



ChatGPT.....



INTERACTIVE

Helping Your Company **GROW** Online

ChatGPT Prompts for SEO Ranking and Lead Tracking

1. Keyword Research

- What are the top 5 services or products I offer, and how should I determine the right keywords to target them?
- What specific keywords would my ideal customer use to search for my services?
- Can you help me identify 5 long-tail keywords that are highly relevant to my business with lower competition?
- How can I find out which keywords my competitors are ranking for in my industry using tools like SEMrush or Ahrefs?

2. On-Page SEO

- Can you review my website and tell me which pages need updates for unique title tags and meta descriptions?
- How do I check if my page headings (H1, H2, H3) are properly structured with relevant keywords?
- What should I look for in my URL structure to ensure it's simple, descriptive, and keyword-rich? Which URLs should I revise?
- How can I assess whether I'm using internal links effectively on my key pages, and which pages need more?

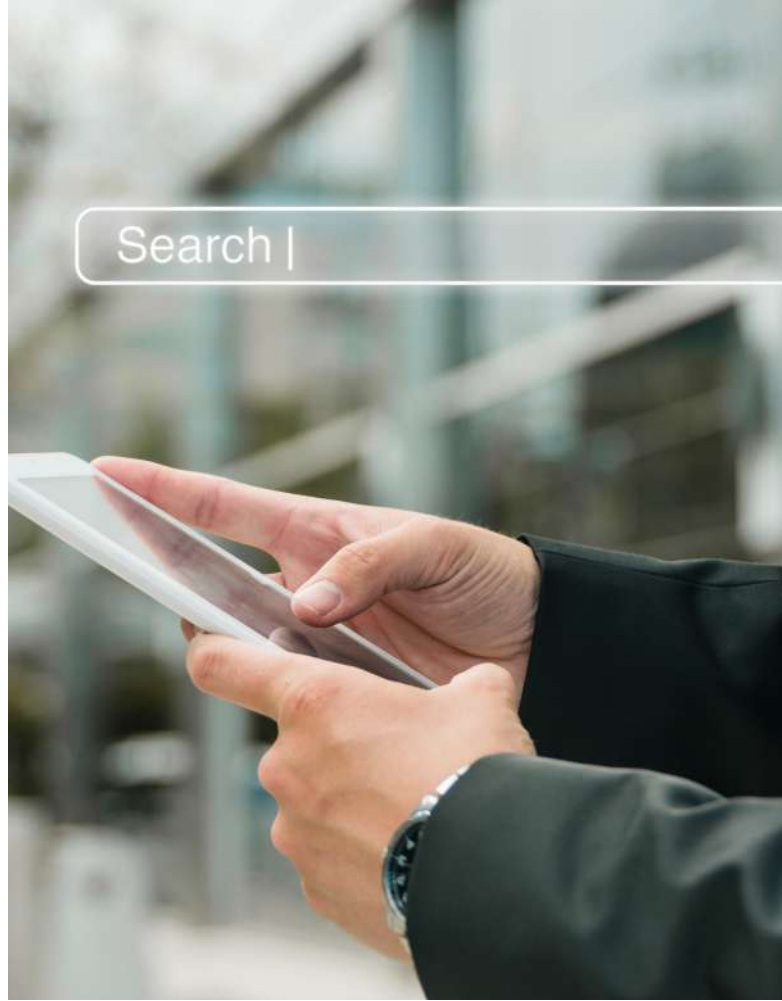
3. Content Optimization

- Can you help me review my service page content to ensure it answers customer questions and includes relevant keywords?
- What are three blog post topics I can write that address common customer problems, and what keywords should I target?
- How do I check whether my images have alt text with relevant keywords? Which images need updates?
- How can I improve my content with a mix of text, images, and video for better engagement? Which pages need more multimedia?

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4. Local SEO

- Can you help me optimize my Google Business Profile? How can I ensure it has accurate details?
- What steps should I take to ask customers for more reviews on Google and Yelp?
- How can I incorporate location-based keywords (e.g., city, neighborhood) on my homepage, Contact page, and service pages?
- Where else can I list my business in local directories to boost my local SEO efforts?



5. Technical SEO

- Can you guide me on how to use Google's Mobile-Friendly Test to ensure my website is mobile-friendly? Which pages need optimization?
- How do I check for broken links or 404 errors on my site, and what's the best way to fix them?
- How can I verify if my site uses HTTPS, and if not, can you walk me through setting up SSL for security?
- How do I submit my XML sitemap to Google Search Console?

6. Link Building

- How can I find 3 reputable websites or blogs in my industry for guest posting, and how should I reach out to them?
- What type of shareable content (like infographics or tip sheets) can I create, and where should I share it?
- Can you help me craft an outreach plan to request backlinks from 3 partners or local businesses?

7. Analytics and Tracking

- How do I install Google Analytics and configure it to track goals and conversions on my website?
- Can you help me connect my site to Google Search Console and monitor keyword rankings and performance?
- Which keywords are currently driving the most traffic to my website, and are they aligned with my business goals?
- How can I identify the top-performing pages on my site, and what strategies should I use to optimize them for conversions?

8. AI-Powered SEO Prompts from Wes McDowell & Orbit Media

- How can I use AI to audit and improve my web pages?
- What specific steps should I follow to use AI for auditing and optimizing my site?
- Can you recommend AI tools that can automate the auditing and improvement process for my website?
- What are the benefits of using AI for SEO and site improvement, and what challenges might I face?
- How can I optimize my content to align with user intent and increase conversions?
- What are some ways I can improve engagement metrics, like bounce rate, to enhance my SEO?
- How can I use internal links and topic clusters to boost my content's authority?



9. Mobile SEO

- How do I check if my website is fully optimized for mobile users? Which pages need improvements for mobile responsiveness?
- Can you help me use Google's PageSpeed Insights tool to identify which pages need mobile speed optimizations?
- Are the touch elements (like buttons and links) on my site spaced well for mobile users? What areas need adjustment?
- How can I improve font sizes and readability on mobile devices?

10. Voice Search Optimization

- What common voice queries would customers use to find my business, and how can I optimize for those?
- How should I structure my content to suit voice search and provide clear, concise answers to customer questions?
- Can you help me identify long-tail keywords that match spoken language for voice search optimization?
- How can I implement structured data to help voice search engines understand my content better?

11. Social Media and SEO Integration

- Are my social media profiles fully optimized with keywords and links to my website? Which profiles need updates?
- What blog posts or web pages should I regularly share on social media to drive more traffic?
- How can I optimize certain posts for better shareability and backlinks through social sharing?
- Can you help me use UTM parameters to track how much traffic is coming from social media to my site?

12. E-A-T (Expertise, Authority, Trustworthiness) SEO

- How can I ensure my blog posts and service pages have clear authorship details and credentials? Which posts need improvement?
- Should I add authoritative outbound links to credible sources on certain pages? Which pages would benefit the most?
- How can I build trust with my audience by adding testimonials and case studies to key pages?
- What steps can I take to improve my site's security and trust signals, like HTTPS and privacy policies?

13. User Experience (UX) and SEO

- How can I assess whether my website is easy to navigate? Which sections or pages need a better UX design?
- Can you help me check my site's loading time across devices and identify slow pages that need optimization?
- How can I incorporate interactive elements like quizzes or surveys to engage users and improve time on the page?
- What pages need a cleaner layout to reduce clutter and focus on key information?

14. Lead Tracking and Conversion Optimization

- How do I set up conversion tracking through Google Analytics or GA4 for my website?
- Can you help me define the primary conversion goals for my website, such as lead generation or sales?
- How do I use UTM parameters to track specific campaigns, and which campaigns would benefit the most from this tracking?
- How can I set up event tracking for key actions on my website, like video plays or button clicks?
- Can you help me analyze my conversion paths to understand what steps my leads take before converting?
- How do I calculate the percentage of visitors converting into leads, and which pages are performing best?
- Which traffic sources (organic, paid, direct, social) are delivering the most qualified leads, and how can I improve them?
- What strategies should I use to optimize my top-performing landing pages for more conversions?
- How do I set up an automated email or SMS sequence to nurture leads that didn't convert yet?
- What follow-up processes should I implement to re-engage leads that didn't convert on the first interaction?
- Can you help me track user behavior with tools like Hotjar to improve lead capture on my website?
- How do I track offline leads from phone calls, walk-ins, or other methods?
- Can you guide me through setting up call tracking software for leads generated through phone inquiries?
- How can I use QR codes on printed materials or ads to connect offline leads with my online tracking?
- How do I define and qualify high-quality leads for my business, and how can I adjust my lead capture forms?
- Can you help me review my lead sources to identify any that are generating low-quality leads and how I can adjust my strategy?
- How do I implement a lead scoring system, and what criteria should I use to prioritize high-quality leads?