

How I Use ChatGPT to Get Found by Clients

MINTRO: Set Up ChatGPT to Act Like Your SEO Strategist

- Step 1: Assign the Role
- Prompt:

None

From now on, you are my SEO + Visibility Strategist. You specialize in working with [update personal brand entrepreneurs and service providers]. You understand how to use keywords, optimize bios and websites, and help me get found by the right clients—without sounding robotic or salesy.

- Step 2: Tell ChatGPT the Task
- Prompt:

None

I want to optimize my visibility online using SEO-specifically my website copy, social bios, and long-form content. You will help me improve these assets using my brand voice and audience insights, which I'll upload.

Step 3: Ask the Al to Reflect

Prompt:

None

Before we begin, tell me what you know about this role and what common mistakes people make when trying to improve their SEO visibility. Then tell me how you will help me avoid those mistakes based on the documents I'm providing.

STEP 1: Discover the Right Keywords

Why it matters: You need to use the words your dream clients are *already searching for* so they can find you.

- Prompt:
- Now upload:
 - Brand Voice Guide
 - Ultimate Persona Guide

None

Based on my Brand Voice Guide and Ultimate Persona Guide, (see attached) identify:

- 10 high-intent keywords my audience might search
- 5 long-tail keyword phrases I could rank for faster
- Any local search terms I should include for regional visibility

Also, suggest 3 keyword themes I could build a content series or blog strategy around.

Any previous content (website, bios, blogs)

P Bonus:

- "Group keywords into categories: offer-specific, authority-building, FAQ-style."
- "Which of these keywords would perform well on Instagram or LinkedIn?"

STEP 2: Optimize Your Social Media Bio

Why it matters: Your bio is searchable—and it's one of the first things people read.

Prompt:

None

Using the guides I've uploaded, rewrite my [Instagram/LinkedIn/TikTok] bio to:

- Include at least 1 keyword
- Stay aligned with my tone
- Make it clear who I help and how I help them

See my current bio attached

[Insert your current bio here/ screenshot]

Follow-ups:

- "Give me 3 variations: one punchy, one keyword-heavy, one storytelling."
- "Shorten this for Instagram's 150-character limit."
- "Suggest hashtags or keyword phrases I could include in my display name or name field."

STEP 3: Optimize Website Copy (Screenshot Method)

Why it matters: Your website is your 24/7 salesperson—and Google can't rank what it can't understand.

- How to execute:
 - 1. Take a screenshot of each section (hero, about, services, etc.)
 - 2. Upload the screenshot to ChatGPT and paste this prompt:

Prompt:

None

This is a screenshot from my opening homepage first section of my website. Transcribe the text, analyze it for clarity and SEO, and rewrite it using my brand voice and keywords. Make sure it sounds natural and guides people to take action.

Follow-ups:

- "Suggest a stronger SEO headline with a keyword."
- "Add a clear call-to-action to this section."
- "What could I say here that positions me as the expert and builds trust?"

Why it matters: Blog posts, LinkedIn articles, and even long captions = SEO gold when optimized correctly.

Prompt:

None

Here is a blog post (or long-form caption). Optimize it for search while keeping my voice, storytelling style, and target

audience in mind. Use keywords naturally and improve formatting for readability.

[Paste content]

Follow-ups:

- "Write a better SEO title and meta description."
- "Add subheadings or structure to make it easier to scan."
- "Suggest 3 follow-up blog topics I could write next."

STEP 5: Create a 30-Day Visibility Plan

Why it matters: SEO is about consistency—not just one-and-done updates.

Prompt:

None

Using what you know from my guides and keyword research, create a 30-day visibility plan to help me show up consistently and improve discoverability. Include:

- Social post ideas
- Website updates
- Blog/podcast/guest content suggestions
- Light PR opportunities in my niche

📌 Follow-ups:

- "Break this into weekly sprints I can execute solo or with a VA."
- "Turn this into a repurposing plan from 1 blog into 5 posts."

Bonus SEO Upgrades (Optional But Powerful)

1. Optimize Your Image Metadata:

Prompt:

None

Give me SEO-friendly file names and alt-text descriptions I can use for the images on my website or blog. Focus on keywords and accessibility.

2. Improve Your "Name Field" on Instagram/LinkedIn:

Prompt:

None

Based on my keywords and offers, what should I include in my Instagram or LinkedIn display name to improve searchability and positioning?

3. Add SEO-Optimized Testimonials or Case Studies:

Prompt:

None

Rewrite this testimonial to include relevant keywords and sound more results-driven, while still feeling authentic.

[Paste testimonial]

Final Takeaway Prompt (To End the Session)



None

What else can I do to improve my discoverability online using AI-powered SEO strategies that don't require advanced tools or plugins? Give me 3 ideas I haven't tried yet.

What Is Metadata?

Metadata = behind-the-scenes info that tells Google and social platforms what your content is about.

It doesn't show up on your website for visitors to see, but it does influence:

- How you show up in search results
- What text appears when someone shares your page on social media
- Whether your content gets clicked on or ignored

3 Key Types of Metadata You Should Know

1. Page Title (aka SEO Title)

- This is the headline that appears in Google search results.
- It's different from the title you see on the actual page.

Example:

What Google Sees: "Brand Strategy for Women Entrepreneurs | Monique Bryan" What the Page Says: "Let's Build a Brand That Books."

* Best Practice: Include 1 keyword + something clickable/clear

2. Meta Description

- This is the short paragraph under your page title in search results.
- It's like your elevator pitch to get people to click.

Example:

"Learn how to build a personal brand that gets premium clients, press, and paid opportunities. Done-for-you strategy + coaching with Monique Bryan."

Best Practice: 155 characters or less + clear CTA + keyword

3. Image Alt Text + File Names

- Alt Text = a short description of the image (for accessibility and SEO)
- File Name = the name of the image file when you upload it

Example:

- Bad File Name: IMG_398348.jpg
- Good File Name: brand-photoshoot-monique-speaking.jpg
- Alt Text: "Monique Bryan speaking on stage at a personal branding workshop for entrepreneurs"
- Best Practice: Use keywords, describe the image clearly, no fluff

🧭 Where to Update Metadata on Your Website

It depends on your platform, but here's where to find it on the most popular ones:

On Showit, Squarespace, Wix, or WordPress:

Look for:

- SEO Settings
- Page Settings
- Advanced Settings

You'll be able to edit:

- SEO/Page Title
- Meta Description
- Social Share Image/Text (Open Graph)
- Image Alt Text

On Kajabi or Kartra:

Look for:

- Page Builder → Settings → SEO
- Marketing Pages → Customize SEO details

Where to Add Alt Text & File Names (any platform):

- When you **upload an image**, look for:
 - "Alt Text" or "Image Description" box
 - Option to rename the file before uploading

Quick Prompt for Updating Metadata with ChatGPT

Prompt:

Using my brand voice and keywords, write an SEO title and meta description for the following page on my website: [Insert URL or describe what the page is about] Make the title clear, include a keyword, and write a description that encourages clicks.

Swipe File: Strong Metadata Examples

Use these as inspo for your homepage, sales page, blog posts, or about page

🧦 Homepage – Personal Brand Coach

Page Title:

Build a Personal Brand That Books Clients, Media + Stages | Monique Bryan

Meta Description:

Ready to be seen? I help women entrepreneurs build magnetic brands that attract premium clients, press, and paid speaking gigs. Done-for-you strategy that works.

Why it works: Includes high-intent keywords ("personal brand," "clients," "speaking gigs"), clearly communicates value, and speaks to pain points and outcomes.

Sales Page – VIP Day

Page Title:

VIP Brand Strategy Day for Experts + Coaches | Book Your Brand Glow-Up

Meta Description:

Book a full-day brand strategy experience with Monique Bryan. Get clarity, content, and a game plan to show up like the pro you are. Limited spots monthly!

Why it works: Uses urgency ("limited spots"), keyword-rich ("brand strategy," "coaches"), and highlights transformation ("clarity, content, game plan").



Page Title:

Meet Monique Bryan | Personal Brand Strategist for Women Entrepreneurs

Meta Description:

I'm Monique, your brand's secret weapon. I help diverse women entrepreneurs clarify their message, show up like pros, and build brands that open doors.

Why it works: Personal, warm tone while still including search terms like "brand strategist" and "women entrepreneurs."

Blog Post – SEO Tips

Page Title:

How to Use ChatGPT for Easy SEO (Even If You're Not Techie)

Meta Description:

Learn how I use ChatGPT to boost my Google rankings without plugins or tech headaches. This step-by-step guide is for coaches + creators who want visibility, fast.

Why it works: Clear value, audience-specific ("coaches + creators"), problem-solving, and keyword-based ("ChatGPT for SEO").

🔆 Opt-In Page – Lead Magnet

Page Title:

Free Brand Visibility Checklist for Women Entrepreneurs

Meta Description:

Want to get found online? Download my free checklist to improve your SEO, social bios, and website visibility in just 30 minutes. No tech jargon, just results.

Why it works: Specific, promise-focused, and includes SEO-friendly phrases like "visibility," "checklist," and "get found online."

汼 Podcast Page

Page Title:

Booked, Branded & Bossing It – Personal Brand Podcast by Monique Bryan

Meta Description:

The podcast for women in business who are building brands that convert. Real talk on visibility, content, and stepping into the spotlight.

Why it works: Calls out the audience directly, uses podcast-related keywords, and mirrors how someone might search for it.