Introduction to the SEO AI Prompt Pack

In this prompt pack, you'll find two types of prompts: **Beginner** and **Advanced**. We've divided them this way to cater to users with different levels of experience and comfort with SEO.

- **Beginner Prompts** are designed to help those who are just starting out with SEO or AI-assisted content creation. These prompts focus on the basics, making it easier to understand and apply SEO tasks step by step.

- **Advanced Prompts** are for users who are more experienced and familiar with SEO concepts. These prompts dive deeper into strategic SEO practices, helping you fine-tune your content and optimize for more competitive search terms.

Additionally, each prompt comes with **Contextual Guidance**. This is a short tip or explanation that helps you understand the intent behind the task. For example, when crafting a meta description, you'll be reminded to keep it compelling to increase click-through rates, or how to approach keyword research to target the right audience. The context helps users—especially those new to AI and SEO—get the most out of the prompts and ensures that the tasks are not just completed but completed effectively.

Whether you're a beginner just getting your feet wet or an experienced user looking to refine your SEO skills, this pack will guide you through every step. Enjoy and start optimizing your content with AI!

Great idea! Adding contextual guidance will help users understand the purpose of each prompt and why they're being asked to do a particular task. Here's an updated version of the prompt pack with added tips and context for each prompt:

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1. Keyword Research

For Beginners:

- *"Generate a list of 5 long-tail keywords related to [your topic] that are easy to rank for."*
  Context: Long-tail keywords are more specific phrases that have lower competition. By targeting them, you have a better chance of ranking quickly and reaching a more targeted audience.

- *"What are the top 3 related topics or questions people are searching for when looking for information about [your topic]?"*
  Context: Identifying related topics and common questions helps you create content that

answers what people are searching for, increasing your chances of ranking for these queries.

- *"Find 5 keywords with a search volume of at least [target search volume] that are relevant to [your topic]."*
   Context: Search volume indicates how many people are searching for a particular keyword. By focusing on keywords with higher search volume, you're more likely to attract visitors to your content.

For Advanced Users:

- *"Analyze the competition for the keyword [target keyword]. Provide a difficulty score and list 5 long-tail variations of this keyword that have lower competition but are still relevant."*
   Context: Keyword difficulty helps you understand how tough it will be to rank for a keyword. Long-tail variations allow you to target more specific search queries with less competition.

- *"Using data from the past 3 months, identify keywords with high search volume but low user engagement in the [your niche] space. Provide suggestions for targeting these."*
   Context: High search volume with low engagement could indicate that the content available isn't meeting user needs. Use this as an opportunity to create valuable, engaging content that attracts traffic.

- *"Review the top-ranking pages for [target keyword]. Identify the keywords they are ranking for that are not included in my content, and suggest a strategy to target them."*
   Context: Analyzing your competitors' keywords can reveal gaps in your own content. Targeting these additional keywords helps you cover the topic more thoroughly, improving your chances of ranking.

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2. Meta Descriptions

For Beginners:

- *"Write a meta description for my blog post about [insert topic]. Make sure it's 150-160 characters and includes the keyword [target keyword]."*
   Context: Meta descriptions show up in search results and play a big role in whether people click on your link. Make sure your description is both informative and enticing to encourage clicks.

- *"Create a short and compelling meta description for a blog post titled '[Insert blog title].' Keep it within 160 characters, and encourage clicks."*
  Context: The meta description is your chance to "sell" your blog post in search results. It should explain what the post is about while encouraging curiosity or providing a clear benefit to the reader.

For Advanced Users:

- *"Craft a meta description for my blog post about [topic] that's between 150-160 characters and incorporates semantic keywords around the topic. Focus on user intent to increase click-through rates."*
  Context: Semantic keywords help you optimize for related terms, which improves search engine understanding of your content. Make sure your meta description matches the search intent to attract more clicks.

- *"Write a meta description for my product review about [product name]. The description should emphasize [key feature/benefit] and include the keyword [target keyword]. Ensure it's enticing for readers and within 160 characters."*
  Context: For product reviews, focus on highlighting key benefits and unique features. This can encourage readers to click and read your review, potentially increasing conversions.

- *"Generate 3 variations of a meta description for my blog post, each emphasizing a different angle (e.g., urgency, benefits, or curiosity) while maintaining SEO best practices."*
  Context: Testing multiple variations of meta descriptions allows you to see which one resonates best with your audience. Different angles will attract different readers, increasing the chances of engagement.

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3. Title Tags & Headlines

For Beginners:

- *"Generate 3 title tag options for my blog post about [topic]. Include the target keyword [target keyword], and make sure each title is under 60 characters."*
  Context: Title tags appear in search results and browser tabs, so make them clear and concise. Ensure they contain your target keyword for SEO purposes while staying within the character limit.

- *"Create a headline for my blog post that includes the keyword [target keyword] and entices the reader to click. Keep the headline between 50–60 characters."*

Context: The headline is often the first thing a reader sees, both in search results and on your page. It should clearly indicate what the post is about while encouraging people to click through and read more.

For Advanced Users:

- *"Generate 5 title tag options for my blog post about [topic], ensuring that each one contains the primary keyword [target keyword] at the beginning, followed by a compelling call to action (e.g., 'Discover', 'Learn how', 'Get the facts')."*
  Context: Including a call to action in your title tag invites readers to take action, making the title more clickable. Prioritize your primary keyword to optimize for SEO.

- *"Craft 3 headline variations for my blog post on [topic], using power words and keeping the focus on the keyword [target keyword]. Each headline should evoke curiosity and be between 55-60 characters."*
  Context: Power words like "proven," "essential," or "ultimate" can boost engagement. These words trigger emotion or curiosity, making readers more likely to click.

- *"Create a click-worthy title for my post on [topic] that balances keyword optimization with user intent. The title should also consider mobile display limitations and be under 60 characters."*
  Context: Mobile users often see shorter versions of titles. Ensure your most important information is in the first few words, and keep titles under 60 characters to avoid truncation.

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4. Content Optimization

For Beginners:

- *"Analyze my blog post for SEO optimization. Suggest places where I can add my target keyword [target keyword] naturally."*
  Context: Keyword placement is essential for SEO. Avoid overstuffing, but make sure your target keyword appears in key locations like the title, headings, and throughout the body text.

- *"Review my content and suggest where I can improve readability while making sure the keyword [target keyword] is still effective."*
  Context: A balance between readability and keyword use is crucial. Ensure your content flows naturally for readers while still being optimized for search engines.

- *"Look over my blog post and suggest 3 ways to improve its structure for better SEO. Focus on headings, keywords, and sentence length."*
  Context: Well-structured content is easier for both readers and search engines to digest. Using proper headings (H1, H2, etc.), breaking up long paragraphs, and optimizing sentence length can improve readability and SEO.

For Advanced Users:

- *"Review the following blog post and identify sections where I can optimize for both keyword density and readability. Provide detailed suggestions for balancing both factors."*
  Context: SEO is about balance—using enough keywords for ranking, but not so many that it affects readability. Ensure content is user-friendly while maintaining SEO effectiveness.

- *"Analyze my blog post for E-E-A-T (Expertise, Experience, Authority, and Trustworthiness). Suggest improvements that will increase the credibility of the content in the eyes of both users and search engines."*
  Context: Google's E-E-A-T guidelines help determine how authoritative your content is. Optimizing for E-E-A-T can increase trust with both search engines and readers.

- *"Scan my article for keyword cannibalization and provide recommendations for optimizing similar content across my blog to prevent overlap and boost rankings."*
  Context: Keyword cannibalization occurs when multiple pages target the same keyword, which can hurt your SEO. Consolidating content or choosing unique keywords for each page can prevent this.

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5. Backlink Strategy

For Beginners:

- *"Find 3 websites in [your niche] that I could reach out to for a backlink to my blog post about [topic]. Provide their website names and contact information."*
  Context: Backlinks from high-quality sites improve your website's authority. By reaching out to relevant sites, you can gain valuable backlinks that improve your SEO rankings.

- *"Write an email template for requesting a backlink from a website in [your niche]. Be polite and offer a reason why my content would be valuable to their audience."*
  Context: When requesting backlinks, it's important to be respectful and offer value. Make sure to explain how your content will benefit their audience, increasing the

likelihood they'll link to your post.

For Advanced Users:

- *"Identify 5 high-authority websites in the [your niche] space where I can request backlinks. Provide suggestions on how to craft an outreach email for each site based on their content."*
  Context: The more targeted and personalized your outreach, the higher the chances of securing a backlink. Tailor your email to each site's content and audience to increase engagement.

- *"Review the top-ranking pages for [target keyword]. Identify opportunities for acquiring backlinks from these sources and suggest a strategy to reach out for backlink requests."*
  Context: Analyzing top-ranking pages helps you understand where they're getting their backlinks. Use this info to create a targeted strategy to secure backlinks from high-quality sites.

- *"Find 3 broken link opportunities in [your niche] and provide a strategy for replacing those broken links with links to my own content, including an email template for outreach."*
  Context: Broken link building is an excellent way to gain backlinks. Offer your content as a replacement for broken links on authoritative sites, which benefits both you and the website owner.