

50 smart SEO prompts for ChatGPT

1. Keyword Research

Use when: You're planning a blog post, product page, or niche website and want to discover the best keywords to target for organic traffic.

1. Give me a list of 10 long-tail keywords for a blog post about [topic], targeting beginners.
 2. What are the top informational keywords for "[main topic]" based on user intent?
 3. Suggest 5 trending keywords related to "[niche]" using current SEO data.
 4. Find low-competition keywords with high search intent about "[subject]".
 5. What are some "question-style" keywords people search around "[topic]"?
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2. Blog Titles & Headings

Use when: You're drafting your blog title or looking for catchy, SEO-friendly headings to increase clicks and engagement.

1. Write 10 SEO blog title ideas for "[topic]" that feel natural and human.
 2. Suggest 5 engaging H2 headings for a listicle post about "[topic]".
 3. Give me emotional and curiosity-based titles for a post on "[keyword]".
 4. Rewrite this blog title to make it more SEO-optimized and click-worthy: "[your title]".
 5. Create a list of SEO titles for a how-to guide on "[topic]" with a casual tone.
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3. Meta Descriptions

Use when: You're finishing your blog post and need a compelling meta description that includes your target keyword and fits the 160-character limit.

1. Write a meta description for a post about “[topic]” with a clear CTA.
 2. Create 3 different meta description options for this keyword: “[keyword]”.
 3. Make a short, keyword-rich summary of this blog: “[paste excerpt]”.
 4. Rewrite this meta description to make it more engaging: “[your meta]”.
 5. Suggest a meta description that emphasizes urgency or fear of missing out for “[topic]”.
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4. Content Outlines

Use when: You're starting a blog post and want an organized, SEO-friendly outline with clear structure and flow.

1. Create a complete blog post outline (H1–H3) for a guide on “[topic]”.
 2. Make an outline for a skimmable listicle about “[niche topic]”.
 3. Suggest a content structure for a comparison post between “[product A] vs [product B]”.
 4. Generate a blog outline optimized for voice search for “[question]”.
 5. Build a short-form blog outline for a news-related article on “[event/topic]”.
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5. On-Page SEO

Use when: You're optimizing an existing blog post or writing new content and want to strengthen its on-page SEO performance.

1. Suggest 5 internal links I could include in a post about "[topic]".
 2. Improve this blog intro for better SEO: "[paste intro]".
 3. What related LSI (semantic) keywords should I add to my post on "[keyword]"?
 4. Rewrite this paragraph to include "[target keyword]" naturally: "[paste paragraph]".
 5. Give me 3 optimized image alt-text suggestions for photos in a post about "[topic]".
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6. Content Expansion

Use when: You've already written a draft or short blog post and want to add depth, detail, or examples to improve SEO and user value.

1. Expand this sentence into a 3-sentence paragraph with a stat or quote: "[sentence]".
 2. Add a real-world example to explain this concept better: "[concept]".
 3. Suggest two subtopics I could add to make this post more complete: "[blog idea]".
 4. Rewrite this paragraph to increase clarity and SEO: "[paste text]".
 5. Turn this bullet list into a mini-section with brief explanations: "[bullets]".
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7. FAQs & Schema

Use when: You want to increase your blog's visibility with FAQs and potentially win rich snippets on Google.

1. Generate 5 frequently asked questions for a blog post about "[topic]".
 2. Write short and clear answers to these questions: "[list of questions]".
 3. Create FAQ schema in JSON-LD format for this content: "[paste questions/answers]".
 4. Suggest common user objections and questions before buying "[product/service]".
 5. Give me unique FAQ ideas to improve the bottom of my blog post on "[keyword]".
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8. Link Building

Use when: You're trying to grow backlinks for SEO—either through guest posts, outreach, or linkable content strategies.

1. Draft a short, casual email asking for a backlink to my guide on "[topic]".
 2. What type of free resources could attract backlinks in the "[industry]" niche?
 3. Suggest 5 linkable assets I could create to rank for "[keyword]".
 4. Write a short pitch to a blogger to include my article in their resource list.
 5. How can I turn this blog post into an evergreen backlink magnet? "[link/post]".
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9. Content Audit

Use when: You're reviewing existing posts and want to improve their SEO, structure, or update outdated info.

1. What SEO issues might be hurting this blog post? “[paste URL or content]”.
 2. List 5 things to improve in a blog post that hasn't ranked in 6 months.
 3. Suggest headline improvements for this old article: “[paste headline]”.
 4. Create a checklist for auditing SEO performance of blog content.
 5. How can I update this post to improve freshness? “[topic]”.
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10. Reporting & Optimization

Use when: You're checking analytics, writing SEO reports, or trying to figure out what's working and what's not.

1. Summarize SEO performance insights from this data: “[paste Google Search Console or Analytics stats]”.
2. What keywords are underperforming for this URL: “[insert page]”?
3. Suggest 3 improvements to boost CTR from the SERP for “[page or title]”.
4. Analyze why traffic has dropped for this post: “[post link or topic]”.
5. Create a short monthly SEO report summary for a blog on “[topic]”.