

AI SEO PROMPT LIBRARY

8 Reusable Prompts for Technical SEO Work

Claude AI + ChatGPT | Tested on real SA websites | Copy, customise, and reuse

8 Reusable Prompts	2 AI Tools Compared	100% Tested on Real Data	∞ Reusable on: Any Client
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Introduction — How To Use This Library

The Golden Rule of AI-Assisted SEO

This prompt library contains 8 reusable prompts tested on real South African websites during SEO audit process. Each prompt is a template — replace the bracketed placeholders with your specific client details and paste into Claude AI or ChatGPT.

The Golden Rule

AI gives you exactly what you ask for — nothing more. The quality of your output equals the quality of your input. A vague prompt produces generic output. A specific, well-structured prompt with clear constraints, context, and required format produces professional, client-ready output.

Always validate AI output with your own SEO knowledge. AI is a tool that accelerates your work — it does not replace your judgement. In this library you will see AI produce an invalid schema type (FuneralHome), recommend competitor keywords without checking if they are relevant, and write Tshivenda that needs native speaker review. Your expertise catches what AI misses.

Claude vs ChatGPT — When To Use Which

Task	Claude AI	ChatGPT
Strategy & analysis	Deeper reasoning, nuanced recommendations, strategic brand positioning	Structured summaries, scannable output for client presentations
Content briefs	More detailed writer guidance, cultural nuance, funnel stage awareness	Cleaner structure, easier to scan, good for quick reference
Schema markup	More complete implementation, flags its own limitations, implementation options	Good starting point, missing advanced fields like geo and sameAs
Competitor analysis	Real-time web search, finds specific facts and sources	Pattern-based analysis without live verification
Keyword clustering	Better at identifying cannibalization risks and strategic nuances	Cleaner visual structure, easier to present to clients
GEO optimisation	More sophisticated understanding of AI citation mechanics	Clear practical list format, easier to action
Audit interpretation	More nuanced prioritisation, stronger client communication	Better emoji-based visual hierarchy for presentations
Meta descriptions	More psychologically insightful reasoning	More consistent structural format

Professional approach: Use both tools on every significant task. Claude for depth and strategy. ChatGPT for structure and client presentation. You make the final decision using your SEO knowledge to validate both outputs.

Section 1 — The 8 Prompts

Copy, Customise, and Reuse on Any Client

P1 Meta Description Generator

When to use: Any page needing a meta description — service pages, blog posts, homepages

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

I need a meta description for this page:

Business: [BUSINESS NAME]
Page: [PAGE NAME]
Location: [CITY, PROVINCE, COUNTRY]
Primary keyword: [KEYWORD]
Max length: 160 characters
Tone: [compassionate/professional/urgent/friendly]

Requirements for each variation:

- Include primary keyword naturally
- Include location
- Include ONE unique differentiator (choose from: [LIST YOUR DIFFERENTIATORS])
- End with a clear call to action
- Must make someone choose [BUSINESS] over a competitor in search results

Write 3 variations. After each show:

- Character count
- Which differentiator you used
- Why a user would click this over a competitor

Claude Strength

Deeper psychological reasoning — 'Grief doesn't follow business hours' — understands emotional context behind search queries

ChatGPT Strength

More consistent format, cleaner structure, good for producing multiple variations quickly for client review

Key Lesson: Adding the 'why would they click' requirement forces AI to think strategically, not just mechanically. Always ask AI to explain its reasoning.

P2 Title Tag Generator

When to use: When optimising or creating title tags — especially after an audit reveals weak or short titles

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

Generate optimised title tags for these pages on [WEBSITE]:

Business: [BUSINESS NAME]
Location: [CITY, PROVINCE, COUNTRY]

Max length: 60 characters each

Pages to write title tags for:

1. [PAGE 1 NAME]
2. [PAGE 2 NAME]
3. [PAGE 3 NAME]

Requirements for each title tag:

- Primary keyword first
- Brand name included
- Location included where possible
- Stay under 60 characters
- Each page must target a DIFFERENT keyword

After each title tag show:

- Character count
- Primary keyword targeted
- Search intent (transactional/navigational/commercial)

Claude Strength

Adds strategic differentiators unprompted — adds 'Affordable' to burial plans title without being asked, showing strategic brand positioning awareness

ChatGPT Strength

More consistent adherence to character limits, keyword-first structure — reliable for bulk title tag production

Key Lesson: Keyword-first wins for local businesses with low brand awareness. Brand-first only makes sense for established brands people already search by name.

P3

Audit Interpreter

When to use: After running SQL queries on Screaming Frog or GSC data — turn raw findings into a professional client report

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

I ran a technical SEO audit on [WEBSITE] using Screaming Frog and MySQL queries.

Here are my findings:

[PASTE YOUR SQL QUERY RESULTS HERE]

Please:

1. Prioritise these issues by SEO impact (Critical / High / Medium / Low)
2. For each issue explain WHY it hurts rankings
3. Write a 90-day fix roadmap grouping quick wins (week 1-2) separately
4. Identify which 3 fixes would have the biggest impact if done first
5. Write an executive summary in plain English for a non-technical client

Claude Strength

ChatGPT Strength

More nuanced prioritisation, stronger strategic framing — 'the site has 27,802 impressions but only captures 738 clicks — that gap is the opportunity'

Cleaner visual hierarchy with emoji priority system, more scannable for client presentations, better for executive summaries

Key Lesson: This is the SQL + AI superpower. SQL finds the data. AI interprets and presents it. Together you produce a complete professional report in minutes that would take hours manually.

P4 Keyword Clustering

When to use: After keyword research — group keywords into page clusters to prevent cannibalization

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

Here is a keyword list for a [BUSINESS TYPE] in [LOCATION]:

[PASTE KEYWORD LIST]

Please:

1. Group into clusters where each cluster = one page on the website
2. For each cluster identify:
 - Cluster name
 - Primary keyword
 - Secondary keywords
 - Search intent
 - Best page type
 - Suggested URL slug
3. Flag any keywords to eliminate
4. Identify cannibalization risks
5. Suggest 2 additional keywords per cluster

Claude Strength

Better at strategic cannibalization risks, correctly identified burial society as wrong audience for a funeral home — not just a competitor keyword

ChatGPT Strength

Cleaner cluster presentation format, better visual structure for presenting to clients, good for multi-cluster sites

Key Lesson: Always provide business context — 'MTG Funerals is a funeral home, not a burial society.' Without context, AI can't eliminate wrong-industry keywords.

P5

Content Brief Generator

When to use: Before writing any blog post or service page — create a structured brief for yourself or a copywriter

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

Write a detailed SEO content brief for this blog post:

Target keyword: [KEYWORD]
Business: [BUSINESS NAME]
Location: [LOCATION]
Target audience: [WHO READS THIS]
Word count target: [e.g. 1000-1500 words]
Tone: [e.g. compassionate, educational]

Include in the brief:

1. Recommended H1 tag
2. Recommended meta description (160 chars)
3. Content outline with H2 and H3 subheadings
4. 5 semantic keywords to include naturally
5. 3 internal linking opportunities
6. FAQ section with 4 questions and answers
7. Call to action recommendation
8. One paragraph in [LOCAL LANGUAGE] as a cultural connection element
9. Search intent this post satisfies

Claude Strength

More detailed writer guidance with notes inside each section, cultural nuance, funnel stage awareness — includes a note to have Tshivenda reviewed by a native speaker

ChatGPT Strength

Cleaner structure with clear emoji section headers, easier to scan and follow as a checklist for writers

Key Lesson: Asking for a paragraph in the local language is a powerful cultural SEO move no competitor will do. Always have it reviewed by a native speaker before publishing.

P6

Schema Markup Generator

When to use: When implementing or updating schema markup on any page

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

Generate complete JSON-LD schema markup for this page:

Business name: [NAME]
Business type: [TYPE]
Page: [PAGE NAME]
Address: [FULL ADDRESS]
Phone: [NUMBER]
Email: [EMAIL]
Hours: [OPENING HOURS]

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Services: [LIST SERVICES]
Area served: [LOCATIONS]
Price range: [FROM AMOUNT]
Founded: [YEAR]
Languages spoken: [LIST LANGUAGES]
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Also generate a FAQPage schema with these questions targeting these keywords: [LIST YOUR FAQ QUESTIONS]

Requirements:

- Use only valid schema.org types
- Flag any fields that might cause issues
- Add availableLanguage property
- Show complete script tags for WordPress

Claude Strength

More complete implementation with geo coordinates, sameAs social links, service URLs — includes WordPress implementation options and validation checklist

ChatGPT Strength

Good starting point, cleaner output format — but missing advanced fields

Key Lesson: CRITICAL: Both AI tools used @type FuneralHome — an invalid schema type. Always validate with validator.schema.org before using. Your hands-on experience will catch what AI misses.

P7

GEO Optimisation Analyser

When to use: When you want your client's page to appear in ChatGPT, Perplexity, or Google AI Overview answers

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

I want my page to appear in AI-generated answers on ChatGPT, Perplexity, and Google AI Overviews.

Page summary:

- Business: [NAME]
- Location: [LOCATION]
- Services: [LIST SERVICES]
- Unique advantage: [DIFFERENTIATOR]
- Price: [FROM AMOUNT]
- Founded: [YEAR]

Target query: [QUERY TO APPEAR FOR]

Please:

1. Why AI might not cite this page currently
2. Write an AI-citation-ready introduction paragraph (150-200 words)
3. List 5 citable facts to add to the page
4. What structured data helps AI understand this page better

5. How is GEO different from Google SEO?

Claude Strength

More sophisticated understanding of AI citation mechanics — 'AI cannot quote a feeling, it can only quote a fact' — better strategic framing of the paradigm shift

ChatGPT Strength

More actionable practical list format, easier to implement immediately, clearer structure for client reports

Key Lesson: GEO optimises for extraction, not ranking. Every sentence in your AI-citation-ready paragraph should be one standalone attributable fact. No fluff. No brand language.

P8 Competitor Gap Analysis

When to use: When starting work on a new client — understand what competitors rank for that the client is missing

THE PROMPT — Copy, fill in brackets, paste into Claude or ChatGPT:

I am doing SEO for [MY BUSINESS] in [LOCATION].
Website: [URL]
Services: [LIST SERVICES]
Founded: [YEAR]

My main competitors are:

1. [COMPETITOR 1] — [URL]
2. [COMPETITOR 2] — [URL]
3. [COMPETITOR 3] — [URL]

Please:

1. What keywords are competitors likely ranking for that I am probably missing?
2. What content do competitors have that should I create?
3. What are my 3 genuine competitive advantages over these specific competitors?
4. What is the most realistic 90-day path to outranking [LOCAL COMPETITOR] for [TARGET KEYWORD]?
5. What is my unfair advantage that no national competitor can replicate?

Claude Strength

Real-time web search finds specific facts — Thabelo incorporated 2013, Doves has no Thohoyandou branch, Avbob is insurance not funeral home — verified competitive intelligence

ChatGPT Strength

Pattern-based analysis, good for identifying content gaps and keyword opportunities without needing to verify specific facts

Key Lesson: Claude found that Doves has no Thohoyandou presence and Avbob is an insurance office — not a funeral home. This completely changed the competitive landscape. Real intelligence beats assumptions.

Section 2 — GEO vs Traditional SEO

The Most Important Shift in Search Marketing Right Now

Generative Engine Optimisation (GEO) is the practice of optimising content to be cited by AI-generated answers in tools like ChatGPT Search, Perplexity, and Google AI Overviews. It requires a fundamentally different approach from traditional Google SEO.

Factor	Traditional Google SEO	AI Citation Optimisation (GEO)
Goal	Rank on page 1	Be cited as a source in AI answers
Trust signal	Backlinks from other sites	Cross-source corroboration
Content style	Comprehensive and keyword-rich	Factually dense, declarative sentences
Key asset	Title tag and meta description	First paragraph and FAQ schema
Measurement	Rankings and organic traffic	AI citation appearances
User behaviour	User clicks through to your page	Answer delivered without a visit
Content format	Long-form guides and blog posts	Short, quotable factual statements
Optimisation goal	Be found	Be quoted

The AI-Citation-Ready Paragraph Formula

Structure every AI-citation-ready introduction using this formula:

- Sentence 1: What the business IS — type, name, location
- Sentence 2: When it was founded and how long it has operated
- Sentence 3: Specific services offered — named individually
- Sentence 4: Pricing anchor — starting price stated clearly
- Sentence 5: Unique differentiator — stated as a specific verifiable claim
- Sentence 6: How to contact or take action

Every sentence must be a standalone attributable fact. No brand language. No adjectives like 'compassionate' or 'trusted' without a fact to back them up. AI engines cannot quote a feeling — they can only quote a fact.

Section 3 — Real World Validation

What Happened When These Prompts Were Tested

Every prompt in this library was tested on real South African websites during Phase 2 of the SEO learning programme. Here are the key validation findings:

P	Prompt	What AI Got Right	What AI Got Wrong — Human Fixed
1	Meta Description	Included differentiators, CTR psychology, cultural tone	Generic first attempt — needed better prompt to add differentiators
2	Title Tag	Correct intent labelling, keyword-first structure	Brand-first on homepage — switched to keyword-first for local SEO
3	Audit Interpreter	Full 90-day roadmap, executive summary, priority ranking	None — strongest prompt performance in the library
4	Keyword Clustering	Caught cannibalization risks, identified missing clusters	Kept 'burial society' — human caught it was wrong audience
5	Content Brief	Tshivenda paragraph, cultural context, funnel stage	Tshivenda needs native speaker review — AI flagged its own limitation
6	Schema Generator	Complete JSON-LD, WordPress instructions, validation checklist	Both AI tools used @type FuneralHome — invalid. Human fixed to LocalBusiness
7	GEO Optimisation	AI-citation paragraph formula, GEO vs SEO comparison	None — strongest strategic output of all 8 prompts
8	Competitor Analysis	Found Doves has no Thohoyandou branch, Avbob is insurance	ChatGPT gave pattern-based analysis — Claude's web search was far more valuable

The Most Important Insight

AI accelerates your work. It does not replace your judgement. The most valuable moment in this entire prompt library was when a human — who had personally fixed a schema error in Week 4 — caught the exact same error in AI-generated output. That is the irreplaceable value of technical knowledge combined with AI tools.

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