

SUPERCARGE & AUTOMATE ADS WITH PROMPTS

In ChatGPT (or other AI search tool) start with a prompt regarding the industry, types of relevant keywords, competitors, relevant URLs, etc. that will define your list.

Prompt Example

help me with keyword research for a Google Ad campaign for an accounting firm located in DeMoines Iowa specializing in business tax services for companies with revenue in the \$10 million to \$50 million dollar range; the goal is lead generation. Keyword ideas include: business tax returns, s corporation tax returns, 1065 tax returns, corporate tax returns

Response

Here are some keyword ideas for an accounting firm in Des Moines, Iowa, specializing in business tax services:

Location-Specific Keywords:

- Des Moines business tax services
- Des Moines corporate tax accountants
- Iowa business tax preparation
- Tax consultancy Des Moines

Service-Specific Keywords:

- Business tax returns service
- S corporation tax returns Iowa
- Form 1065 preparation services
- Corporate tax planning firm
- Business tax compliance Iowa

Target Audience-Specific Keywords:

- Mid-size business tax services
- Tax services for \$10M-\$50M companies
- Corporate tax for medium businesses
- Revenue-specific tax consultancy

Problem-Solving Keywords:

- Reduce corporate tax liability
- Tax optimization for businesses
- Strategic tax planning for companies
- Efficient tax filing for corporations

Competitive Keywords:

- Best business tax services Iowa
- Top-rated corporate tax accountants
- Leading business tax firm Des Moines
- Expert tax consultation for growing businesses

Long-Tail Keywords:

- Des Moines accountant for S corp tax filing
- Business tax strategy for \$10-50 million revenue firms
- Corporate tax planning for mid-sized Iowa businesses
- Comprehensive 1065 tax return services in Des Moines

Industry-Specific Keywords:

- Tech company tax services Des Moines
- Manufacturing business tax planning Iowa
- Retail business tax strategy Des Moines
- Healthcare corporate tax solutions

Ad-Specific and CTA (Call to Action)

Keywords:

- Schedule a tax consultation Iowa
- Free business tax assessment Des Moines
- Contact Des Moines tax experts
- Get a corporate tax quote in Iowa

When selecting these keywords, it's important to consider the search volume, competition level, and relevance to your specific service offerings. You can use tools like Google Keyword Planner, SEMrush, or Ahrefs to get insights into these metrics.

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Then ask follow-up questions to give wider context in terms of what's relevant and what's not.

Prompt Example

Can I have more for manufacturing companies and none for healthcare?

Response

Focusing on manufacturing companies in your keyword strategy for an accounting firm in Des Moines, Iowa, specializing in business tax services, is a great approach. Here are more tailored keywords:

Manufacturing-Specific Keywords:

- Manufacturing tax services Des Moines
- Tax solutions for manufacturing firms Iowa
- Business tax for manufacturers
- Iowa manufacturing tax compliance

Service and Industry-Specific Keywords:

- Manufacturing sector tax planning Des Moines
- Tax returns for manufacturing companies
- Des Moines accountant for manufacturing business
- Corporate tax strategies for manufacturers

Location and Industry-Specific Keywords:

- Tax consultancy for Des Moines manufacturers
- Iowa tax planning for manufacturing industry
- Manufacturing business tax preparation Iowa

Revenue and Industry-Specific Keywords:

- Tax services for mid-size manufacturers
- Manufacturing firms \$10M-\$50M tax help
- Tax advice for \$10-50 million revenue manufacturers

Problem-Solving Keywords for Manufacturing Industry:

- Manufacturing tax reduction strategies Iowa
- Efficient tax filing for manufacturing companies
- Tax optimization for Des Moines manufacturers
- Manufacturing corporate tax liability solutions

Long-Tail, Industry-Focused Keywords:

- Custom tax solutions for Des Moines manufacturing businesses
- Comprehensive tax services for medium-sized manufacturers in Iowa
- Des Moines tax planning for manufacturing companies with \$10-50M revenue

Ad-Specific and CTA (Call to Action) Keywords for Manufacturing:

- Contact top manufacturing tax experts Des Moines
- Schedule a manufacturing tax strategy session Iowa
- Free tax consultation for manufacturing business
- Expert tax advice for Des Moines manufacturers

Remember, it's essential to assess the competition and search volume for these keywords, and adjust them based on the performance of your campaigns. Tools like Google's Keyword Planner can be particularly helpful for this analysis.

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Once you've narrowed down your list, provide it to ChatGPT and ask it to weed out irrelevant queries and focus on specific terms, like location-based ones.

Prompt Example

Can you review this list and exclude phrases with the word "free" in them and provide me with a list of all search terms that have "Des Moines or Iowa" in them.

Response

I will review the provided lists and filter out the phrases containing "free" and then provide you with a list of search terms that include either "Des Moines" or "Iowa". Here's the refined list:

Location-Specific Keywords:

- Des Moines business tax services
- Des Moines corporate tax accountants
- Iowa business tax preparation
- Tax consultancy Des Moines

Service-Specific Keywords:

- S corporation tax returns Iowa
- Business tax compliance Iowa

Problem-Solving Keywords:

- Reduce corporate tax liability Iowa

Long-Tail Keywords:

- Des Moines accountant for S corp tax filing
- Corporate tax planning for mid-sized Iowa businesses
- Comprehensive 1065 tax return services in Des Moines

Competitive Keywords:

- Best business tax services Iowa
- Leading business tax firm Des Moines
- Expert tax consultation for growing businesses Iowa

Industry-Specific Keywords:

- Tech company tax services Des Moines
- Manufacturing business tax planning Iowa
- Retail business tax strategy Des Moines

Ad-Specific and CTA (Call to Action)

Keywords:

- Schedule a tax consultation Iowa
- Contact Des Moines tax experts
- Get a corporate tax quote in Iowa

Manufacturing-Specific Keywords:

- Manufacturing tax services Des Moines
- Tax solutions for manufacturing firms Iowa
- Manufacturing sector tax planning Des Moines
- Tax consultancy for Des Moines manufacturers
- Iowa tax planning for manufacturing industry
- Manufacturing business tax preparation Iowa
- Custom tax solutions for Des Moines manufacturing businesses

This list focuses on the keywords that are relevant to your business location and services, while excluding those with the word "free."

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Finally, consider AI's assistance with your calls-to-action to help you crack the code!

Prompt Example

Write 10 ad call-out extensions with a maximum of 25 characters, including spaces, for manufacturing tax services.

Response

Here are ten call-out extensions tailored for manufacturing tax services, each within the 25-character limit:

1. "Expert Tax Advice"
2. "Custom Solutions"
3. "Iowa Tax Specialists"
4. "Efficient Filing"
5. "Tax Compliance Aid"
6. "Des Moines Experts"
7. "Strategic Planning"
8. "Industry Insights"
9. "Revenue Growth Focus"
10. "Timely Support"



Prompt:

make them a little more unique and catchy

Response

Certainly! Creating catchy and unique call-out extensions can really help in making your ads stand out. Here are ten revised call-out extensions within the 25-character limit:

1. "Tax Wizardry"
2. "Profit Boosters"
3. "Iowa Tax Gurus"
4. "Swift Tax Relief"
5. "Compliance Ninjas"
6. "Des Moines Tax Pros"
7. "Strategic Tax Edge"
8. "Industry Tax Savvy"
9. "Revenue Enhancers"
10. "Rapid Resolutions"



These revised call-outs are designed to be more engaging and memorable while highlighting the unique value propositions of your manufacturing tax services.