evaluate and fact-check the generated content**

Although Chat GPT strives to provide accurate information, it's essential to validate the responses and cross-reference them with reliable SEO resources.

6**Supplement AI-generated content with human expertise**

While AI can provide valuable insights, it's important to combine it with the knowledge and experience of SEO professionals for a comprehensive strategy.

20

"AI undoubtedly has potential in the SEO landscape. Skilled professionals can leverage AI to streamline operations, from content creation to keyword classification. However, because AI often generates formulaic responses, human expertise is necessary to extract value.

Conversely, this technology poses risks if misused by less skilled or complacent SEO practitioners. Over-reliance on AI could lead to a surge of "lazy SEO," characterized by quickly produced yet subpar content. This can negatively impact the industry's credibility.

The future will call for a balance between AI's precision and human creative ingenuity. SEO professionals will need to communicate the importance of human intervention effectively, proving that while AI is a tool, human expertise is the key driver of successful SEO."

-Andy Chadwick
Co-Founder, Keyword Insights

21

I think using AI to assist in certain seo processes can be a complete game changer. Do I think AI should be given full control? absolutely not. Right now, it lacks context, and doesn't understand nuance as well as it should. In some cases, it can even return FALSE information. This is why I think using AI as a co-pilot, is a huge step forward for the industry. Let the AI do some of the heavy lifting, then you, as the human, come in and sense check the work. Stuck in a creative rut? Prompt AI to get you started - then amend and carry on as you normally would. Use it to help you take the first step, and then you can start running.

-Azeem Ahmad*Digital Marketing Lead, ASSA ABLOY Group*

CHAPTER 5:

X Don'ts

1

Don't rely solely on AI-generated content

Chat GPT can provide guidance and ideas, but it's crucial to supplement it with human expertise and decision-making for a well-rounded SEO strategy.

2

Don't use biased prompts

Avoid incorporating biases, prejudices, or discriminatory language in your prompts to ensure fair and unbiased responses.

3

Don't assume all responses are accurate

While Chat GPT aims to provide helpful information, errors or inaccuracies can occur. Always verify the generated content and consult trusted sources.

4**Don't ignore ethical considerations**

Be mindful of ethical guidelines when using AI tools. Respect privacy, copyright, and intellectual property rights throughout your SEO practices.

5**Don't overlook the importance of user experience**

Remember that SEO is not just about search engine rankings but also about providing a positive user experience. Ensure your prompts focus on optimizing content for both search engines and users.

6**Don't neglect continuous learning and adaptation**

SEO is an ever-evolving field, and prompt usage should align with the latest trends and updates. Stay informed, adapt your prompts, and embrace ongoing learning to stay ahead in the SEO landscape.

22

"Using machine learning is useful in SEO, as it can drive efficiencies, enabling us to focus more on what matters at that moment. There are some SEO tools and platforms that are already using it as part of their functionalities. It's got a big drawback though, the output needs our validation as SEO and digital marketing professionals to ensure we're using the most appropriate information for the task at hand. In other words, our experience, knowledge and brain are still needed, especially as outputs aren't as good for languages other than English.

My favourite use case is to produce content ideas around certain topic clusters. I have also used machine learning tools to produce other SEO elements, such as meta descriptions."

-Montserrat Cano
International SEO Consultant

23

"Certain innovations have to be embraced or you're out of the game. It's not a choice really.

I had to prepare a JSON file minutes before sprint planning or a ticket would have to wait for another two weeks.

It took one prompt and in seconds my list of anchors and target URL was created perfectly - on time for the ticket to be picked up!"

-Gus Pelogia
SEO Product Manager, Indeed

24



"I have been using GhatGPT4 to browse a webpage and build a table of entities from what it can read in the content.

Prompt:

"build a table of keyword related entities for SEO optimization from this page: [URL]"

-Peter Mead
Senior SEO Consultant

25



"Time saving with ChatGPT is great, still we need to avoid loosing our critical thinking. E.g. have a sound editing process in place when automating content! Scaling such for large-scale websites can also be difficult.

My favourite use case right now is the creation of complex excel formulas for analysis. In the past it costed me a lot of research or simply passing on the task to my analyst. Now in a few minutes I get what I need. Hence I am faster in execution, more autonomous and our analyst can focus on other tasks.

I also think ChatGPT has great potential for testing purposes. E.g. creating 10 different variations of a meta title and testing which works best"

-Vanda Pokecz
Sr. SEO Product Manager, Ladenzeile

26

"I am in awe of the progress being made in AI. I find it both exciting and terrifying. Like most people I approached it with a healthy degree of scepticism. However, it helped create a degree of efficiency. I use AI to research more efficiently. Previously, I had to manually search multiple websites for information. Now, I can ask AI a question and get the answer quickly. The key is in the prompting, always ask for references and verify them.

I also, use it for sentence restructuring, summarising and creating outlines it really helps as a starting point. I also use it as a calculator and to generate formulas for excel.

SEO's are adaptable and resilient. We'll use AI to improve efficiency and effectiveness. It also means that creativity, authority, and trust will become more important as content creation gets easier and the web becomes more saturated.

Even though consumer trust in AI content is relatively low there is still enough value to be had from it. For example stackOverflow has reportedly lost about 3 million visits in the last 6 months as devs move question and testing to ChatGPT. Imagine were the technology will be in the next 5 years. We should all be testing it to see where it fits in our ecosystem."

-Miracle Inameti-Archibong
Head of Organic Search, John Lewis

27

ChatGPT has become indispensable for writing regex and Excel formulas. I no longer need to struggle at knowing what to search for and simply describe what I wish to achieve and ChatGPT does it for me!

-Daniel K Cheung
SEO Manager, Adobe

28

One of the things I love doing with Gepetto (my nickname for ChatGPT) is creating outreach emails. I ask it to come up with specific parts of the email, like the subject line, intro, or sign-off, using a particular theme (like hospitality) and a unique voice (such as channeling Samantha Irby). This way, the results are usually more interesting and less like what you'd expect from a typical email.

-Bibi Lauren
Link Builder, BibiBuzz

29

ChatGPT is an SEO superpower if used correctly. My favorite uses for it right now is automating research and coming up with an initial seed list of content ideas. It's important to know that ChatGPT is not real time but the tech is only going to get better and I'm excited to see how it'll make doing our more efficient in the long run.

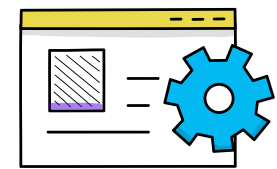
-Jackson Lo
Sr. SEO Manager, Uber

30

As an Enterprise SEO, I'm not looking to innovate or build groundbreaking automation, but more like finding ways to improve our existing work processes with the help of LLMs. I have built simpler tools that help team members generate Title & Meta Descriptions, a List of Keywords to Include in Copy for a page, Category Taxonomy Optimization Recommender, and Intent Gap Analysis by leveraging LLMs. I believe LLMs are here to aid our productivity, and that's where I'm focused.

-Mihir Naik
SEO, Loblaw

CHAPTER 6: Exploring Prompts



On page

1

I'm conducting keyword research for a new blog post on [topic]. Can you suggest relevant keywords and provide their search volume, competition, and potential ranking opportunities?



2

I want to optimize my website's meta tags. Can you generate compelling title tag and meta description suggestions for my homepage and key landing pages?



3

I want to identify high-performing content ideas for my niche. Can you analyze the top-ranking articles and suggest potential topics, subtopics, and content angles to explore?

**4**

I'm optimizing my website's internal linking structure. Can you suggest specific pages that should be linked together and provide recommendations for anchor text usage?

**5**

I'm interested in creating SEO-friendly content for featured snippets. Can you provide tips and best practices for formatting and structuring content to increase the chances of appearing in featured snippets?



6

I want to optimize my website's meta tags for better search engine visibility. Can you generate compelling title tag and meta description suggestions for my homepage and key landing pages?

**7**

I need help optimizing my website's content structure and formatting. Can you provide guidance on headings, paragraphs, bullet points, and other elements to improve on-page SEO?

**8**

Can you analyze my website's keyword density and suggest adjustments to optimize the usage of relevant keywords in my content?



9

I'm planning to create SEO-friendly URLs for my website's pages. Can you provide recommendations for structuring and optimizing the URLs?

**10**

I want to optimize my website's internal linking strategy to improve user experience and SEO. Can you suggest specific pages that should be linked together and provide anchor text suggestions?

**11**

I want to conduct a comprehensive SEO audit of my website's on-page optimization. Can you analyze my page titles, meta tags, header tags, and content structure, and provide recommendations for improvement?



12

Explain the importance of keyword research and how it impacts on-page SEO.

**13**

Provide tips for optimizing meta tags (title tag and meta description) to improve search engine visibility.

**14**

Discuss the significance of URL structure and how to optimize URLs for better SEO.



15

Explain the role of header tags in on-page SEO and provide best practices for using them effectively.

**16**

Share strategies for optimizing images and using alt tags to improve SEO.

**17**

I'm conducting keyword research for a new blog post on [topic]. Can you suggest relevant keywords and provide their search volume, competition, and potential ranking opportunities?



18

I want to optimize my website's meta tags. Can you generate compelling title tag and meta description suggestions for my homepage and key landing pages?

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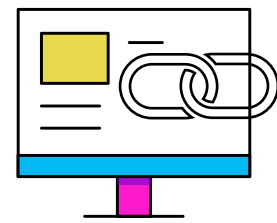
30

Explain the role of header tags in on-page SEO and provide best practices for using them effectively.

**31**

Share strategies for optimizing images and using alt tags to improve SEO.





Off-Page SEO and backlinks

1

I need to analyze my website's backlink profile. Can you provide a comprehensive list of the websites linking to my domain, along with their domain authority and anchor text used?



2

I'm researching competitor websites to understand their SEO strategies. Can you provide an analysis of their top keywords, organic traffic sources, and backlink profiles?



3

I'm planning to launch a link building campaign. Can you provide strategies for outreach, guest posting, and acquiring high-quality backlinks to improve my website's authority?

**4**

I'm conducting a competitor analysis to understand their backlink profile. Can you provide insights into their top referring domains and the anchor text used?

**5**

I need a list of high-quality websites in my industry for potential link-building opportunities. Can you provide a comprehensive list with their domain authorities?



6

I want to improve my website's domain authority. Can you suggest strategies to acquire high-quality backlinks from authoritative websites?

**7**

I'm planning to implement a guest blogging strategy. Can you provide tips on finding relevant guest blogging opportunities and crafting effective pitches?

**8**

Can you analyze my website's social media presence and provide recommendations to improve its impact on SEO?



9

Discuss the concept of backlinks and their impact on off-page SEO.

**10**

Explain different techniques for building high-quality backlinks to improve search engine rankings.

**11**

Discuss the importance of social media in off-page SEO and provide tips for leveraging social platforms effectively.



12

Explain the role of online directories and how they can be used for off-page SEO purposes.

**13**

Discuss the significance of online reputation management and share strategies for maintaining a positive online image.

**14**

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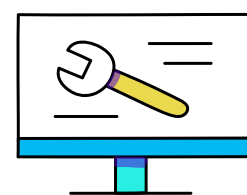
**25**

Explain the role of online directories and how they can be used for off-page SEO purposes.

**26**

Discuss the significance of online reputation management and share strategies for maintaining a positive online image.





Technical SEO

1

I'm auditing my website's technical SEO. Can you identify any crawl errors, broken links, or other technical issues that need to be addressed?



2

I'm planning to implement structured data markup on my website. Can you explain the different types of structured data and provide guidance on how to implement them for enhanced search engine results?



3

I'm experiencing issues with duplicate content on my website. Can you analyze the problem and suggest solutions to address it?

**4**

I want to optimize my website's XML sitemap. Can you review the current sitemap and suggest improvements?

**5**

Can you analyze my website's page load speed and provide recommendations to enhance its performance?



6

I'm planning to implement HTTPS on my website. Can you guide me through the process and highlight any potential pitfalls?

**7**

I want to ensure proper indexing of my website's pages by search engines. Can you check for any indexing issues and provide solutions?

**8**

Discuss the significance of XML sitemaps and how they aid search engine crawlers in indexing your website.



9

Explain the importance of canonical tags and how to use them to avoid duplicate content issues.

**10**

Discuss the role of structured data markup (such as Schema.org) and how it can enhance search engine visibility.





Mobile Page Speed / Mobile SEO

1

I want to optimize my website's site speed. Can you analyze my website's performance, identify bottlenecks, and provide suggestions for improving load times?



2

I want to improve my website's mobile user experience. Can you suggest mobile optimization techniques, such as responsive design, mobile-friendly navigation, and page speed improvements?



3

I want to improve my website's mobile page speed. Can you analyze its performance on mobile devices and provide recommendations to optimize loading times?

**4**

Can you suggest mobile-friendly design elements and best practices to enhance the overall mobile user experience of my website?

**5**

I want to improve my website's mobile-first indexing. Can you provide insights on mobile-friendly design practices, optimizing structured data for mobile, and ensuring a seamless mobile experience?



6

I'm planning to optimize my website for mobile-first indexing. Can you provide tips for responsive design, mobile-friendly navigation, and optimizing page load speed for mobile devices?

**7**

I'm interested in optimizing my website's site speed for better user experience and SEO. Can you provide recommendations for optimizing images, minifying CSS and JavaScript, and leveraging browser caching?

**8**

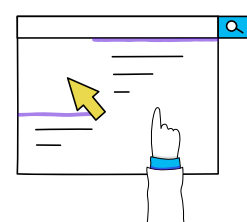
I'm interested in optimizing my website's content for mobile search. Can you provide tips for creating mobile-friendly content, optimizing for mobile search intent, and improving visibility in mobile search results?



9

I want to analyze the performance of my website's mobile usability. Can you provide insights on mobile responsiveness, touch elements, and usability issues that might affect mobile user experience?





Local SEO

1

I'm optimizing my website for local SEO. Can you provide a list of relevant local keywords for my industry and suggest strategies to improve my local search visibility?



2

I want to optimize my website's content for local search. Can you suggest tactics for optimizing location pages, creating localized content, and improving visibility in local directories?



3

I'm optimizing my website for local search. Can you provide a list of location-based keywords relevant to my industry and suggest strategies to improve local search visibility?

**4**

I want to improve my website's visibility in local directories and review sites. Can you provide guidance on optimizing listings and managing online reviews effectively?

**5**

I want to optimize my website for local voice search. Can you provide guidance on creating content that answers common voice search queries and optimizing for local intent?



6

I want to improve my website's local search rankings. Can you suggest local citation sources, local business directories, and strategies for generating positive online reviews?

**7**

I'm interested in optimizing my website for local voice search. Can you provide insights on local language patterns, colloquialisms, and long-tail keywords that are commonly used in voice searches within my target region?

**8**

I'm interested in optimizing my website for local search intent. Can you provide insights on localized keyword research, geolocation targeting, and local content optimization strategies?



9

I want to enhance my website's local SEO presence through online reviews. Can you suggest strategies for generating positive reviews, managing online reputation, and leveraging reviews for improved local search visibility?

**10**

I want to analyze my website's performance in local search results. Can you provide insights on local search rankings, map pack visibility, and strategies to improve my local search presence?

**11**

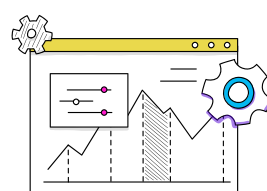
I'm interested in optimizing my website for local voice search. Can you provide insights on common voice search queries, local intent keywords, and strategies to capture voice search traffic?



12

Explain the importance of local SEO and share tips for optimizing your website for local searches.





Audit

1

I need to conduct a site audit to identify SEO issues on my website. Can you analyze my website's structure, crawlability, on-page optimization, and provide a detailed report with recommendations?



2

I need to perform a comprehensive SEO competitive analysis. Can you provide insights on my competitors' organic rankings, top-performing keywords, content gaps, and social media strategies?



3

I need a comprehensive SEO audit for my website. Can you analyze its structure, content, backlink profile, and technical aspects, and provide a detailed report with recommendations?

**4**

I want to conduct a content audit to assess the performance of my existing content. Can you analyze the engagement metrics, identify top-performing content, and suggest improvements?





Content

1

I'm planning to launch a content marketing campaign. Can you suggest popular content formats, topics, and promotional channels to reach my target audience effectively?



2

I'm interested in creating SEO-friendly content for featured snippets. Can you provide tips and best practices for formatting and structuring content to increase the chances of appearing in featured snippets?



3

I'm planning to create pillar content for my website. Can you suggest topic clusters and subtopics to structure the content effectively?

**4**

Can you provide tips on optimizing content for voice search to capture voice-activated device users?

**5**

Explain the importance of content quality and relevance in SEO and provide tips for creating engaging content.



6

Discuss the concept of keyword density and how to strike the right balance for optimal SEO results.

**7**

Share techniques for optimizing headings, subheadings, and paragraph structure to improve content readability and SEO.

**8**

Discuss the significance of internal linking and how to use it effectively to improve content optimization.



9

Discuss the role of user-generated content and reviews in SEO and provide tips for encouraging user engagement.

**10**

You're a content creator for a lifestyle blog. Generate a list of lifestyle-related keywords for [target audience] that can be used to create engaging content and capture the interests of the target demographic.

**11**

Imagine you're a lifestyle blogger. Create an outline for a listicle-style blog post featuring the top [X] [related items] for [target audience], targeting readers with a fun and engaging tone.



12

Act as a health and wellness writer. Develop an outline for a research-backed blog post discussing the benefits of [specific practice or product] for [target audience], targeting readers with an authoritative and evidence-based tone.

**13**

As a travel writer, generate an outline for a destination guide to [location], targeting adventure seekers with an inspiring and descriptive tone.

**14**

Suppose you're a technology blogger. Create an outline for a product review post of the latest [X] gadget, targeting tech enthusiasts with an objective and detailed tone.



15

As a personal finance expert, develop an outline for a blog post offering practical tips on saving money and budgeting for [specific goal], targeting young professionals with a relatable and informative tone.

**16**

Imagine you're a food blogger. Generate an outline for a recipe roundup post featuring [X] delicious and easy-to-make dishes, targeting home cooks with a mouthwatering and descriptive tone.

**17**

Act as a career coach. Create an outline for a career advice blog post discussing strategies for acing job interviews in [industry/niche], targeting job seekers with a professional and supportive tone.



18

As a parenting blogger, develop an outline for a guide on raising confident and resilient children, targeting parents with a supportive and informative tone.

**19**

Imagine you're a fashion influencer. Create an outline for a style guide showcasing the latest fashion trends for [season/year], targeting fashion-conscious individuals with a trendy and aspirational tone.

**20**

Act as a home improvement expert. Generate an outline for a DIY tutorial on [specific home project], targeting homeowners with a practical and instructional tone.



21

As a productivity coach, develop an outline for a blog post on time management techniques for maximizing productivity, targeting professionals and students with a practical and actionable tone.

**22**

Imagine you're a fitness trainer. Create an outline for a workout routine for [specific fitness goal], targeting fitness enthusiasts with a motivating and informative tone.

**23**

Act as a business consultant. Generate an outline for a small business marketing plan, targeting entrepreneurs with a strategic and results-driven tone.



24

As a self-help author, develop an outline for a guide on personal growth and self-improvement, targeting individuals seeking personal development with an inspirational and actionable tone.

**25**

Imagine you're a travel photographer. Create an outline for a photo essay showcasing the hidden gems of [destination], targeting travel enthusiasts with a visual and descriptive tone.

**26**

As a health and wellness blogger, develop an outline for a comprehensive guide on natural remedies for common ailments, targeting individuals seeking alternative health solutions with an informative and evidence-based tone.



27

Imagine you're a technology reviewer. Create an outline for a comparison post between the latest smartphones, targeting tech-savvy readers with an objective and detailed tone.

**28**

As a food and nutrition expert, develop an outline for a guide on healthy eating for busy individuals, targeting busy professionals and parents with a practical and realistic tone. Include sections on meal planning, quick and nutritious recipes, smart snacking, and mindful eating tips.

**29**

Imagine you're a finance guru. Create an outline for a blog post on investment strategies for beginners, targeting individuals interested in growing their wealth with a friendly and informative tone. Include sections on different investment options, risk management, diversification, and long-term financial planning.



30

Act as a social media marketer. Generate an outline for a blog post on effective social media advertising strategies, targeting businesses and digital marketers with a results-driven and practical tone. Include sections on platform selection, audience targeting, ad creatives, analytics, and optimization techniques.

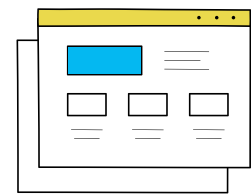
**31**

As a travel blogger, develop an outline for an itinerary guide to [destination], targeting adventurous travelers with a detailed and experiential tone. Include sections on must-visit attractions, off-the-beaten-path experiences, local cuisine, transportation tips, and travel recommendations.

**32**

Imagine you're a beauty influencer. Create an outline for a tutorial video script on achieving a flawless makeup look, targeting makeup enthusiasts with a step-by-step and engaging tone. Include sections on skincare preparation, foundation application, eye makeup techniques, and finishing touches.





Featured Snippets

1

I'm planning to launch an SEO campaign targeting featured snippets. Can you provide tips and strategies for optimizing content to increase the chances of appearing in featured snippet results?



2

I want to optimize my website's content for paragraph featured snippets. Can you provide recommendations for structuring and formatting content to increase the likelihood of being featured?



3

I'm interested in targeting list featured snippets. Can you suggest best practices for creating and optimizing content in a list format to improve the chances of appearing in featured snippets?

**4**

I want to optimize my website for table featured snippets. Can you provide tips on creating and structuring tables to increase the chances of being featured in search results?

**5**

I'm planning to optimize my FAQ pages for featured snippets. Can you provide guidance on selecting and formatting questions and answers to improve the chances of being featured?



6

I want to optimize my website's content for video featured snippets. Can you suggest strategies for creating video content that has a higher likelihood of appearing as a featured snippet in search results?

**7**

I'm interested in optimizing my website's content for featured snippets in voice search. Can you provide tips on optimizing content to align with voice search queries and increase the chances of being featured?

**8**

I want to optimize my website's content for "how-to" featured snippets. Can you provide recommendations for structuring and presenting step-by-step instructions to improve the chances of being featured?



9

I'm planning to create structured data markup for my website to enhance the chances of being featured in rich snippets. Can you provide guidance on implementing structured data and schema markup for improved visibility?

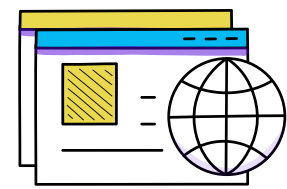
**10**

I want to optimize my website's content for "definition" featured snippets. Can you suggest strategies for presenting concise and clear definitions to increase the chances of being featured?

**11**

I'm interested in optimizing my website's content for "comparison" featured snippets. Can you provide tips on structuring and presenting comparison information to improve the chances of being featured?





Link Building

1

I'm planning to launch a content outreach campaign. Can you provide tips and strategies for identifying influencers, building relationships, and securing high-quality backlinks through content collaborations?



2

I want to improve my website's backlink profile. Can you provide a list of authoritative websites in my niche that I should target for link building opportunities?



3

I'm interested in building high-quality backlinks through guest posting. Can you provide tips for finding relevant and authoritative websites that accept guest contributions in my niche?

**4**

I want to leverage social media for link building. Can you suggest strategies for engaging with industry influencers and acquiring backlinks through social platforms?

**5**

I'm planning to implement a broken link building strategy. Can you provide guidance on identifying broken links on authoritative websites and reaching out to suggest replacements with my own content?



6

I want to explore resource page link building opportunities. Can you provide tips for finding resource pages in my niche and reaching out to website owners for potential inclusion?

**7**

I'm interested in acquiring backlinks through content partnerships and collaborations. Can you provide strategies for identifying potential partners, pitching collaboration ideas, and securing backlinks through joint content efforts?

**8**

I want to optimize my website's link profile by disavowing toxic or low-quality backlinks. Can you provide guidance on identifying and disavowing harmful backlinks to improve my website's overall link quality?



9

I'm planning to launch a scholarship or sponsorship program to acquire backlinks. Can you provide tips on creating and promoting such programs to attract authoritative websites for backlink opportunities?

**10**

I want to leverage industry events and conferences for link building. Can you suggest strategies for networking with industry influencers and securing backlinks through event collaborations and partnerships?

**11**

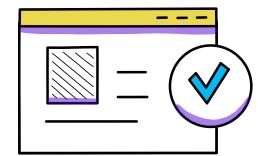
I'm interested in acquiring backlinks through expert interviews or features. Can you provide tips for identifying experts in my niche, conducting interviews, and securing backlinks through interview-based content?



12

I want to leverage local SEO for link building. Can you provide strategies for acquiring backlinks from local directories, associations, and organizations relevant to my business's location?





International SEO

1

I want to improve my website's international SEO. Can you provide insights on hreflang tags, language targeting, and strategies for optimizing content for different regions and languages?



2

I'm planning to target multiple countries with my website. Can you provide guidance on implementing hreflang tags correctly to indicate language and regional variations of my content?



3

I want to expand my website's reach to different regions. Can you suggest strategies for conducting keyword research and optimizing content to target specific countries or regions?

**4**

I'm interested in localizing my website's content for different languages. Can you provide tips on translating and adapting content to resonate with international audiences while maintaining SEO best practices?

**5**

I want to ensure a smooth user experience for international visitors. Can you provide recommendations for implementing geolocation targeting, language selectors, and user-friendly navigation for different regions?



6

I'm planning to acquire backlinks from international websites to improve my website's global authority. Can you suggest strategies for identifying and reaching out to authoritative websites in different countries or regions?

**7**

I want to optimize my website's URL structure for international SEO. Can you provide guidance on structuring URLs to indicate language or country-specific content?

**8**

I'm interested in leveraging international social media platforms for SEO. Can you provide tips on creating localized social media profiles, engaging with international audiences, and driving traffic back to my website?



9

I want to optimize my website's load time for international visitors. Can you provide recommendations for implementing content delivery networks (CDNs) or server locations to improve website performance across different regions?

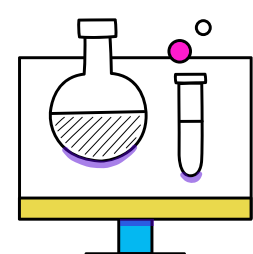
**10**

I'm planning to conduct international competitor analysis. Can you provide insights on analyzing competitors' SEO strategies, target keywords, and content approaches in different countries or regions?

**11**

I want to optimize my website for voice search in different languages. Can you provide tips and best practices for targeting voice search queries and optimizing content to appear in voice search results internationally?





Conversion Rate Optimization (CRO)

1

I want to improve my website's conversion rate optimization (CRO). Can you provide tips for optimizing landing pages, improving call-to-action elements, and enhancing overall user experience for better conversions?



2

I want to leverage persuasive techniques to increase conversions. Can you provide tips and strategies for using social proof, scarcity, testimonials, and other persuasive elements to encourage user actions and drive conversions?



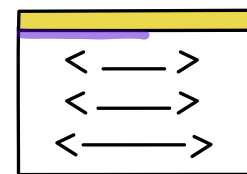
3

I'm planning to implement a chatbot or live chat feature on my website. Can you provide recommendations for setting up and optimizing chatbots or live chat to improve customer engagement, address inquiries, and boost conversions?

**4**

I want to improve the effectiveness of my call-to-action (CTA) elements. Can you provide tips and best practices for creating compelling CTAs that drive conversions and encourage user actions?



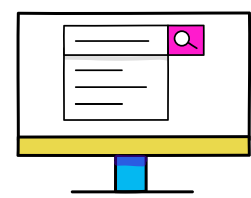


Meta Tags Optimization

1

I'm planning to optimize my website's meta tags for improved click-through rates (CTR). Can you suggest compelling title tag and meta description combinations that are likely to attract clicks from search engine users?





Internal Search Functionality

1

I want to analyze the performance of my website's internal search functionality. Can you provide insights on user search queries, popular search terms, and opportunities for optimizing search results?





Rich Snippets and Structured Data

1

I'm interested in optimizing my website for rich snippets and structured data. Can you provide guidance on implementing schema markup for different types of content to enhance search engine visibility?



2

I want to enhance the visibility of my website in search results with rich snippets. Can you provide guidance on implementing structured data markup for various types of content, such as articles, products, events, recipes, and reviews?



3

I'm interested in optimizing my website for local SEO using structured data. Can you provide tips and best practices for implementing schema markup to enhance local business listings, address information, and reviews?

**4**

I want to improve the appearance of my website in search results with featured snippets. Can you provide guidance on structuring content, using appropriate schema markup, and optimizing headings and subheadings to increase the chances of appearing as a featured snippet?

**5**

I'm planning to implement FAQ schema on my website. Can you provide recommendations on structuring and marking up frequently asked questions to enhance search visibility and improve user experience?



6

I want to optimize my website's product listings with structured data for better e-commerce SEO. Can you provide guidance on implementing product schema markup, including pricing, availability, reviews, and other relevant information?

**7**

I'm interested in implementing video schema markup on my website. Can you provide tips and best practices for marking up video content to enhance its visibility in search results and improve click-through rates?

**8**

I want to optimize my website for events using structured data. Can you provide guidance on implementing event schema markup, including event details, dates, venues, and ticket information, to improve visibility and attract more attendees?



9

I'm planning to implement review schema markup for my website. Can you provide recommendations for marking up customer reviews, ratings, and testimonials to enhance search visibility and build trust with potential customers?

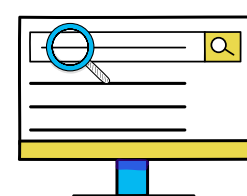
**10**

I want to optimize my website for recipes using structured data. Can you provide tips and best practices for implementing recipe schema markup, including ingredients, cooking times, nutritional information, and user ratings?

**11**

I'm interested in implementing job posting schema markup on my website. Can you provide guidance on marking up job listings with structured data to enhance their visibility in search results and attract qualified candidates?





URL Optimization

1

I'm planning to optimize my website's URL structure. Can you provide guidance on creating SEO-friendly URLs, incorporating relevant keywords, and organizing content for better user experience and search engine visibility?



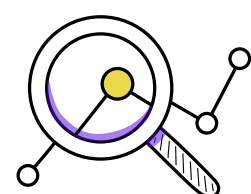


Voice Search

1

I'm planning to optimize my website for voice search featured snippets. Can you provide guidance on formatting content for voice search queries, structuring answers, and optimizing for featured snippet formats?





User Engagement and Navigation

1

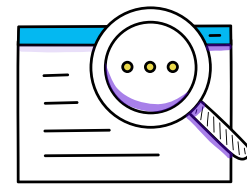
I want to improve my website's user engagement and dwell time. Can you suggest strategies for creating engaging content, enhancing interactivity, and reducing bounce rates?



2

I'm planning to optimize my website's navigation for better user experience and SEO. Can you provide guidance on organizing menus, implementing breadcrumbs, and optimizing internal linking?





Keyword research

1

Identify the top keywords related to e-commerce that will drive the most relevant traffic to our website [Website] and increase search engine visibility. Gather data on search volume, competition, and related keywords. The keywords should be relevant to our target audience and align with our content marketing strategy.



2

Suppose you're an SEO lead; suggest some high-volume, low-difficulty keywords for [topic of interest].



3

Provide me with long-tail, high-volume, low-difficulty keywords for [topic of interest] as if you're a content marketer.

**4**

I need a table of the top competitors for 'Topic' and their URLs curated by a keyword strategist.

**5**

Act like an SEO expert having accurate and detailed information about keywords and create a list of 5 SEO keywords related to the following blog post section [blog post section].



6

Provide me with long-tail, high-volume, low-difficulty keywords for [topic of interest] as if you're a content marketer.

**7**

I need a table of the top competitors for 'Topic' and their URLs curated by a keyword strategist.

**8**

Act like an SEO expert having accurate and detailed information about keywords and create a list of 5 SEO keywords related to the following blog post section [blog post section].



9

Act as an SEO manager and research the top 10 SEO keyword strategies for [topic].

**10**

Organize the search intention (commercial, transactional, or informational) for the listed keywords in a table format.

**11**

Suppose you're a keyword researcher, create a list of listicle content keywords for the [topic].



12

You're an online marketing manager, make a list of broad topics relevant to [topic] and expand each topic with a list of phrases you think your customers use.

**13**

As an SEO analyst, provide me with a list of trending keywords in [industry/niche] that have shown significant growth in search volume over the past six months.

**14**

Imagine you're a digital marketer specializing in local SEO. Suggest location-based keywords for [city/region] that can help businesses improve their local search visibility and attract more customers.



15

Act as a content strategist for a travel blog. Generate a list of long-tail keywords related to [destination] that can be used to create informative and engaging travel articles.

**16**

You're an e-commerce store owner. Recommend product-specific keywords for [product category] that have high search volume and low competition, to improve our online visibility and drive sales.

**17**

Imagine you're an SEO consultant for a healthcare website. Research keywords related to [specific medical condition] that users frequently search for, and provide insights on their search volume and competition level.



18

As a marketing manager, create a list of informative and engaging blog post topics for [industry/niche]. Include relevant long-tail keywords within each topic to improve search engine rankings and attract targeted traffic.

**19**

Imagine you're a keyword researcher for a fashion brand. Generate a list of fashion-related keywords that can be used to optimize our website content and drive organic traffic to our online store.

**20**

Act as an SEO strategist for a technology company. Research industry-specific keywords for [technology/software] that have a high conversion potential, considering both search volume and commercial intent.



21

Imagine you're an SEO specialist for a food blog. Identify popular recipe-related keywords for [specific cuisine/dish] that can help the blog rank higher in search results and attract food enthusiasts.

**22**

As a digital marketer, provide a list of seasonal keywords for [industry/niche] that can be leveraged in marketing campaigns to capitalize on seasonal trends and drive targeted traffic.

**23**

Imagine you're an SEO strategist for a fitness website. Research long-tail keywords related to [specific exercise/activity] that have a moderate search volume and low competition, targeting fitness enthusiasts.



24

Act as a content marketer for a home decor blog. Generate a list of interior design keywords that can be used to optimize blog posts and attract readers interested in home decoration and design inspiration.

**25**

You're an online retailer specializing in outdoor gear. Suggest high-converting keywords for [specific outdoor activity] that can be used to optimize product descriptions and drive sales.

**26**

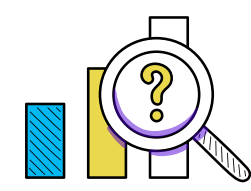
As an SEO expert, provide a list of low-competition, high-search volume keywords for [niche/industry] that can be targeted to improve organic rankings and increase website visibility.



27

Act as a keyword strategist for a travel agency. Research destination-specific keywords for [location] that are popular among travelers and can be targeted to attract tourists and promote travel packages.





SEO Analysis and Strategy

1

As an SEO analyst, provide a list of long-tail keywords for [industry/niche] that are frequently asked in search queries.



2

As an industry expert, generate an outline for an ultimate guide to [topic], targeting professionals in the field with an informative tone.



3

Suppose you're a marketing manager for a SaaS company. Research keywords related to [specific software solution] that have a high search volume and demonstrate clear buying intent, indicating potential customers in the decision-making stage.

**4**

Act as an SEO analyst, provide me with a list of long-tail keywords for [industry/niche] that are frequently asked in search queries. These keywords can be used to create FAQ pages or blog posts to address common user inquiries.

**5**

As an SEO analyst, provide a list of long-tail keywords for [industry/niche] that are frequently asked in search queries.



6

As an industry expert, generate an outline for an ultimate guide to [topic], targeting professionals in the field with an informative tone.

**7**

Suppose you're a marketing manager for a SaaS company. Research keywords related to [specific software solution] that have a high search volume and demonstrate clear buying intent, indicating potential customers in the decision-making stage.

**8**

Discuss the role of analytics and tracking in SEO, and provide guidance on using tools like Google Analytics effectively.



9

Share strategies for conducting competitor analysis and staying ahead in your industry's SEO landscape.

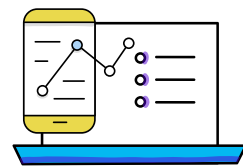
**10**

Discuss the significance of site audits and how to perform them to identify and fix SEO issues.

**11**

Explain the importance of ongoing SEO monitoring and maintenance, and provide tips for staying up to date with SEO best practices.





Website Performance and Mobile Optimization

1

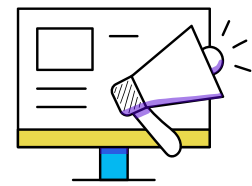
Discuss the importance of website speed and performance in SEO and provide tips for optimizing page load times.



2

Explain the concept of mobile optimization and its impact on SEO, along with best practices for mobile-friendly websites.





Instructional Prompts

1

Craft an instructional prompt on optimizing website loading speed for mobile devices.



2

Create an instructional prompt on implementing responsive design for better mobile optimization.



3

Create an instructional prompt on setting up Google Analytics for tracking SEO metrics.

**4**

Generate an instructional prompt on analyzing organic search traffic and conversion rates.

**5**

Craft an instructional prompt on optimizing content for voice search queries.



6

Generate an instructional prompt on incorporating natural language and conversational tone in content for voice search optimization.

**7**

Generate an instructional prompt on optimizing Google My Business listings for better local visibility.

**8**

Create an instructional prompt on optimizing local business listings and directories.



9

Craft an instructional prompt on conducting competitor backlink analysis.

**10**

Create an instructional prompt on optimizing anchor text for external links.

**11**

Craft an instructional prompt on optimizing meta tags for better click-through rates.



12

Generate an instructional prompt on optimizing header tags for improved content structure.

**13**

Create an instructional prompt on implementing schema markup for enhanced search results.

**14**

Craft an instructional prompt on optimizing image alt text for improved accessibility and indexing.



15

Generate an instructional prompt on analyzing keyword difficulty and search volume to prioritize targeting efforts.

**16**

Craft an instructional prompt on leveraging long-tail keywords for targeted traffic.

**17**

Create an instructional prompt on conducting thorough keyword research using tools like Google Keyword Planner or SEMrush.



18

Generate an instructional prompt on conducting audience research to understand target demographics.

**19**

Create an instructional prompt on developing a content strategy aligned with SEO goals.

**20**

Craft an instructional prompt on optimizing content for featured snippets.



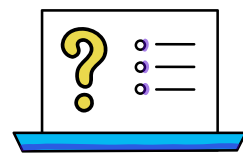
21

Create an instructional prompt on optimizing website navigation and internal linking structure.

**22**

Generate an instructional prompt on optimizing website speed through image compression and caching.





Question Prompts

1

How can mobile usability and user experience be enhanced for better mobile SEO?



2

What are the key elements to consider when optimizing mobile app indexing for mobile SEO?



3

How can backlink analysis be performed to evaluate the effectiveness of link-building efforts?

**4**

What are the key metrics to consider when measuring SEO success and ROI?

**5**

How can structured data markup be used to enhance voice search visibility?



6

What are the key elements to consider for optimizing content for voice search across different devices?

**7**

How can online reviews and ratings impact local SEO rankings?

**8**

What are the key elements to consider when optimizing location-specific landing pages?



9

How can guest blogging be utilized for building high-quality backlinks?

**10**

What are the key factors to consider when evaluating the quality of a backlink?

**11**

What are the key elements to consider when optimizing URLs for search engines?



12

How can internal linking be used effectively for on-page optimization?

**13**

What is the impact of page load speed on on-page optimization?

**14**

How can competitor keyword analysis help in identifying keyword opportunities?



15

What are the steps involved in conducting keyword mapping for a website?

**16**

How can semantic SEO be utilized to incorporate related keywords and synonyms naturally?

**17**

How can content readability be improved through formatting and structure techniques?



18

What are the best practices for incorporating relevant keywords within content?

**19**

How can visual elements like images and videos enhance the effectiveness of content?

**20**

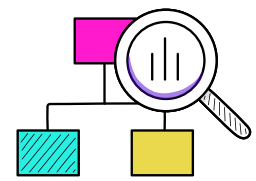
What are the key elements to consider for effective URL structure and readability?



21

How can website security be improved through HTTPS implementation?





Comparison Prompts

1

Compare the benefits of using responsive design versus separate mobile websites for mobile optimization.



2

Compare the impact of accelerated mobile pages (AMP) versus non-AMP pages on mobile SEO rankings.



3

Compare the benefits of using Google Analytics versus other SEO analytics tools.

**4**

Compare the impact of organic search traffic versus paid search traffic on overall website performance.

**5**

Compare the impact of short and concise answers versus longer, informative answers for voice search results.



6

Compare the benefits of targeting long-tail keywords versus shorter, conversational queries for voice search optimization.

**7**

Compare the benefits of optimizing for local keywords versus broader, national keywords.

**8**

Compare the impact of consistent NAP (Name, Address, Phone number) listings versus inconsistent NAP listings on local SEO.



9

Compare the benefits of organic link building versus paid link building strategies.

**10**

Compare the impact of dofollow links versus nofollow links on SEO rankings.

**11**

Compare the benefits of targeting long-tail keywords versus broad keywords.



12

Compare the impact of targeting informational keywords versus transactional keywords.

**13**

Compare the benefits of using broad match keywords versus exact match keywords.

**14**

Compare the advantages of targeting high-volume keywords versus low-volume keywords.



15

Compare the benefits of evergreen content versus trending content.

**16**

Compare the impact of long-form content versus short-form content on search engine rankings.

**17**

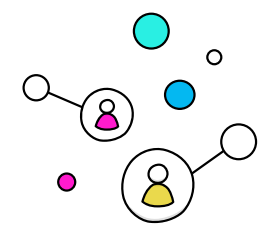
Compare the benefits of responsive design versus separate mobile websites for mobile optimization.



18

Compare the impact of structured data markup versus no structured data on search engine results.





Scenario-based Prompts

1

You want to optimize a website for mobile voice search queries. Generate a scenario-based prompt to optimize content for mobile voice search.



2

A client wants to improve their website's mobile SEO. Create a scenario-based prompt to suggest strategies for optimizing mobile user experience.



3

A client wants to track and analyze their website's SEO performance. Generate a scenario-based prompt to suggest key performance indicators (KPIs) for SEO reporting.

**4**

You want to generate custom SEO reports for clients. Create a scenario-based prompt to leverage ChatGPT for generating customized SEO reports with KPIs.

**5**

You want to optimize a website for voice search queries in a specific industry. Generate a scenario-based prompt to identify relevant long-tail keywords.



6

A client wants to improve their website's voice search visibility. Create a scenario-based prompt to suggest strategies for optimizing content for voice search.

**7**

You want to optimize a local business website for voice search. Generate a scenario-based prompt to optimize content for voice search queries.

**8**

A client wants to improve their local visibility. Create a scenario-based prompt to suggest strategies for optimizing location-specific landing pages.



9

You want to build backlinks from authoritative websites. Generate a scenario-based prompt to identify potential guest posting opportunities.

**10**

A client wants to improve their backlink profile. Create a scenario-based prompt to suggest strategies for obtaining high-quality backlinks.

**11**

You are optimizing a website for a niche industry. Generate a scenario-based prompt to identify long-tail keywords.



12

A client wants to expand their keyword targeting. Create a scenario-based prompt to suggest relevant topics for SEO-focused blog posts.

**13**

You are optimizing a website for a local business. Generate a scenario-based prompt to identify location-specific keywords.

**14**

A client wants to explore international markets. Create a scenario-based prompt to suggest keyword targeting strategies for international SEO.



15

You want to optimize a blog for SEO. Generate a scenario-based prompt to suggest relevant topics and content ideas.

**16**

A client wants to improve their website's engagement metrics. Create a scenario-based prompt to optimize content for better user experience.

**17**

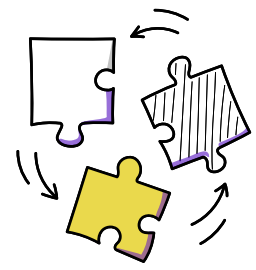
A website's XML sitemap needs optimization. Generate a scenario-based prompt to improve the sitemap for better indexing.



18

You want to improve a website's crawlability. Create a scenario-based prompt to optimize the robots.txt file.





Problem-solving Prompts

1

A website's mobile loading speed is slow. Craft a problem-solving prompt to diagnose and improve mobile loading speed.



2

A client's website is not ranking well in mobile search results. Create a problem-solving prompt to analyze and address the mobile SEO issues.



3

A website's organic search traffic has dropped significantly. Craft a problem-solving prompt to diagnose and address the issue.

**4**

A client wants to understand the impact of SEO efforts on their website's conversions. Create a problem-solving prompt to analyze and report on SEO conversion metrics.

**5**

A website's voice search results are not providing accurate or relevant information. Craft a problem-solving prompt to address this issue and improve voice search optimization.



6

A client's website is not ranking well for voice search queries. Create a problem-solving prompt to diagnose and improve the voice search optimization strategy.

**7**

A local business's Google My Business listing is not appearing in search results. Craft a problem-solving prompt to address this issue and improve local visibility.

**8**

A client's website is not ranking well for location-specific keywords. Create a problem-solving prompt to diagnose and improve the local SEO strategy.



9

A website's backlink profile has spammy or low-quality links. Craft a problem-solving prompt to address this issue and improve the backlink profile.

**10**

A client's website has lost valuable backlinks. Create a problem-solving prompt to recover or replace those lost backlinks.

**11**

How can content uniqueness and relevance be enhanced on each page?



12

What are the best practices for incorporating keywords naturally within content?

**13**

How can visual elements like images and videos be optimized for better content appeal?

**14**

A website needs improvement in mobile responsiveness. Craft a problem-solving prompt to optimize mobile loading speed.



15

How can keyword cannibalization issues be resolved for a website?

**16**

A website's keyword rankings have dropped. Craft a problem-solving prompt to diagnose and address the issue.

**17**

A client wants to optimize their e-commerce product pages. Create a problem-solving prompt to suggest strategies for optimizing product descriptions.



18

How can duplicate content issues be resolved for a website with multiple pages?

**19**

A website's bounce rate is high. Craft a problem-solving prompt to address this issue and improve user engagement.

**20**

A client wants to repurpose their existing content. Create a problem-solving prompt to suggest strategies for repurposing content effectively.



21

A website is experiencing issues with duplicate content. Craft a problem-solving prompt to resolve the duplicate content problem.

**22**

A website's internal linking structure is disorganized. Create a problem-solving prompt to enhance the internal linking strategy.



Conclusion

Dear Optimizers,

As we conclude this transformative journey through the realms of SEO and AI, we want to express our deepest gratitude for accompanying us on this quest for empowering yourself with AI prompt mastery.

Remember, the true power of AI lies not in replacing human expertise but in augmenting it. As you embark on this journey, always add your personal touch, review and edit AI-generated content, and maintain a consistent brand voice.

Your creativity, insights, and expertise are the catalysts that will transform AI-generated content into an impactful and engaging experience for your audience.

May this book serve as your steadfast companion, guiding you towards remarkable achievements, and a brighter future in the digital landscape.

Follow Botpresso for more updates on the world of SEO.

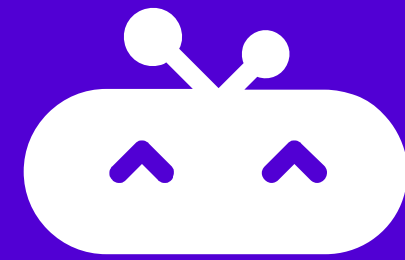
Wishing you extraordinary accomplishments and a prosperous SEO future.

With gratitude,

Nitin Manchanda

Founder, and Chief SEO Consultant at Botpresso





BOTPRESSO

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