AI Expert AI Prompts

2026 EDITION



BONUS GUIDE

Unlock Search Visibility The AI Keyword Research Blueprint

Keyword research, end to end, with 7 free tools doing the manual half and this guide teaching the half they cannot: which cluster to back, whether a keyword is worth the fight, and when a pillar page is actually finished.

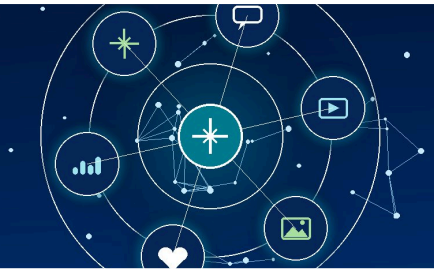
7 free tools | 14 prompts | No subscription needed

The 2025 edition asked you to do all of this by hand. Semrush and Ahrefs still have their place here, and their sections are intact — but every phase now leads with a free route, so the document is complete without a subscription.

Version 2.0 · 19 October 2026

01
Before you start: your Business DNA

Answer three questions once, and never paste your context in again.



The 2025 edition opened by asking you to write a customer persona and a value proposition by hand, then paste them above every prompt that followed. That instruction is gone, because the work it described is now a tool.

The Business DNA Builder runs the interview once and keeps the answer in your browser. The Prompt Assembler then puts that context in front of any prompt in this document, so the prompts below are shorter than their 2025 versions and you are not retyping who you are at the top of every one.

> **The judgement this guide adds.** A persona is only useful if it is narrow enough to exclude someone. If your persona could describe any business in your industry, it will produce keywords that describe any business in your industry — and you will rank for none of them. Name the customer you are NOT for.

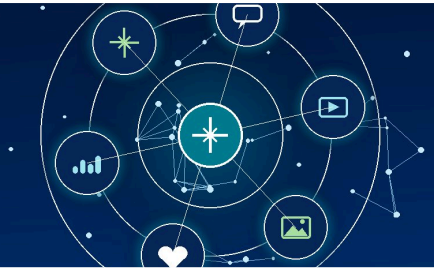
Nothing you type into any of these tools leaves your browser. There is no account and no email gate.

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02

What your customers actually say

The step the 2025 edition under-served, and the one that makes a list sound like a market.



A keyword list built only from a thesaurus reads like a thesaurus. The language real buyers use is rarely the language the industry uses about itself.

The Customer Research Sweep takes one product or service and builds targeted searches across Reddit, YouTube, review sites, Google Trends and Keyword Planner. You are reading for phrasing, not volume: the words people reach for when they describe the problem before they know your category exists.

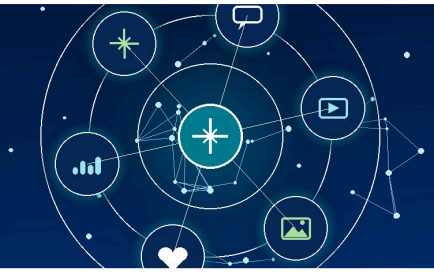
> **What to look for.** Complaints, comparisons and the phrase that follows “I just want…”. Those three carry intent you cannot infer from a volume column. A keyword with thirty searches a month in the exact words of a frustrated buyer is worth more than one with three thousand in words nobody says aloud.

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03

Phase 1 — Find the keywords

Four methods, reordered so the free path comes first.



The 2025 edition taught four sound methods and then assumed you had two paid subscriptions. The methods are unchanged. The order is not.

Method	What it is good at	What it costs you
AI brainstorming	Breadth, fast. Seed terms you had not considered.	Nothing. It will also invent plausible keywords nobody searches, so it is a starting list, never a final one.
Google's own surfaces	Autocomplete, People Also Ask, Related Searches and Keyword Planner. Real queries, straight from the source.	Nothing. Keyword Planner needs an Ads account but not a spend.
Seed Keywords Planner	Structure. Seeds for every journey stage, with intent and a suggested content type already attached, and a CSV export.	Nothing.
Semrush and Ahrefs	Volume, difficulty and what competitors already rank for. Nothing free matches them for this.	A subscription. Treat it as depth you add, not the road in.

Run the Seed Keywords Planner last of the free three, because it takes what the other two produced and gives it a shape the next phase can read. Its CSV is the file the clustering tool expects.

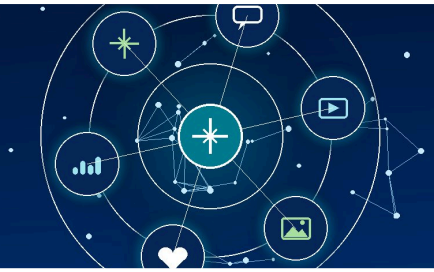
> **The judgement this guide adds.** Volume is the least useful number on the screen. A term with high volume and ten established domains ahead of you is a term you will not rank for this year. Ask instead: can I say something here that the pages currently ranking do not? If the answer is no, the keyword is not yours yet, whatever the volume column says.

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04

Phase 2 — Organise by intent

Group by what the searcher wants, not by the words they share.



This is where most keyword lists go wrong. Two phrases that look alike can want opposite things, and one page cannot serve both.

“Best project management software” and “project management software pricing” share three words. One reader is comparing and wants a field laid out fairly; the other has already chosen and wants a number. Put them on the same page and neither leaves satisfied.

The Keyword Clustering Tool takes the Seed Keywords Planner CSV directly — header row and all — and groups by intent rather than by string similarity. Where you have ticked rows, it uses those in preference to the whole file, because ticking is you having already made the selection.

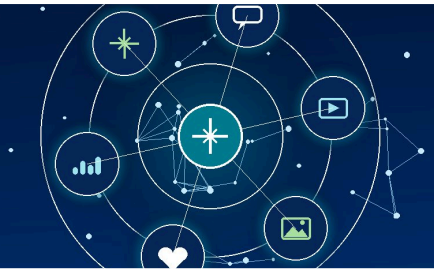
> **On keywords that fit nowhere.** The clustering prompt is written to leave a keyword out and say why, rather than pad a cluster to reach the number you asked for. A short cluster you believe in beats ten tidy ones you do not. Read the UNPLACED list: it is often where the genuinely interesting terms are hiding.

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05

Phase 3 — Turn keywords into a content plan

A pillar, its supporting pages, and the links between them.



A cluster becomes a plan when you can name the one page that covers it broadly and the handful that take an angle it can only touch on.

Two steps that were manual in 2025 are not any more. The Keyword Clustering Tool produces the pillar, its supporting pages and the **internal link map** between them — assembled from your page titles rather than written by an AI, so it cannot be half-remembered. The SEO Content Brief then turns any one of those pages into a content prompt, with a hero and a share-card image brief attached, each carrying its own ALT text and SEO filename.

> **The judgement this guide adds.** A supporting page earns its place only if you can name the one question it answers better than the pillar does. If you cannot, you have written the pillar twice and split its authority in half. The outline prompt asks you for that sentence deliberately — if it comes back vague, cut the page.

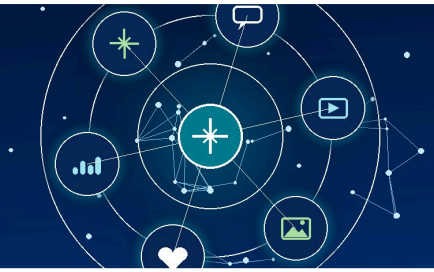
On linking: a link earns its place where the sentence was going there anyway. Bolting the full cluster onto the bottom of every page is the most common way a good plan turns into a footer nobody reads.

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06

Phase 4 — Write for ranking and for AI answers

Featured snippets, People Also Ask, schema, and being quotable.



Promoted to its own phase, because the thing it describes changed. A page is now read by two audiences: a person scanning results, and a model deciding what to quote.

The Schema Markup Generator builds the JSON-LD in your browser from the fields you type, so it is valid every time and cannot invent a property that does not exist. Only the parts that need judgement — the questions and the answers — go out as prompts.

> **What earns a quote.** An answer gets lifted into an AI Overview when it survives being removed from the page. No “as mentioned above”, no pronouns pointing at a sentence the reader cannot see. Forty to sixty words that stand alone. An answer that only works in position never gets picked up.

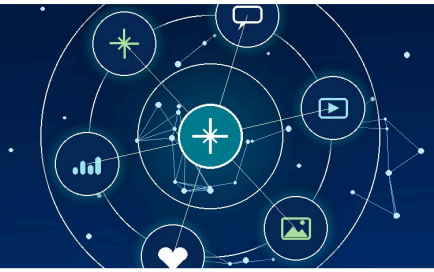
On ratings and reviews, which changed. The 2025 edition told the AI to add a star score and two customer testimonials to your product markup. That instruction is not carried forward. Review markup has to describe reviews that genuinely exist and are shown on the page. Inventing them is a manual-action risk with Google and the fastest way to lose the rich result you were chasing. The prompt in this edition adds those properties only when the reviews are real.

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07

One keyword, all four phases

What each step actually hands the next.



The chain is easier to trust once you have seen one term travel the whole way. This uses the example the prompts themselves carry, so you can run it alongside and compare.

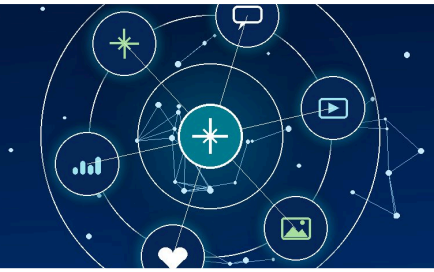
Phase	What you hand it	What comes back, and what you decide
Before you start Business DNA Builder	Who you serve and what you sell, once.	A persona, a value proposition and a brand voice held in your browser. **You decide:** who you are explicitly NOT for. A persona that excludes nobody produces keywords that win nothing.
Phase 1 Seed Keywords Planner	Your topic, e.g. organic cotton dresses.	Seeds for every journey stage with intent and a suggested content type attached, as a CSV. **You decide:** which rows to tick. Ticking is the selection the next tool will honour.
Phase 2 Keyword Clustering Tool	That CSV, header row and all.	Clusters grouped by what the searcher wants. “Buy organic cotton summer dress online” and “best organic cotton dress brands” separate here: one is ready to buy, the other is still comparing. **You decide:** which cluster you can say something new in, and what to leave UNPLACED.
Phase 3 Clustering Tool, then SEO Content Brief	One cluster, pasted back.	A pillar, its supporting pages, and the internal link map between them — built from your titles, not generated. Then one page at a time becomes a content prompt with both image briefs. **You decide:** whether each supporting page answers a question the pillar cannot.
Phase 4 Schema Markup Generator	The finished page title, URL and description.	Valid JSON-LD assembled in the browser, plus the People Also Ask and FAQ prompts. **You decide:** whether each answer still makes sense lifted off the page. If it does not, it will not be quoted.

The pattern worth noticing. Every step hands the next one a format it already expects, so nothing is retyped between tools — and at every step the decision left to you is a judgement about your market, not a mechanical one. That split is the whole design of this edition.

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08
The prompt library

Every prompt in this guide, in run order. The cheatsheet prints the same 14.



These are the 14 prompts, in the order the phases use them. They are the same text the cheatsheet carries — both documents are built from one file, so the pair cannot drift apart.

1. Laying the Foundation · Business DNA Builder

LAYING THE FOUNDATION — copy everything below

```
Act as a [your industry, e.g., digital marketing] expert. Create a detailed customer persona for [your target audience, e.g., small business owners struggling with online visibility]. Include their demographics, psychographics, main pain points, and ultimate goals. Create a document named ‘Your Customer Persona’.
```

2. Defining Your Business Value Proposition · Business DNA Builder

DEFINING YOUR BUSINESS VALUE PROPOSITION — copy everything below

```
Based on the [customer persona name] and our solution [briefly describe your solution, e.g., 'we provide AI-powered SEO tools that simplify keyword research and content optimisation'], draft a compelling value proposition (1-2 sentences) that addresses their primary pain point and desired outcome. Create a document named ‘Your business value proposition’.
```

3. AI-Powered Keyword Discovery · Seed Keywords Planner

SEED KEYWORDS — copy everything below

```
Act as a keyword research expert for [your industry/niche, e.g., sustainable fashion]. Generate 20 seed keyword ideas related to [your core topic/service, e.g., eco-friendly clothing] that [customer persona, e.g., environmentally conscious consumers] might search for. Output each keyword on its own line using a full paragraph break between them, so they appear one per line in the document. Do not use bullets, numbers, or formatting. Create a document named ‘Seed Keyword Ideas’ with a H1 heading ‘Seed Keyword Ideas’.
```


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LONG-TAIL VARIATIONS copy everything below

```
Expand on the keyword '[copy & paste seed keyword here]' and generate 15 long-tail keyword variations that indicate high commercial intent, such as 'buy organic cotton summer dress online' or 'best organic cotton dress brands'. Output each keyword on its own line using a full paragraph break between them, so they appear one per line in the document. Create a document named ‘Long Tail Variations With Intent of Seed Keywords’ with a H1 heading ‘Long Tail Variations With Intent of Seed Keywords’.
```

4. AI-Driven Keyword Organization · Keyword Clustering Tool

AI-DRIVEN KEYWORD ORGANIZATION copy everything below

```
For the following list of keywords [paste your keyword list], categorise each by its primary search intent (Informational, Navigational, Commercial Investigation, Transactional). Output each keyword on its own line using a full paragraph break between them, so they appear one per line in the document. Do not use bullets, numbers, or formatting. Provide a brief explanation for each category. Create a document named ‘Keywords and Intent’ with a H1 heading ‘Keywords and Intent – Informational Navigational Commercial Transactional’.
```

AI-DRIVEN KEYWORD ORGANIZATION copy everything below

```
Persona: Content strategist and SEO expert.
Task: From a provided list of keywords categorised by user intent, generate four distinct tables in a single document: “Informational”, “Navigational”, “Commercial Investigation”, “Transactional”. For each keyword, provide a unique and compelling title, a suitable content type, and a recommended size. Use every keyword from the provided list.
Input data: A list of keywords, with each keyword assigned to one of the four intent categories.
Output: A Markdown-formatted document containing four separate tables. Each table will have a distinct H3 heading corresponding to its category title. The table must contain the following columns.
Keyword: The specific keyword from the provided list.
Ideal Content Title: A unique and engaging title for a piece of content.
Ideal Content Type: A suitable content format (e.g. Blog Post, Guide, Landing Page, FAQ, Product Page).
Size: The recommended length for this content (e.g. brief, 1000 words, long-form).
Format: The output must be a single document titled “Content Ideas Table” with an H1 heading of the same name. Each of the four tables should be preceded by an H3 heading: ### Informational, ### Navigational, ### Commercial Investigation, ### Transactional.
```

5. Prompt For Single Idea To Content Generation · SEO Content Brief

PROMPT FOR SINGLE IDEA TO CONTENT GENERATION copy everything below

```
{
Intent:
,Ideal Keyword Phrase:
,Ideal Content Title:
```


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```
,Ideal Content Type:
,Size:
}
You are a world-class content strategist and AI prompt engineer. Your task is to generate a comprehensive content package based on the following inputs:
**Intent:** [Enter the Intent of the Audience]
**Ideal Keyword Phrase:** [Enter Ideal Keyword Phrase]
**Ideal Content Title:** [Enter Ideal Content Title]
**Ideal Content Type:** [Enter Ideal Content Type]
**Size:** [Enter Size]


**1. Create a Content Hierarchical Outline**

Generate a hierarchical content outline that includes a brief introduction, 3-5 main sections with sub-points, and a conclusion.


**2. Create a Comprehensive First Draft**

Conditional Logic:
If Size < 1200 words: Using the approved outline, write a complete first draft of the content in one single response.
If Size >= 1200 words: Using the approved outline, generate the first draft in four separate prompts, each generating approximately one-quarter of the total content.
Prompt for a single draft (Size < 1200 words):
Using the provided hierarchical content outline, write a comprehensive first draft of the content. Ensure the tone and style are appropriate for the specified content type and target audience. The draft should be well-structured, engaging, and flow logically from the introduction to the conclusion, incorporating the main sections and sub-points.
Prompts for a multi-part draft (Size >= 1200 words):
Part 1 of 4: Write the introduction and the first main section of the content draft based on the provided outline. The tone and style should be appropriate for the specified content type and target audience. Ensure the introduction clearly sets the stage and the first section provides a strong start, leaving a natural transition point for the next part of the content.
Part 2 of 4: Write the second main section of the content draft based on the provided outline. Continue with the appropriate tone and style, and ensure a smooth and logical flow from the previous section. This part should build upon the initial content and provide a natural transition to the next section.
Part 3 of 4: Write the third main section of the content draft based on the provided outline. Maintain the specified tone and style, and ensure a seamless continuation from the previous section. This part should further develop the topic and move the reader closer to the conclusion.
Part 4 of 4: Write the fourth and any remaining main sections, along with the conclusion, of the content draft based on the provided outline. Maintain the specified tone and style, and ensure the conclusion effectively summarises the key points and provides a strong closing statement.


**3. Create a Meta Section**

Based on the final draft, generate the following metadata:

* **Meta Descriptions:** Provide two options (under 160 characters each). Each option should include the **Ideal Keyword Phrase**.
* **Meta Keywords:** Include the **Ideal Keyword Phrase** and 3-5 related keywords.
* **Title Options:** Provide three slightly varied, but effective, title options that are optimised for search engines.
* **Content Title Filename:** An SEO-friendly filename using keywords, hyphens, and no spaces.
**4. Generate Image Descriptions**

Create a detailed image package for an AI image generator (like Canva). This package should include:
```


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```
* **Image Description:** A detailed prompt for the AI image generator.
* **Image Style:** A suggestion for the visual style (e.g., realistic, vector, watercolour).
* **Aspect Ratio:** A recommended aspect ratio (e.g., 16:9, 1:1, 4:5).
* **Alt-Text:** Two options for concise, descriptive alt-text (under 125 characters each).
* **Image Filename:** An SEO-friendly filename using keywords, hyphens, and no spaces.
```

6. Building Keyword Clusters, Pillar, Support Content with AI Assistance · Keyword Clustering Tool

BUILDING KEYWORD CLUSTERS, PILLAR, SUPPORT CONTENT WITH AI ASSISTANCE copy everything below

```
Act as a semantic SEO expert. From the following list of keywords [paste categorised keyword list from previous AI output], group them into 10 logical topic clusters. For each cluster, suggest a pillar content idea with a list of used keywords and 5 supporting cluster content ideas with unique angles and then keyword phrases used. Create a document named ‘Keyword Clusters’ with a H1 heading ‘Keyword Clusters’.
```

BUILDING KEYWORD CLUSTERS, PILLAR, SUPPORT CONTENT WITH AI ASSISTANCE copy everything below

```
Prompt for Content Creation
Stage 1: Content Brief and Outline Generation
Act as an expert copywriter and content strategist. Using the provided keyword cluster information, draft a comprehensive SEO content brief for a pillar content piece that will be approximately 3000 words in length. The brief should include:
Target Audience: Define the specific audience for the content.
Desired Tone: Specify the tone, for example, "informative, actionable."
Detailed Outline: Create a detailed outline using H2 and H3 headings. The outline should incorporate a selection of the following elements to provide depth and value: Case Studies, Examples, Step-by-Step Walkthroughs, Comparisons & Alternatives, Mini-Guides, FAQs, Implementation Roadmaps, Checklists, and a Resources section.
Internal Linking Suggestions: Suggest relevant internal links to the main pillar page and other related supporting cluster content pieces.
Stage 2: First Draft Generation (in Parts)
Act as an expert copywriter. Based on the content brief and detailed outline from Stage 1, write a comprehensive first draft of the content. The total length should be approximately 3000 words. The tone should be professional and friendly. Since the supporting content pieces are assumed to exist, use [placeholder] for internal links.
Part 1 of the Draft: Write the introduction and the first few sections of the outline (e.g., the H2 headings). The goal for this part is to be approximately 750 words.
Part 2 of the Draft: Continue writing the next sections of the outline, including a mix of the optional elements like a Case Study or a Step-by-Step Walkthrough. The goal for this part is to be approximately 750 words.
Part 3 of the Draft: Draft the subsequent sections of the outline, which might include a Comparison or a Mini-Guide. The goal for this part is to be approximately 750 words.
Part 4 of the Draft: Write the concluding sections of the outline, including the final H2 headings, FAQ, and the summary. The goal for this part is to be approximately 750 words.
Stage 3: Supporting Information Generation
Based on the completed first draft, provide the following supporting information to optimise the content for search engines:
Meta Title: A concise and compelling title for search results.
Meta Description: A brief, SEO-friendly description of the content.
Meta Keywords: A list of relevant keywords.
```


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SEO-friendly Content Title Filename: A filename optimised for search engines.
Suggested Image Description: A description for a potential image.
Suggested Image Style: The style or type of image that would be suitable.
Image ALT Description: The alternative text for the image, for accessibility and SEO.
SEO-friendly Image Filename: A filename for the image that is optimised for search engines.
Final Output Instructions
Combine the outputs of all three stages into a single document. The document should be named Content Brief and Draft - [Pillar Topic] with a main H1 heading of the same name.
Example Input for Chaining Prompt:
Cluster Topic: AI for Search Engine Optimization (SEO)
Pillar Content Idea: Master Your Rankings: The Definitive AI-Powered SEO Strategy Guide
Used Keywords: ai prompts to boost search rankings, SEO friendly ai prompts, ai prompts for website traffic growth, ai tools for online visibility and google ranking improvement, how to use ai for business content and SEO optimisation, best ai prompts to boost search rankings and website visibility.
Supporting Cluster Content Ideas:
A guide to crafting SEO-optimised blog posts using AI prompts.
How to write AI-powered product descriptions that rank on Google.
A comprehensive look at how AI helps with local SEO for businesses.
Using AI content ideas to increase website traffic and improve Google search visibility.
A comparison of top-rated AI tools and prompts for driving website traffic.

7. AI-Enhanced Keyword Targeting · Schema Markup Generator

FEATURED SNIPPET ANSWER — copy everything below

For the question '[common question from PAA, e.g., "What is a Google Featured Snippet?"]', write a concise answer (40-60 words) suitable for a Google Featured Snippet. Ensure the answer is clear, direct, and defines the concept. Create a document named 'People Also Ask-'+[question] with a H1 heading 'People Also Ask-'+[question].

PAA VARIATIONS — copy everything below

Generate 10 'People Also Ask' question variations related to '[your core topic, e.g., "local SEO"]'. Focus on common questions that users might type into Google. Create a document named 'People Also Ask Relating To -'+[topic] with a H1 heading 'People Also Ask Relating To -'+[topic].

8. Generative Engine Optimization · Schema Markup Generator

SCHEMA MARKUP GENERATION — copy everything below

Act as an expert in structured data and product page schema for SEO. Create schema markup (JSON-LD format) for a product page. The product is named '[Product Name, e.g., "AI-Powered SEO Audit Service"]', described as '[Product Description]', priced at '[Price]' in '[Currency]', and available at '[Product URL]'. Include aggregateRating and review properties ONLY if real ratings and reviews are already published on that page, using the real figures. If there are none, omit both properties entirely. Create a document named 'Schema Product Page Markup -'+[product name] with a H1 heading 'Schema Product Page Markup - '+[product name].

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STRUCTURED FAQ CONTENT

copy everything below

```
Act as an SEO content strategist. For the topic '[Your Topic, e.g., "Core Web Vitals"]', generate 5 frequently asked questions and their concise answers (50-70 words each). Format this as a Q&A section suitable for direct use in content, with each question as an H3 heading and answers as paragraphs, ready for FAQPage schema markup.
Output: Create a document named ‘FAQ Top 5 -‘+[topic] with a H1 heading ‘FAQ Top 5 - ‘+[topic].
```

HTML STRUCTURED SCHEMA FAQ CONTENT

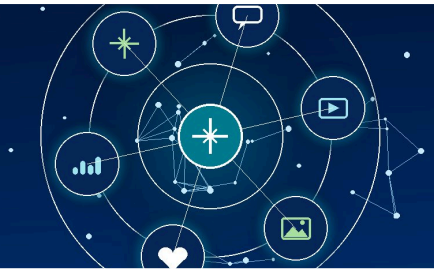
copy everything below

```
Act as an SEO content strategist. For the topic '[Your Topic, e.g., "Core Web Vitals"]', generate 5 frequently asked questions and their concise answers (50-70 words each). Format this as a Q&A section suitable for direct use in content, with each question as an H3 heading and answers as paragraphs, ready for FAQPage schema markup.
Output: Create a HTML document with questions, answers, schema named ‘FAQ Top 5 HTML -‘+[topic] with a H1 heading ‘FAQ Top 5 HTML - ‘+[topic].
```


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09
The tools, and what to read next

All 7, with addresses, and where the rest of the method lives.



Every one of these is free, needs no account, and keeps what you type in your own browser.

STEP 1

Business DNA Builder

Persona, value proposition and brand identity in one guided interview.

`expertaiprompts.info/tools/business-dna-builder/`

STEP 2

Customer Research Sweep

The language real buyers use, from Reddit, YouTube, reviews and Trends.

`expertaiprompts.info/tools/customer-research-sweep/`

STEP 3

Seed Keywords Planner

Seed keywords for every journey stage, with a CSV export.

`expertaiprompts.info/tools/seed-keywords-planner/`

STEP 4

Keyword Clustering Tool

Clusters by intent, then the pillar, its supports and the link map.

`expertaiprompts.info/tools/keyword-clustering-tool/`

STEP 5

SEO Content Brief

One keyword and title become a content prompt and two image briefs.

`expertaiprompts.info/tools/seo-content-brief/`

STEP 6

Schema Markup Generator

Valid JSON-LD built in the browser, plus the PAA and FAQ prompts.

`expertaiprompts.info/tools/schema-markup-generator/`

STEP 7

Prompt Assembler

Puts your Business DNA in front of any prompt in this document.

`expertaiprompts.info/tools/prompt-assembler/`

What this guide does not cover

Topic	Where it goes instead
Writing a prompt from scratch	Prompt Like a Pro
Fixing a prompt that came back nearly right	Top 50 AI Prompt Iteration Commands
Grading a draft against your brand before publishing	Prompt Quality Checkpoint
Planning and scheduling the content once the plan exists	Content Calendar, and the Content Workflow Assembler

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Keep the cheatsheet open while you work. It carries these 14 prompts and nothing else — no commentary, no tables. This guide is the one you read once; that one is the page you keep in a second tab.

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