

Top 20+ ChatGPT Prompts for SEO: Tested by an SEO Expert

If you've been doing SEO for a while, you already know how much time goes into keyword research, writing, and fixing on-page SEO. But now things have changed. ChatGPT has made this whole process faster and smarter. In 2025, many SEO experts (including me) are now using **ChatGPT for SEO** to save hours every week. From finding keywords and writing meta descriptions to generating full blog ideas, this tool can literally do half your SEO tasks — if you know the right prompts to use.

And that's what this blog is all about. We've collected some of the **best ChatGPT prompts for SEO**, personally tested on real projects. These are not random prompts copied from the internet. But each prompt is very useful.

Why Use ChatGPT for SEO?

If you've ever worked with SEO before, you know very well how tough it is to manage everything. Like, research, writing, and optimization. ChatGPT makes this process very easy. For us, for example, ChatGPT is like having an assistant who understands your project, and helps you resolve things faster.

And ChatGPT is not only a writing tool. But it helps you think. You can use it for keyword research, content ideas, writing blog outlines, or even fixing meta tags. For example, if you give the right ChatGPT prompts for SEO, it can easily plan your keywords, suggest headings, or generate a catchy meta description — all in a few seconds.

These SEO ChatGPT prompts are also useful for different purposes. Want a blog that sounds like you're chatting with someone? Or maybe you need it to work well with voice search? It can rewrite your stuff however you want it.

How to Write Effective ChatGPT Prompts for SEO

If you just ask ChatGPT something like “give me keywords,” you will not get the desired results for sure. And ChatGPT will provide you with some random stuff you don't even need at all. So, you've got to tell it very clearly. Like what you want, who you're writing for, and what kind of answer you expect. That's literally how AI prompts for SEO work. If you write more details, it will give you better results.

When you use ChatGPT prompts for SEO, always be specific. For example, say:

“Suggest 10 long-tail keywords for ‘organic skincare products’ for Indian buyers.”

Now, if you're using SEO ChatGPT prompts for your blog or meta tags, just remember - the tool doesn't know your business like you do. So, guide it properly!

Top 20 ChatGPT Prompts for SEO (Tested & Proven)

If you've ever sat staring at a blank screen, not knowing what keyword to target or how to start your SEO draft — these prompts will make your life easier. These are real ChatGPT prompts for SEO that have been tested by experts and actually work. You can use them for keyword research, on-page SEO, content writing, and even link building.

And if you run a business, these prompts can save you hours every week. Whether you're handling a blog, an agency, or a Shopify store — these SEO ChatGPT prompts will help you plan faster and write smarter.

You can check our [Shopify development services](#) if you're looking to optimize your store or improve your SEO strategy.

A. Keyword Research Prompts

- Prompt 1: "Generate 20 long-tail keywords for [topic] with low competition."
- Prompt 2: "Find trending SEO keywords for [industry] in India."
- Prompt 3: "Create keyword clusters around [main keyword]."

Everyone knows that keywords are the base of SEO. But let's be honest, finding the right ones is not that easy. You keep switching between keyword tools, checking volumes, and still feel unsure which one to pick. It takes a lot of time.

With AI prompts for SEO, you don't need to do all that manually. Using ChatGPT prompts, now for example, you can get keyword ideas, trending topics, or long-tail phrases. ChatGPT will help you sort things in minutes. You give the topic, and it throws back a full list of keyword ideas ready to use.

B. On-Page SEO Prompts

Here are some tested ChatGPT prompts for SEO you can use everyday:

- Prompt 4: "Write an SEO-optimized meta title and description for [topic]."
- Prompt 5: "Generate alt text for these images related to [topic]."
- Prompt 6: "Suggest internal linking opportunities for this blog: [paste blog text]."

When you talk about SEO, on-page optimization is the part you can't ignore. You might have the best keywords in the world, but if your titles, descriptions, and tags are not optimized, your page won't show up in Google. That's why ChatGPT prompts for on-page SEO are very important.

You can use it for almost anything — writing meta titles, checking alt texts, or finding internal linking ideas. These prompts are simple, but they save hours of manual work. And if you're running an eCommerce store, our [Shopify expert agency](#) team uses the same process to optimize product pages so your listings rank better and load faster.

C. Content Creation Prompts

Here are the content creation ChatGPT prompts:

- Prompt 7: "Create a blog outline for [topic] targeting [keyword]."
- Prompt 8: "Write an SEO-optimized introduction for a blog about [keyword]."
- Prompt 9: "Generate FAQs related to [keyword] for featured snippets."

When it comes to SEO, content is said to be the King. And you heard it many times. And, content is something that connects everything together. Like, keywords, links, and user intent. It's pretty much hard to write fresh and unique content everyday. But with ChatGPT prompts, this problem has been solved.

D. Competitor & SERP Analysis Prompts

Here are a few tested ChatGPT prompts for SEO experts you can try:

- Prompt 10: "Analyze top 5 ranking pages for [keyword] and summarize what makes them rank."
- Prompt 11: "Suggest SEO improvements based on this competitor URL: [paste link]."

If you do SEO, you'll get this. You write good content, fix meta tags, but your competitor still ranks higher. That's where ChatGPT prompts for SEO help. No need to check each competitor page manually. Let ChatGPT do that work. It shows you what content, keywords, and backlinks they're using to rank better. You'll know what they're doing right — and what you can improve on your side. For example, you can paste your competitor's link, and ChatGPT will tell you everything. For example: their FAQs, schema markup, and headings. Once you know that, fixing your own page becomes much easier.

At Appco Software, being a trusted [digital marketing agency in Jaipur](#), we use the same method for SEO audits and competitor research. It helps our clients not only match but outrank similar websites.

E. Technical SEO Prompts

Here are some of the most useful ChatGPT prompts for SEO that every digital marketer should try:

- Prompt 12: "Generate schema markup for a product/service page about [topic]."
- Prompt 13: "Audit this web page for SEO issues: [paste URL]."

You can have the best content, great backlinks, and strong keywords. But if your website's technical side is weak, Google is not going to rank it. Because technical SEO is the core. If it's not strong, everything above it can collapse anytime.

Now, the problem is, most people find technical SEO confusing — things like schema, tags, and page speed feel too complex. But here's the good part — you can use **ChatGPT for on-page SEO** and technical fixes to make it easier. It helps you find and fix the issues that actually stop your pages from ranking.

F. Local SEO Prompts

You can use these SEO ChatGPT prompts to make your local presence stronger:

- Prompt 14: "Generate SEO keywords for a local business in [city]."
- Prompt 15: "Write Google My Business post ideas for [business name]."

If your business serves a local area — like a city, town, or even one neighborhood — then Local SEO is something you can't ignore. Because when people search things like "best bakery near me" or "[Shopify development company in Jaipur](#)", Google wants to show results that are close and relevant.

Now, most people still use the same keywords and strategies they use for global SEO. But that won't work for local searches. You need local keywords, citations, and Google My Business updates. **ChatGPT for SEO** can help a lot here. Let's suppose you run a digital agency in Delhi. ChatGPT gives you keywords like "[digital marketing agency in Delhi NCR](#)" or "SEO company near Connaught Place." You can also ask it to write short GMB posts - offers, updates, reviews - whatever you want to post weekly.

G. Link Building & Outreach Prompts

Here are a few tested **ChatGPT SEO prompts** you can use right away:

- Prompt 16: "Suggest 10 guest post ideas related to [niche]."
- Prompt 17: "Create an outreach email template for backlink opportunities."

When you work on SEO, getting your site noticed is not just about good content — it's also about who's talking about you online. That's where link building helps. When other websites mention your name or share your link, it adds credibility and improves your ranking naturally.

The problem is, building those links manually takes time. You have to find the right websites, pitch ideas, and write messages that don't sound copy-pasted. And for this reason only, many digital marketers use these **ChatGPT prompts for SEO**.

For instance, if you're promoting a **Shopify expert agency** or a lifestyle brand, you can ask ChatGPT to suggest blog topics that attract backlinks — something unique that editors actually

want to publish. You can also generate quick outreach templates that sound personal and relevant.

H. Content Optimization Prompts

Here are some AI prompts for SEO:

- Prompt 18: "Rewrite this paragraph to improve SEO readability and keyword density."
- Prompt 19: "Optimize this existing content for voice search queries."
- Prompt 20: "Suggest semantic keywords related to [main keyword]."

Writing content is one thing. Making it rank is different. You can write a great blog, which is a very good thing. But if you have not optimized that post, no one will see it on SERPs. That's why content optimization matters. It's what turns good writing into something Google actually wants to show on the first page.

Now, doing all that manually (checking readability, keyword use, headings, and voice search terms) can take forever. This is where ChatGPT prompts for SEO help. With some good prompts, you can fix your old content. You can improve your keyword placement. And you can also make it better for readers and Google.

Bonus: Advanced ChatGPT Prompts for SEO Experts

- Prompt 21: "Act as an SEO strategist. Create a 30-day SEO content plan for a SaaS website targeting 'marketing automation tools.'"
- Prompt 22: "Analyze this website's SEO (paste URL) and give me a technical audit checklist with priority fixes."
- Prompt 23: "Generate a full keyword mapping strategy for a Shopify eCommerce store selling fashion accessories."
- Prompt 24: "Write a month-long content strategy to improve organic traffic for a digital marketing agency."
- Prompt 25: "Compare top 3 ranking competitors for [keyword] and highlight content gaps."

Once you get comfortable with SEO, you know what it takes to do your work in less time. And to do that, you might use these advanced ChatGPT prompts for SEO. The prompts that we have mentioned in this article don't just give you keyword ideas. But if you use them properly, you can plan a full campaign & do audits. And most importantly, you can even build monthly content strategies.

When you give ChatGPT clear details (like your niche, target audience, and business type) it can work like your personal SEO planner. You just need to tell it what you're trying to do, and it will guide you step by step.

For example, if you're running multiple client websites, you can ask ChatGPT to prepare a 30-day blog plan — with keywords, titles, and meta ideas. You don't need to switch between 5 tools anymore. Just one prompt, and you'll have everything ready.

How to Use These SEO Prompts Effectively

Now, just using prompts here and there won't give you big results. You have to connect them properly — like a full **SEO workflow**. For example, start with keyword research prompts, and then move to blog outlines. And finally, use content creation and meta description prompts. This way, every step fits into your SEO plan, not just random actions.

Once ChatGPT gives you ideas, you're not supposed to use that. You should always cross-check everything using real SEO tools like Ahrefs, SurferSEO, or Google Keyword Planner. These tools will help you verify keyword volume, competition, and search intent. ChatGPT saves time, but your decisions should still come from real data.

Being a Shopify expert agency, we use the same approach at Appco Software. For example, when creating a blog strategy for a client, we start with ChatGPT to get a direction — then we use tools like Ahrefs to confirm what's actually ranking.

And one last thing. Always don't depend on ChatGPT for everything. It's a great helper, but not a replacement for your SEO brain. Use it to speed up research, build outlines, and save time, but always review the final work manually before posting. That's how you get the best results without losing the human touch.

The Final Say

See, SEO these days isn't about doing too many things — it's about doing the right ones. And that's where these **ChatGPT prompts for SEO** really help. They save time, give ideas fast, and make your whole SEO work a bit easier.

If you're new, start with the simple prompts for keyword ideas or blog outlines. And if you've been doing SEO for a while, try mixing advanced prompts for audits, strategy, or competitor research. The more you experiment, the better your results get.

At Appco Software, even our SEO and content team uses these prompts. Being a leading [Shopify store development company in Bangalore](#), we've seen how one good prompt can save hours of manual work. So if you're into blogging, marketing, or even running an online store, you should definitely try them once.

FAQs — ChatGPT Prompts for SEO

Q. Can ChatGPT really help you in SEO work?

Yes, it can help you a lot in many ways, for sure. You can ask it to find keywords, plan blog

topics, or even write meta titles. It doesn't do everything, but it surely makes your work faster, for example.

Q. What kind of prompts should you use for SEO?

When asking ChatGPT to do something for you, be clear about what you want. Don't write basic prompts. But write detailed prompts instead.

Q. Can you do keyword research using ChatGPT?

You can, but don't depend only on it. ChatGPT gives ideas, not real search data. Always cross-check your keywords on tools like Google Keyword Planner or Ahrefs before using them, for sure.

Q. Can you write website content with ChatGPT?

Yes, but don't just copy what it gives. Use it as a base. Read it, make it sound like you, and add your examples or experience. That's how your content becomes real, basically.

Q. Which version of ChatGPT should you use for SEO?

Do you have access to the latest one? Go for it then. It understands your commands better. But even the free version works fine for simple SEO writing like titles or short blogs.

Q. Should you update your SEO prompts often?

Yes, you should. SEO keeps changing, and new updates come every few months. When you update your prompts, you'll get fresh ideas and better content, for sure.

Q. Can ChatGPT replace your SEO tools?

No, not really. SEO tools like Ahrefs and SEMrush give real numbers. ChatGPT is good for writing and ideas, but not for data, basically.