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BEGINNER'S GUIDE: USING CHATGPT FOR SEO & CONTENT STRATEGY

SIMPLE STEPS TO BOOST YOUR CONTENT AND SEO WITH THE POWER OF CHATGPT

Welcome to your step-by-step guide on how to use ChatGPT to improve your website content, get ahead of competitors, and generate new ideas — even if you're not tech-savvy!

1. UNDERSTANDING YOUR COMPETITORS

Goal: Find out what similar websites are doing — and how you can do it better.

Prompt to use in ChatGPT:

"Look at [competitor's website URL] in the [industry/niche] space. Tell me:

• What kind of content they post

• What keywords they focus on

• What types of articles or videos they create

• How their pages are set up for search engines

Also, suggest how I can improve my website [insert website URL] based on this."

💡 **Tip:** After you get the results, ask:

"Create a simple action plan for my website [insert website URL]   based on this analysis."

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2. WRITING BETTER HEADLINES & SUBHEADINGS

Goal: Make your titles and section headings more clickable and search engine-friendly.

Prompt to use in ChatGPT:

"Help me write SEO-friendly headlines and subheadings for [topic or niche].

• Create 2–3 good title ideas using the keyword [insert keyword]

• Suggest strong emotional words I can include to get more clicks

• Create 3–5 subheadings that include helpful keywords

• Share tips to make these work well on both phones and desktops

• List common mistakes I should avoid in my headlines

• Show me a few great headline examples from websites in [industry]"

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3. IMPROVING YOUR EXISTING WEBSITE CONTENT

Goal: Make your current blog posts or pages perform better in search results.

Prompt to use in ChatGPT:

"Help me improve my content about [topic].

• Analyse the SEO performance of [your website URL] and tell me what to

fix

• Recommend the best keywords to add

• Improve the introduction and ending

• Suggest images, videos, or graphics I can add

• Review the structure and give formatting tips

• Tell me what I'm missing and new areas I can write about"

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4. GENERATING NEW CONTENT IDEAS

Goal: Come up with fresh topics and ideas to keep your website or social content engaging.

Prompt to use in ChatGPT:

"Give me new content ideas for [industry or topic].

• List 10 article or blog title ideas

• Suggest content topics my audience [describe audience] would enjoy

• Give me a list of subtopics if I want to create a blog series

• Recommend ways to expand content on my website

• Suggest YouTube or Instagram post ideas for [audience type]"

💡 **Quick Tips for Best Results**

- Always replace [brackets] with your topic, audience, or business info.

- Keep your prompts clear and simple.

- Follow up! Ask ChatGPT to expand, rewrite, or simplify its response.

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