

SEO Prompt Quick Sheet 2026

15 practical ChatGPT prompts with simple examples

How to use this guide: Each prompt includes a real example so you can see exactly what to replace. Copy the prompt, change the words in [brackets], add your own context, and review the result before publishing.

1. Find Search Intent

When to use: Use this when you know the keyword but are not sure what the searcher actually wants.

Copy & paste prompt I'm targeting the keyword [best ai tools for small business]. Analyze the likely search intent behind this query.

Explain what the searcher wants, what type of page would satisfy them, the questions the page should answer, and what practical information could make the page more useful than a generic list.

Example & practical tip: Example input: Keyword best ai tools for small business. What you want back likely commercial investigation intent, comparison/list format, tool categories, pricing, use cases, pros/cons, and selection criteria.

Tip: Use this before writing the outline so you do not build the wrong type of article.

2. Build an SEO Content Brief

When to use: Use this to turn a keyword into a clear article plan

Copy & paste prompt Create a practical SEO content brief for [best ai tools for small business]. Include the primary topic, search intent, suggested H2/H3 sections, questions to answer, examples to include, internal link ideas, and places where first-hand experience could add original value. Do not force keywords unnaturally.

Example & practical tip Example: The outline might include How to choose an AI tool, Best AI tools by use case, Pricing, Pros and cons, and Which tool is best for different business sizes.

Tip: Add your own tested tools and observations after ChatGPT creates the brief.

3. Generate SEO Titles

When to use: Use this when you need title ideas without making them clickbait.

Copy & paste prompt Give me 10 natural SEO title ideas for [AI SEO tools]. Make each title clear, specific and useful. Avoid clickbait, exaggerated claims and repetitive wording. Include the main topic naturally and vary the angle between comparison, beginner guide, list and practical use cases.

Example & practical tip Example titles: 11 Best AI SEO Tools to Try in 2026, Best AI SEO Tools for Small Businesses: Features & Pricing, AI SEO Tools Compared Which One Fits Your Workflow?

Tip: Choose the title that best matches the actual article, not simply the one that sounds most dramatic.

4. Write Better Meta Descriptions

When to use: Use this to create concise search snippets that accurately describe the page.

Copy & paste prompt Write 5 meta descriptions for an article targeting [best ai tools for small business]. Explain what the reader will find, keep the wording natural, avoid keyword stuffing, and do not make claims that the article does not support.

Example & practical tip Example: Compare the best AI tools for small businesses in 2026, including features, pricing, use cases and practical tips for choosing the right tool.

Tip: Your meta description should set an accurate expectation rather than promise something the page does not deliver.

5. Find Content Gaps

When to use: Use this before publishing to find useful information your draft may have missed

Copy & paste prompt For an article about [best AI tools for small business], list 10 useful questions, subtopics, examples or practical details that a basic article might miss.

Prioritize items that would help a reader choose or use a tool. Do not recommend adding filler just to increase word count.

Example & practical tip Example gaps: How many users are included?, Does it integrate with existing CRM?, What happens to customer data?, Is there a free trial?, Which tool is easiest for a non-technical owner?

Tip: Only add gaps that genuinely improve the article.

6. Create a Stronger Competitor Angle

When to use: Use this when your topic is already crowded.

Copy & paste prompt For the topic [best AI writing tools], suggest 7 ways my article could provide more original value than a typical listicle. Focus on hands-on testing, screenshots, real workflows, pricing comparisons, limitations, beginner difficulty, business use cases and mistakes to avoid.

Example & practical tip Example: Instead of only listing Tool A, Tool B, Tool C, create a small test: I used each tool to create the same 1,000 word product article and compared editing time, output quality and fact checking needs.

Tip: Real testing creates stronger differentiation than simply adding more tools.

7. Write a Natural Introduction

When to use: Use this to avoid generic AI-style introductions.

Copy & paste prompt Write a short introduction for an article about [best AI SEO tools]. Start with the reader's actual problem, explain what this guide will help them decide, and avoid generic phrases such as In today's digital world or AI is transforming everything.

Keep the tone practical and conversational.

Example & practical tip. Example opening direction: Choosing an AI SEO tool is easy until you compare the features. Some are built for keyword research, others for content optimization or AI-search visibility. This guide breaks down where each type fits.

Tip: Rewrite the final version in your own voice.

8. Find Internal Linking Opportunities

When to use: Use this to connect related articles naturally

Copy & paste prompt My current article is about [AI SEO tools]. My existing articles are: [ChatGPT prompts for SEO], [best AI content tools], [SEO content brief guide], [GEO vs SEO]. Suggest relevant internal-link placements. For each, give natural anchor text and the sentence where the link could fit.

Example & practical tip Example: In a section about content optimization, link ChatGPT prompts for SEO using natural anchor text such as SEO prompts you can use with ChatGPT.

Tip: Link where the reader may naturally want more information not every time a keyword appears.

9. Create Useful FAQs

When to use: Use this for genuine reader questions, not keyword variations

Copy & paste prompt Create 8 useful FAQ questions for [best AI SEO tools]. Questions should reflect real concerns about features, pricing, accuracy, workflow, limitations and choosing a tool. Do not repeat the article headings. Give concise answers that a reader can understand.

Example & practical tip Example FAQ: Are AI SEO tools accurate enough to replace manual keyword research? Example answer direction: Explain what the tool can automate and where human review is still needed.

Tip: Keep FAQs useful even if you never add FAQ schema.

10. Optimize for Featured Snippets

When to use: Use this when a query can be answered directly.

Copy & paste prompt For the query [what is AI SEO], identify the most useful answer format: paragraph, list, table or steps. Then draft a concise answer that directly answers the query in plain language. Avoid filler and do not repeat the question unnecessarily.

Example & practical tip Example: For What is AI SEO?, ChatGPT may recommend a short definition followed by 3–5 practical examples. Place the direct answer near the relevant heading, then expand with detail below.

Tip: Never distort the answer just to chase a featured snippet.

11. Write Better Image Alt Text

When to use: Use this for accessibility and clear image descriptions.

Copy & paste prompt Write descriptive alt text for an image showing [a dashboard comparing three AI SEO tools]. Describe what is actually visible, keep it concise, and do not add keywords simply for SEO.

Example & practical tip Example: Dashboard comparing keyword and content optimisation features across three AI SEO tools.

Tip: If an image is decorative and adds no information, an empty alt attribute may be more appropriate than stuffing keywords into it.

12. Refresh an Older Article

When to use: Use this when an article is a year or more old or its tools/pricing may have changed.

Copy & paste prompt I published an article about [best AI writing tools] in [2025]. Create a content-refresh checklist covering outdated tool features, pricing, screenshots, examples, links, missing sections, product changes and SEO elements.

Separate items that need factual verification from items that are optional improvements.

Example & practical tip Example: Check whether a tool still has a free plan, whether pricing changed, whether screenshots match the current interface, and whether any discontinued tools should be removed.

Tip: Verify current facts yourself before publishing.

13. Run an On-Page SEO Review

When to use: Use this as an editor, not as a request to rewrite everything.

Copy & paste prompt Act as an SEO editor. Review these page elements: Title: [TITLE], H1: [H1], URL: [URL], Meta: [META], Main topic: [TOPIC].

Point out only meaningful issues and give specific fixes. Do not recommend changes simply to add keywords.

Example & practical tip Example: If the title promises pricing and comparison but the article contains no pricing or comparison, flag the mismatch. If the title is already clear, say it is fine instead of inventing a problem.

Tip: This keeps AI from creating unnecessary SEO edits.

14. Humanize an AI Draft

When to use: Use this when a draft feels repetitive, stiff or generic.

Copy & paste prompt Edit the following passage so it sounds like it was written by an experienced human marketer. Keep the meaning and useful details.

Remove repetitive or generic phrasing, vary sentence structure, and avoid exaggerated claims. Do not rewrite sections that are already clear and natural: [PASTE TEXT]

Example & practical tip Example: Instead of rewriting a full 2,000 word article, paste one weak paragraph and ask ChatGPT to improve only that section. Then compare the original and edited versions and keep the one that sounds more like you.

Tip: Add your own examples and opinions after editing.

15. Final SEO + Reader Check

When to use: Use this as the final pass before publishing.

Copy & paste prompt: Before I publish this article, review it for search intent, clarity, originality, factual claims, repetition, internal-link opportunities, headings and obvious SEO issues. Give me a prioritized list of the most important fixes.

Do not suggest changes that do not improve the reader's experience. Article: [PASTE ARTICLE]

Example & practical tip

Example output: 1) Verify the current pricing mentioned in section.

2) Add a comparison table.

3) Explain who each tool is best for.

4) Remove two repetitive paragraphs.

5) Add one first-hand testing observation.

Tip: Fix the high-impact issues first; do not chase a perfect AI score.

A simple workflow that works 1. Research → 2. Build the brief → 3. Draft → 4. Add your own examples/testing → 5. Run the SEO review → 6. Fact-check → 7. Human edit → 8. Publish.

The best use of ChatGPT here is not to produce an article and publish it unchanged.

Use it as a research, brainstorming and editing assistant, while your own judgment and experience provide the final layer of quality.

Free bonus for readers of Best ChatGPT Prompts for SEO in 2026 Free.