

20 SEO Prompts for AI-Driven Marketers

Penheel Marketing

Ready-to-Use Prompts for ChatGPT, Claude, and Other AI Tools

Use these prompts and tools to stay ahead of the SEO curve. The algorithm may keep changing, but smart marketers keep adapting.

CONTENT STRATEGY & TOPIC CLUSTERS

1. "Act as an SEO strategist. Create a topic cluster for [industry/topic] with 1 pillar page and 5 supporting articles using 2025 trends."
2. "What are emerging long-tail keywords in the [industry] niche with informational intent?"
3. "Suggest content angles for a blog series on [topic] that align with Google's E-E-A-T guidelines."
4. "Write an SEO-friendly article outline for [topic] optimized for featured snippets."
5. "Based on the top 10 Google results for [keyword], summarize the content gaps and recommend a better content structure."

KEYWORD RESEARCH & PLANNING

1. "What keywords have zero or low search volume now but high growth potential in [industry] for 2025?"
2. "Cluster these keywords by search intent and funnel stage: [list of keywords]."
3. "Based on Google Trends, what seasonal SEO opportunities exist in Q2 for [industry]?"
4. "Suggest keyword variations for '[primary keyword]' that include location-based modifiers."
5. "Using the Jobs-To-Be-Done framework, generate keywords based on what users are trying to accomplish in [topic]."

AI FOR CONTENT CREATION & REPURPOSING

1. "Turn this blog post into a script for a 90-second social media video: [insert post]."
2. "Convert this listicle into a LinkedIn carousel post with attention-grabbing headlines."
3. "Summarize this 1,000-word blog into a 300-word email teaser for our newsletter."
4. "Rewrite this blog post in a conversational tone suitable for voice search."
5. "Break this long-form article into 5 tweet threads, each with its own hook."

ON-PAGE SEO & OPTIMIZATION

1. "Rewrite this content to improve dwell time and reduce bounce rate: [insert paragraph]."
2. "Add semantic keywords and natural internal links to this article: [insert content]."
3. "Check this content for over-optimization and suggest a more natural tone: [insert content]."
4. "Create SEO meta titles and descriptions for the following pages: [list of pages]."
5. "List schema types that would enhance this page's visibility: [URL or topic]."

KEYWORD PLANNING TIPS

- Intent-first approach: Prioritize keywords by user intent over search volume alone.
- SERP features visibility: Track whether your keywords trigger featured snippets, People Also Ask, or video carousels.
- Voice & conversational queries: Use tools like AnswerThePublic or AlsoAsked to capture how users actually phrase spoken questions.
- Competitor reverse-engineering: Use tools like Ahrefs or Semrush to find what keywords competitors rank for that you don't.
- Zero-click optimization: Structure content to provide instant answers while also offering deeper value behind a click.

CONTENT REPURPOSING CHECKLIST

Turn One Blog Into Many Formats:

- Instagram carousel
- LinkedIn article
- Newsletter summary
- Podcast script or snippet
- Short-form video (Reel/TikTok/YouTube Short)
- Infographic (use Canva or Visme)
- FAQ page addition
- Pinterest pin with SEO headline
- Republish as Medium or Substack post
- Webinar topic intro

Best Practice: Each format should have a unique headline, optimized meta content, and tailored CTA for its platform.