

25+ AI ChatGPT Prompts for the SEO Campaign Process

1. On-Page SEO

Prompt for ChatGPT:

- *"Analyze the following page for on-page SEO factors: meta tags, header tags, keyword density, internal linking, and image alt text. Provide actionable recommendations for improving keyword optimization, readability, and content structure."*
 - *"Provide a detailed on-page SEO checklist for a blog post targeting the keyword [insert keyword]. Focus on title tags, meta descriptions, header tags, keyword placement, and content readability."*
 - *"Create an SEO-friendly content structure for a webpage targeting the keyword [insert keyword]. Include recommended headings (H1, H2, H3), internal linking suggestions, and optimal keyword distribution."*
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2. Website Audit

Prompt for ChatGPT:

- *"Perform a comprehensive website audit for [website URL]. Include analysis of technical SEO issues such as crawl errors, broken links, site speed, mobile-friendliness, HTTPS, and overall site architecture."*
 - *"Analyze the performance of the homepage for [website URL]. Check for on-page SEO issues, duplicate content, meta tag errors, and overall content quality. Provide a report on areas of improvement."*
 - *"Evaluate the site's mobile performance for [website URL]. Identify areas for improvement in terms of mobile UX, page speed, and mobile SEO."*
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3. Content Marketing

Prompt for ChatGPT:

- *"Generate a content marketing strategy for [website or brand]. Focus on creating engaging blog post topics, content calendar ideas, and long-tail keyword targeting to improve organic traffic."*

- *"Suggest content types (e.g., blog posts, videos, infographics) for the keyword [insert keyword], and create a plan for each content piece aimed at driving organic traffic and backlinks."*
 - *"Provide a content optimization plan for the page on [insert topic]. Suggest ways to improve user engagement, including content length, keyword optimization, multimedia, and user intent targeting."*
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4. Keyword Research

Prompt for ChatGPT:

- *"Conduct keyword research for [niche or industry] using the seed keyword [insert keyword]. Identify long-tail keywords, search volume, competition, and keyword difficulty. Provide a list of keywords to target in 2025."*
 - *"Generate a list of 20 long-tail keywords related to [topic]. Include search volume, keyword difficulty, and intent classification (informational, transactional, etc.)."*
 - *"Provide keyword clusters for the topic [insert keyword]. Identify pillar keywords and related subtopics for creating an effective content silo."*
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5. Competitor Analysis

Prompt for ChatGPT:

- *"Perform a competitor analysis for [website URL] in comparison with top competitors like [competitor 1], [competitor 2], and [competitor 3]. Provide insights on their top-ranking keywords, backlink strategies, content approach, and SEO strengths and weaknesses."*
 - *"Analyze the backlink profile of [competitor's website] and identify high-authority backlinks they are leveraging. Suggest strategies to replicate or outperform their link-building tactics."*
 - *"Analyze the content strategy of [competitor's website] based on their top-performing blog posts. Suggest how to create similar or better content to target the same audience."*
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6. Link Building

Prompt for ChatGPT:

- *"Create a link-building strategy for a website in the [insert industry/niche] niche. Focus on high-quality, authoritative link sources and ethical methods such as guest posting, outreach, and content partnerships."*

- *"Generate a list of 10 potential websites for backlink outreach in the [insert niche] industry. Include details on their domain authority, traffic, and likelihood of accepting guest posts or collaborations."*
 - *"Analyze the backlink profile of [website URL] and identify toxic backlinks or potential areas for improvement. Provide a plan to disavow harmful links and acquire high-quality backlinks."*
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7. Analytics for SEO Performance Tracking

Prompt for ChatGPT:

- *"Create a detailed report analyzing the SEO performance of [website URL] over the last 3 months using Google Analytics and Search Console. Include insights on organic traffic trends, top-performing pages, bounce rates, and any fluctuations in rankings."*
 - *"Generate a list of key SEO metrics to track regularly for improving overall SEO performance. Include KPIs such as organic traffic, conversion rates, keyword rankings, backlink growth, and site speed."*
 - *"Provide an analysis of the site's Google Search Console data. Identify keyword ranking changes, clicks, impressions, CTR, and any issues related to mobile usability or crawling."*
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Bonus: Voice Search Optimization (for 2025 trends)

Prompt for ChatGPT:

- *"Provide a strategy for optimizing a website for voice search. Focus on long-tail, conversational keywords, FAQs, structured data, and improving the site's load time for voice-based queries."*
 - *"Analyze the content on [website URL] for voice search optimization. Identify opportunities to incorporate natural language phrases and featured snippets to improve visibility in voice search results."*
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These prompts cover various SEO tasks for 2025, with a focus on evolving SEO strategies such as mobile-first optimization, voice search, and AI-driven content creation.