AI Expert AI Prompts

2026 EDITION

CHEATSHEET · BONUS

Unlock Search Visibility
The AI Keyword Research Blueprint

The whole chain on one sheet: 14 prompts in the order you run them, each marked with the free tool that now does the manual half. The reasoning is in the guide; this is the page you keep open.

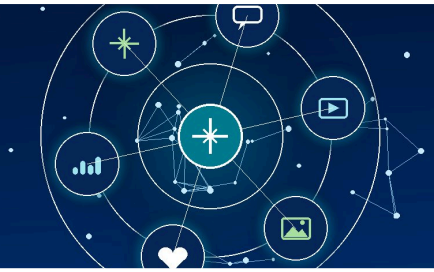
14 prompts | 8 steps | 7 free tools

Build your Business DNA first. Every prompt below asks who you serve and what you sell. Answer that once in the Business DNA Builder and the Prompt Assembler puts it in front of any prompt here, so you never paste your context in by hand again.



01
How the chain runs

Seven free tools, and the judgement they cannot make.



Run the steps in order. Each one hands the next the thing it expects, so nothing is retyped between them: the Seed Keywords Planner exports a CSV the Keyword Clustering Tool reads, and the clustering output names the pages the SEO Content Brief writes.

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/`

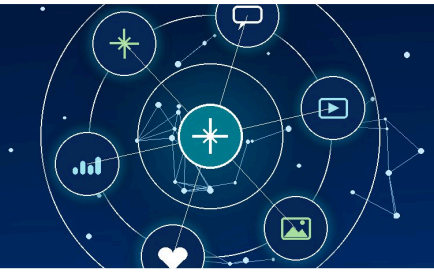
What the tools will not do for you. Choosing which cluster to write first, judging whether a keyword is worth the effort against whoever already ranks for it, and deciding when a pillar page is actually deep enough. That judgement is the guide's subject, and it is the half that makes the difference.

On schema and reviews. The 2025 edition of this cheatsheet told the AI to invent a star score and two customer testimonials for your product markup. That instruction is gone. Review markup has to describe reviews that genuinely exist and are shown on the page; inventing them risks a manual action from Google and is the fastest way to lose the rich result you were chasing.

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02
Laying the Foundation

Now served by the Business DNA Builder.



Before diving into keyword tools, the most critical step is to deeply understand who you're trying to reach and what unique value you offer them.

Tool: Business DNA Builder · expertaiprompts.info/tools/business-dna-builder/

LAYING THE FOUNDATION — copy everything below

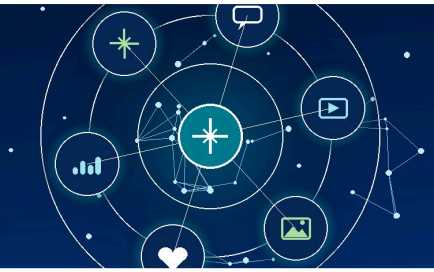
```
Act as a [your industry, e.g., digital marketing] expert. Create a detailed customer persona for [your target audience, e.g., small business owners struggling with online visibility]. Include their demographics, psychographics, main pain points, and ultimate goals. Create a document named ‘Your Customer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


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03

Defining Your Business Value Proposition

Now served by the Business DNA Builder.



Your value proposition clearly articulates why a customer should choose you over a competitor. Translating this value into search intent means understanding how your solution aligns with what users are searching for.

Tool: Business DNA Builder · expertaiprompts.info/tools/business-dna-builder/

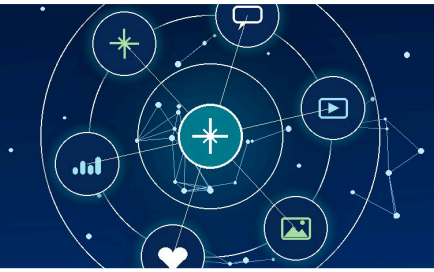
DEFINING YOUR BUSINESS VALUE PROPOSITION — copy everything below

```
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’.
```


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04
AI-Powered Keyword Discovery

Now served by the Seed Keywords Planner.



This phase focuses on generating a broad list of potential keywords, starting with AI for brainstorming and then validating and expanding with dedicated tools.

Tool: Seed Keywords Planner · expertaiprompts.info/tools/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’.
```

LONG-TAIL VARIATIONS

copy everything below

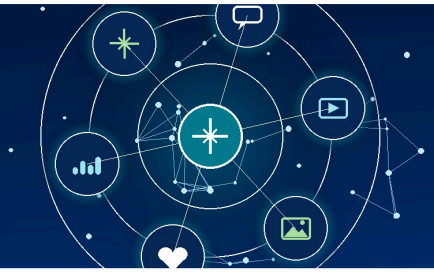
```
Expand on the keyword '[copy & paste seed keyword here]' and generate 15 long-tail keyword variations that indicate high commercial intent, such as 'buy organic cotton summer dress online' or 'best organic cotton dress brands'. Output each keyword on its own line using a full paragraph break between 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’.
```


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05

AI-Driven Keyword Organization

Now served by the Keyword Clustering Tool.



Finding keywords is only half the battle. Organizing them intelligently ensures your content is comprehensive, authoritative, and truly helpful to users.

Tool: Keyword Clustering Tool · expertaiprompts.info/tools/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

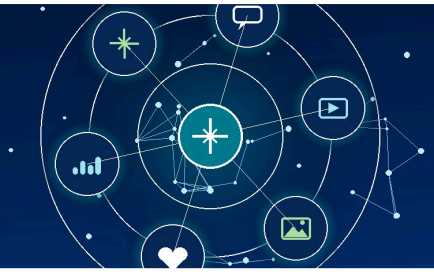
```
Persona: Content strategist and SEO expert.
Task: From a provided list of keywords categorised by user intent, generate four distinct tables in a single document: “Informational”, “Navigational”, “Commercial Investigation”, “Transactional”. For each keyword, provide a unique and compelling title, 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.
```


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06

Prompt For Single Idea To Content Generation

Now served by the SEO Content Brief.



Copy and paste the Prompt into the AI Message box, then fill in the Intent, Ideal Keyword Phrase, Ideal Content Title, Ideal Content Type, Size.

Tool: SEO Content Brief · expertaiprompts.info/tools/seo-content-brief/

PROMPT FOR SINGLE IDEA TO CONTENT GENERATION copy everything below

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


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```
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:

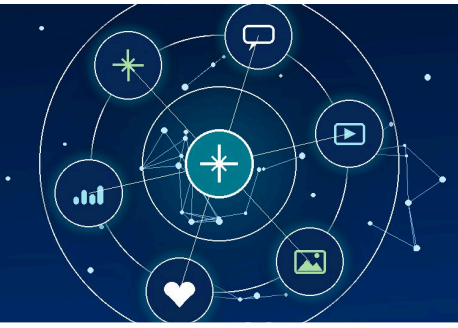
* **Image Description:** A detailed prompt for the AI image generator.
* **Image Style:** A suggestion for the visual style (e.g., realistic, vector, watercolour).
* **Aspect Ratio:** A recommended aspect ratio (e.g., 16:9, 1:1, 4:5).
* **Alt-Text:** Two options for concise, descriptive alt-text (under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


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07

Building Keyword Clusters, Pillar, Support Content with AI Assistance

Now served by the Keyword Clustering Tool.



Create Pillar Content Outline, Pillar Content Draft (in 4 parts), Support meta information. The goal is about 3000 words in length. It assumes the supporting cluster content exists and provides [placeholder] link locations. Allow about 40 seconds of computing time to generate the content. Best run in Google Gemini . Prompt Message Sequence: Prompt as below Input: Keyword Cluster (whole section) including Pillar content and Supporting content ideas

Tool: Keyword Clustering Tool · expertaiprompts.info/tools/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.
```


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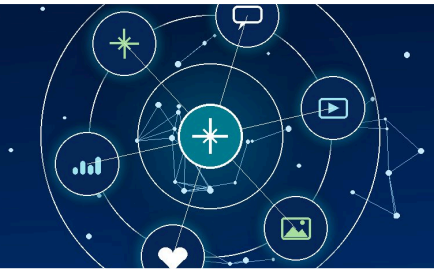
Part 1 of the Draft: Write the introduction and the first few sections of the outline (e.g., the H2 headings). The goal for this part is to be approximately 750 words.
Part 2 of the Draft: Continue writing the next sections of the outline, including a mix of the optional elements like a Case Study or 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.
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.

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08

AI-Enhanced Keyword Targeting

Now served by the Schema Markup Generator.



Featured Snippets and "People Also Ask" (PAA) boxes are prime real estate on Google's search results page. AI can help you structure your content to win these coveted spots.

Tool: Schema Markup Generator · expertaiprompts.info/tools/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].
```

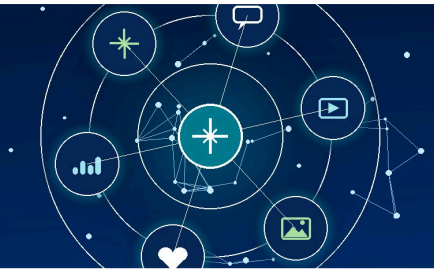
PAA VARIATIONS — copy everything below

```
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].
```


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09
Generative Engine Optimization

Now served by the Schema Markup Generator.



As search engines become more sophisticated and AI-driven, optimizing for Generative Engine Optimization (GEO) becomes paramount. This involves preparing your content not just for traditional search results, but for direct answers, summaries, and conversational AI responses. Structured content and schema markup are critical for this.

Tool: Schema Markup Generator · expertaiprompts.info/tools/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].
```

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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