



Using prompt engineering to develop strong, discoverable content

January 16, 2024

Agenda

- Learn a series of steps and prompts to effectively use AI tools to create content.
- Understand Drupal's AI functionality to generate use AI to speed up your content creation process.



**Katherine
Watier Ong**
WO Strategies LLC

- Built first website in 1994.
- I've lost sites due to too much traffic (to EWG.org for 4 days, but still 1.2 million visits up from 300K)
- Helped NYer's get registered on the NY Health Exchange
- Pivoted search query volume toward electronic health records for HealthIT.gov, and
- Helped Cancer.gov grow from 1.5 million to nearly 5 million searches/mo.

Brands Katherine Watier Ong

has worked with





Jason Luttrell

Definio LLC

- Solutions architect with 20+ years in web development and 10+ years leading Drupal teams.
- Consultant for enterprise-level websites, specializing in federal health communications and government contracting.
- Certified PMP, CSM, ITIL; 50% completed MBA.
- Combines strategic planning with hands-on execution to establish best practices for Drupal development.
- Helped build and sustain a multimillion-dollar pipeline for Drupal projects.

@KWATIER

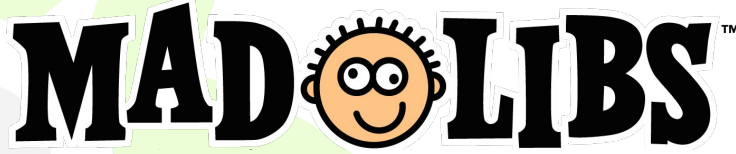
NLP? LLM?
RAG?



Natural Language Processing (NLP)

- Allows computers to understand the meaning of your queries or sentence, and/or spotting a name (entity, verb, object, subject, etc) in a chunk of text that has additional meaning.
- Allows search engines to determine the salience of a chunk of text to a subject. Google started using it in 2017.
- Can spot sentiment, categorize the purpose of the content.
- Used in: Siri, Alexa, Google Assistant, Google Translate, Gmail, Google Search ([BERT](#), [MUM](#) language [models used in the algorithm](#))
- Google uses Natural Language Generation to create text & summaries in search.

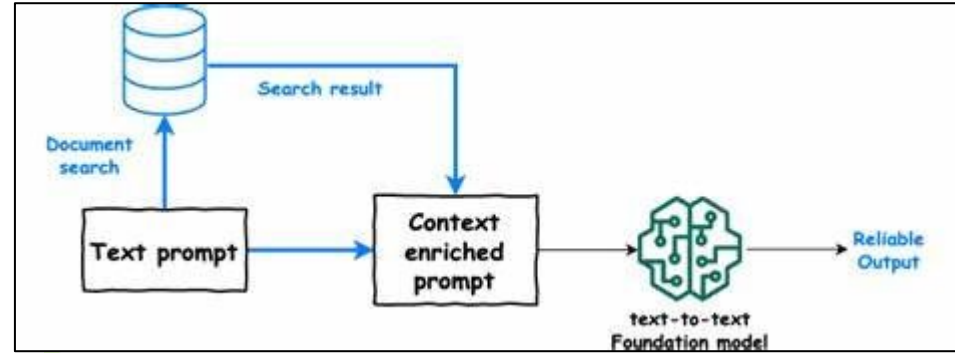
What are Large Language Models (LLMs)?



- Large Language Models (LLMs) learn from mountains of text, nearly all of the internet (MadLibs style) to get good at next-word predictions.
- With some input text (from you the user), the model is able to create a probability distribution of the most probable next set of words & randomly pick from those to come up with a confident, human-sounding response.

Retrieval Augmented Generation (RAG)

- It is an architecture that augments the LLM by connecting it to an information retrieval system.
- Connecting LLMs to external sources of information (Google Drive, Google search) to get up to date information. - Copilot today



Source

Google Drive & Microsoft files being uploaded into ChatGPT 4 - soon.

AI Chat caveats



Mirrors Your Intelligence

- [ChatGPT](#) mirrors your intelligence and education level
- You must train AI to write for your target audience's reading level.

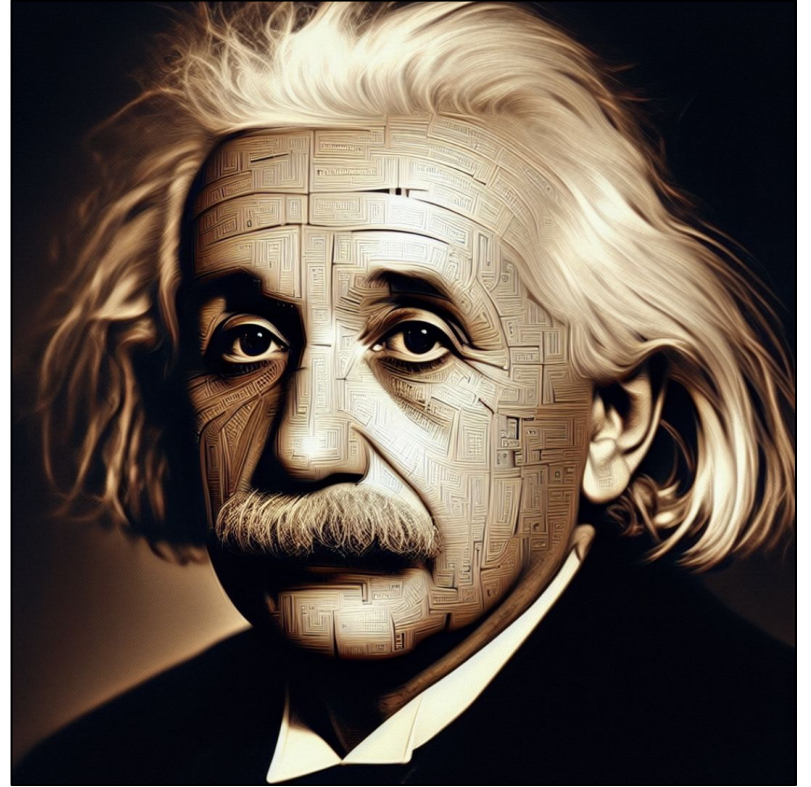
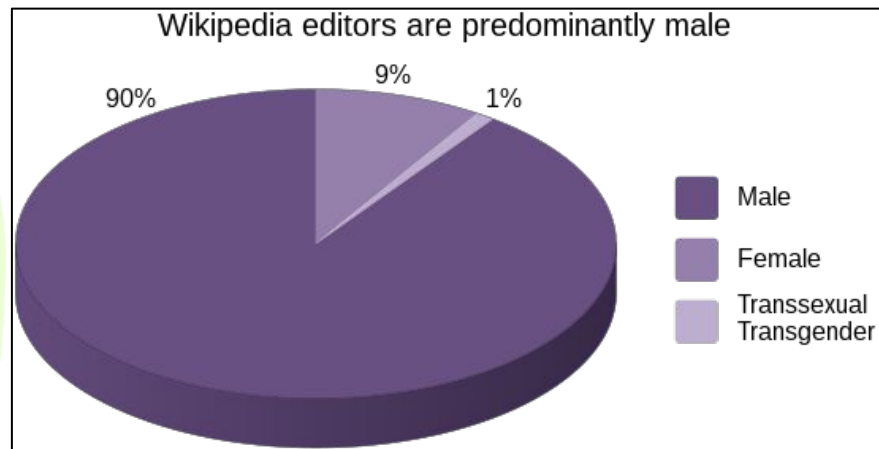


Image created by Microsoft Designer

Trained on the Internet, biased

- One of the sites the models its trained on is Wikipedia - 86% are 27 year old, educated white men.
- It can generate responses that are biased based on its training set.



Hallucinations

- Making stuff up =“hallucinations.”
- 3-27% of the time it’s hallucinating.
- Treat AI like you would a new-to-you intern and check every step, and you should be OK.
- You can ask your AI:
 - Do you understand?
 - Please provide references.
 - If you don’t know, say you don’t know



Image generated by Microsoft Designer

Drifting

- The longer your task, the more that AI might “[drift](#)” and lose track of what you’re asking for.
- LLMs have a "context window" governed by concepts of tokens and turns.
 - a token is a piece of text that could be as short as one character or as long as one word.
 - GPT--4’s (used by Microsoft CoPilot) context window can handle about 4096 tokens. Gemini can handle more.



To fix:

- Use labels and numbered increments within the prompts so you can reference them.
- Use [Split Long Text Chrome plugin](#) to split the instructions and give each section a #.

Info sharing & copyright

- NOT share proprietary information or PII
- Be careful of copyright — don't generate images “in the style of [artist's name].”
- AI generated images can not receive copyright.



[Source](#)

Proprietary and PII Information

If you answer yes, Don't use the data in AI chat

- Is the information confidential by your business?
- Is the information you are using **not freely** available on the Internet?
- Are you using personal information?
- Is it financial information?
- It is login details?
- Is it something that is secret?

2. Include the right prompt ingredients

To get the best response, it's important to focus on some of the key elements below when phrasing your Copilot prompts.

Goal

What response do you want from Copilot?

Context

Why do you need it and who is involved?

Generate 3-5 bullet points to prepare me for a meeting with Client X to discuss their "Phase 3+" brand campaign. Focus on Email and Teams chats since June. Please use simple language so I can get up to speed quickly.

Which information sources or samples should Copilot use?

Source

How should Copilot respond to best meet your expectations?

Expectations

Other prompting tips

- Be clear and specific, give examples and ask for feedback.
- Include the right pieces of the prompt
- Emphasize that it is an example by separating it with special symbols {}.
- Poor output? ask the AI to interview you to craft the perfect AI chat prompt.

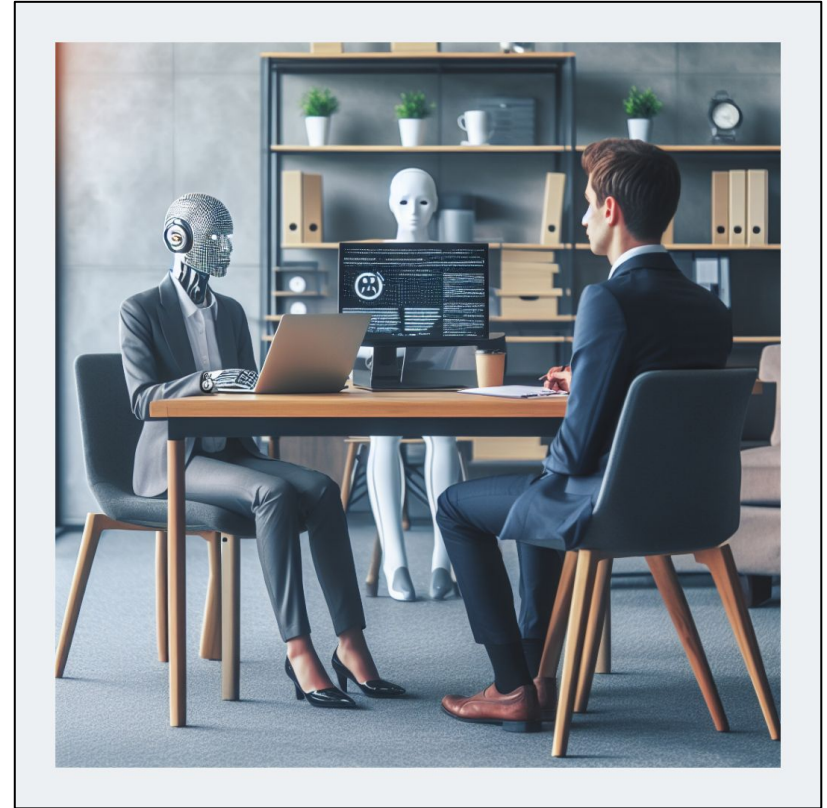
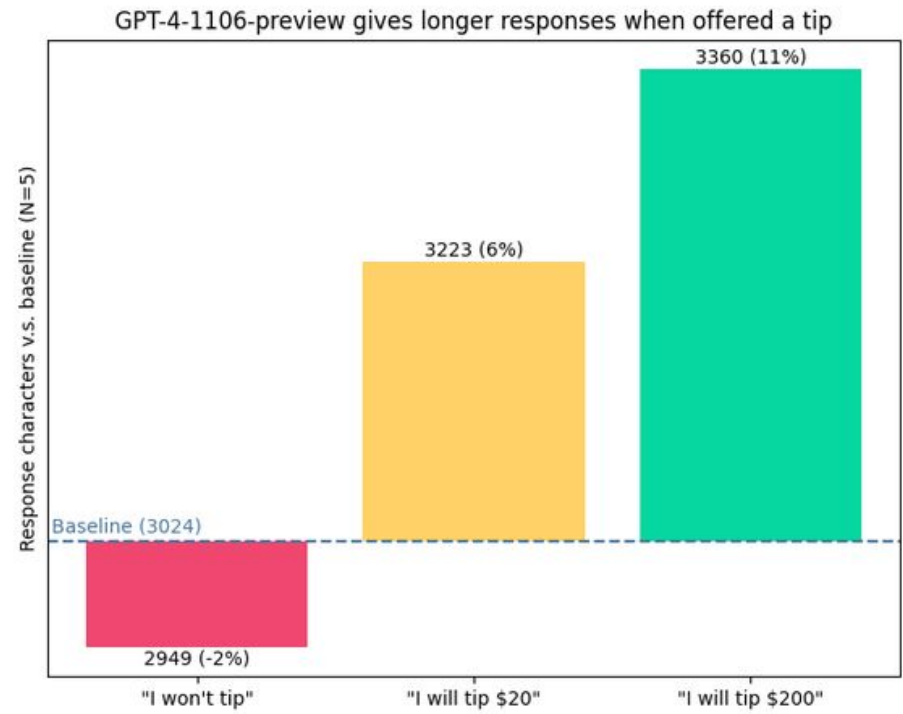


Image generated by Microsoft Designer

Bribing/Tipping Improves Response

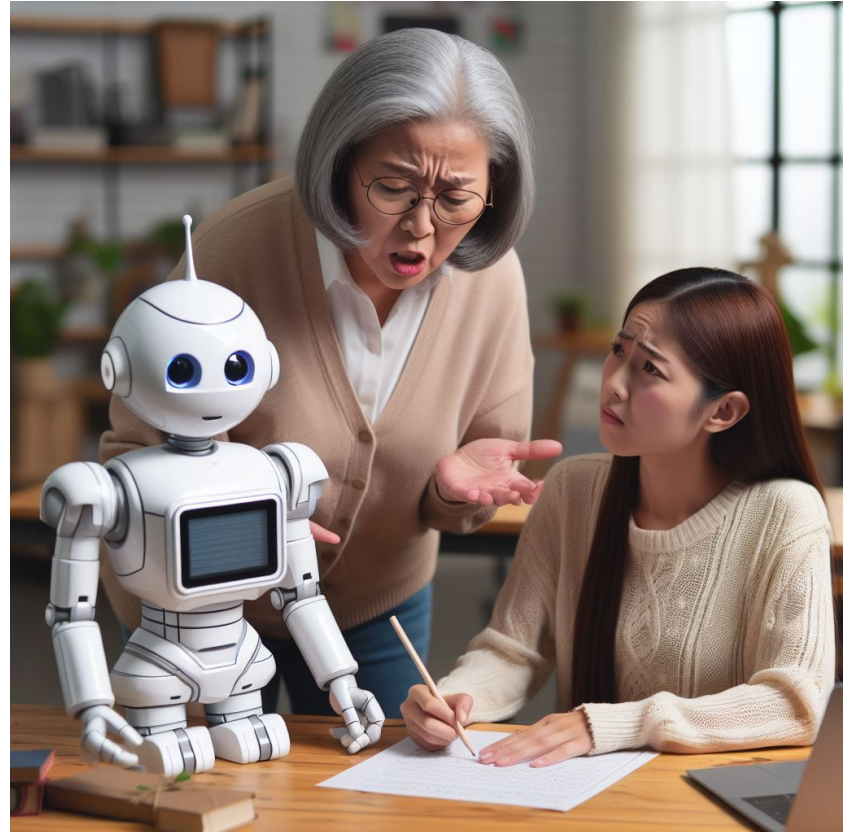


Employee
policies for AI
chat use?



Human review is still needed

- Ideally, AI should only be used to partially generate content — a human's expertise is still needed.
- Review the outputs —
 - The answer
 - The references
 - The logic



The Searcher Focused SEO Content Process



The SEO Content Process

1. Define your audience (personas) per language/country.
2. Start brainstorming (ideally with the audience -- or AI).
3. Limit the list based on competition, searcher's intent, business fit, and ability to rank. Use [SearchFrom](#) to see the different results. *Keep notes if AI Overviews appear.*
4. Cluster the keywords (with AI)
5. Map the final target keywords and supportive keywords to a landing page.
6. Create an SEO writing plan/content brief based on the search result pages (or AI)
7. Edit or create copy (partially with AI). Create a text chunk for passage ranking.
8. Make sure your content has high [cosine similarity](#) to the text embeddings of the topic

Using AI to Develop Your Audience Personas



Why do we
need this?





Online Personalization.

**We each have our
own bubble.**

Prompts to Try

- a. Build me a persona of a **[job title]** at **[industry/company size/geography]** with **[roles/skills/responsibility]**.
- b. This person is looking for help with **[challenge/problem/task]** and is considering **[product/service]**.
- c. List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/vendor/provider. (h/t [Andy](#))

You are [persona]. Coach me to create content that connects with [role] at [company type] that need [x]. What open-ended questions do I ask? Prioritize uncommon, expert advice.

Another Prompt Thread to Try

Prompt 1: Build me a persona of a [job title] who works for a [company type] company. List the roles, goals, challenges, pain points and decision criteria for selecting a [your company type] company.

Prompt 2: What keeps that persona up at night?

Prompt 3: What **words does that persona use to describe** his [service] challenges and solutions?

Prompt 4: If you were [describe your persona], what online resources would [personal] read to help you be more effective at their job?

Understanding the Searcher's Journey



Searcher's Journey Prompt



Create a table with the semantically related subtopics of "double-blind peer review" organized by the searcher's learning journey. The output should have one column for the learning stage and another column with the keywords by that audience (researchers looking to submit a paper) in search.



Learning Stage	Keywords
Introduction	"What is double-blind peer review?", "Benefits of double-blind peer review", "Peer review process"
Understanding the Basics	"Anonymity in peer review", "Bias prevention in peer review", "Double-blind vs Single-blind"
Preparation for Submission	"Preparing for double-blind peer review", "Anonymizing manuscript", "Peer review guidelines"
Submission Process	"Submitting to peer-reviewed journal", "Choosing a journal", "Peer review timeline"
Responding to Reviews	"Responding to reviewer comments", "Revising manuscript", "Resubmission process"
Beyond Submission	"Ethics in peer review", "Open peer review", "Post-publication peer review"
Advancements and Criticisms	"Efficiency of double-blind peer review", "Alternatives to double-blind peer review"

What Terms are People Using?



AI for Topic Brainstorming, Validate with Tools

- A. Provide 5 ideas for an blog post that will be featured on [site description] about how [topic] would help [audience] .
- B. Take into account the following: the ideas should be engaging, informative, and to rank for popular queries about [topic].
- C. The target audience is [x]. The article will be published on [date] with the goal of [x].

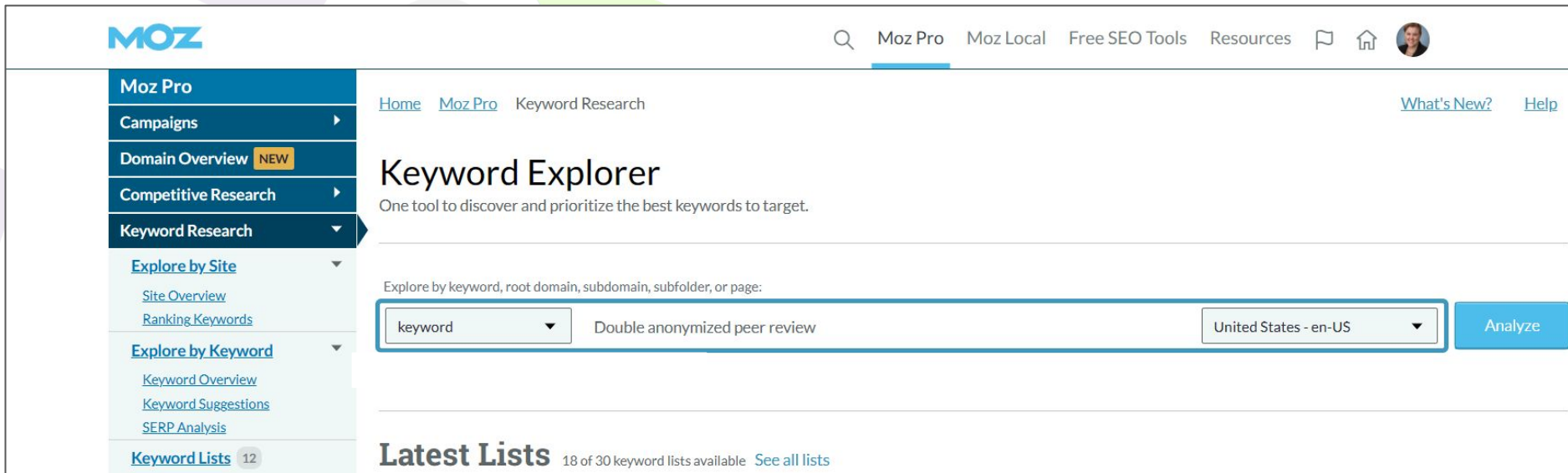
Keyword Brainstorming

Step 1: For the topic of [Topic] list 10 keywords each for the different types of user personas [upload user personas].

Step 2: For each question listed above for each persona, list the keywords, as well as the long-tail keywords to target, and put them in a table.

Step 3: Google currently shows these search suggestions for that topic [paste them here], related searches [paste here] and People Also Ask questions [paste here]. Create a table with the semantically related subtopics of X topic organized by the searcher's learning journey. The output should have one column for learning stage and another with the keywords used in search.

Keyword Tool - Moz - free account. Just register, 10 searches/month



The screenshot shows the Moz Keyword Explorer interface. At the top left is the Moz logo. The top navigation bar includes a search icon, 'Moz Pro', 'Moz Local', 'Free SEO Tools', 'Resources', a home icon, and a user profile icon. A left sidebar menu is open, showing 'Moz Pro' as the active section, with sub-items: 'Campaigns', 'Domain Overview' (marked 'NEW'), 'Competitive Research', and 'Keyword Research'. Under 'Keyword Research', there are two main categories: 'Explore by Site' (with sub-links for 'Site Overview' and 'Ranking Keywords') and 'Explore by Keyword' (with sub-links for 'Keyword Overview', 'Keyword Suggestions', and 'SERP Analysis'). At the bottom of the sidebar is 'Keyword Lists' with a '12' badge. The main content area has a breadcrumb trail: 'Home > Moz Pro > Keyword Research'. The title 'Keyword Explorer' is displayed, followed by the subtitle 'One tool to discover and prioritize the best keywords to target.' Below this is a search form with the instruction 'Explore by keyword, root domain, subdomain, subfolder, or page:'. The form contains a dropdown menu with 'keyword' selected, the text 'Double anonymized peer review', a location dropdown with 'United States - en-US' selected, and an 'Analyze' button. At the bottom of the main area, there is a section for 'Latest Lists' with the text '18 of 30 keyword lists available' and a link 'See all lists'.

<https://moz.com/explorer>

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

double blind peer review

United States - en-US

Analyze

4,981 of 5,000 queries available until 11/06

+ Add to... ▾

51-100

Monthly Volume ⁱ

[Learn more about Volume](#)



44

Difficulty ⁱ

[Learn more about Difficulty](#)



64%

Organic CTR ⁱ

[Learn more about Organic CTR](#)



48

Priority ⁱ

[Learn more about Priority](#)



Moz Keyword Tool - Other Suggestions

Keyword Suggestions >

Keyword	Monthly Volume ⁱ
Double blind peer review template	Data not available ⁱ
double-blind peer review examples	3
Double blind peer review example	Data not available ⁱ
single-blind peer review	1
double-blind peer review pros and cons	Data not available ⁱ

[See all suggestions >](#)

SERP Analysis >

Rank	Title & URL	PA ⁱ	DA ⁱ
1	Single-Blind Vs. Double-Blind Peer Revi... https://www.enago.com/academy/doub...	42	58
2	Double-Blind Peer Review Guidelines https://www.journals.elsevier.com/soci...	54	93
3	Is Double-Blinded Peer Review Necess... https://pubmed.ncbi.nlm.nih.gov/2627...	48	95

[See full analysis >](#)

Keyword Tool - Ahrefs Keyword Generator

ahrefs

Tools ▾ Our data Resources ▾ Pricing Enterprise



Sign in


Sign up

Free SEO Tools /

Free Keyword Generator

Find thousands of keyword ideas in seconds.

[Google](#) / [Bing](#) / [YouTube](#) / [Amazon](#)

 United States ▾

Find keywords

For example, [keyword research](#)

Using AI to determine search intent - can you rank?



Final Check Before Topic Selection

1. Is the keyword relevant to the content your website offers?
2. Is Google showing a site like yours and answers like the content you're creating?
3. Will searchers find the likely answer to their implied question(s)?
4. Will this traffic help you meet your goals - directly or indirectly?
5. Can you create something better than what is currently ranking?
6. How to determine [search intent guide](#)

Is there an AI Overview?



If so, this is your lift:

- Pages rank because they:
 - Have a [content fragment](#) that clearly answers the query
 - Load quickly.
 - Prepare a content strategy to cover various stages of the searcher's journey.
- Often answers are pulled from sites like Quora, Reddit and Wikipedia, so have a strategy for inclusion there.
- [Current guess around how to rank.](#)
- Custom GPT: Can it [rank for an AI Overview?](#)

Measuring AI Summary Impact

1. **Use an AI Overviews tracking tool:** [Ziptie.dev](https://ziptie.dev) can track logged-in users (and tracks 7 times more than the other tools).
2. **Web analytics:** Use Google Analytics (or whatever you use) to report on pages referred from Google containing `#:~:text=`. This format highlights specific parts of the page in SERPs for featured snippets and AIO links.
3. **Search Console data.** AI Summary visits are not segment - instead they are rolled into the other metrics.

FACT:

91% of content earns
no Google traffic

Creating a writing plan



Group the Keywords



Grouping Keywords

Use this [custom GPT](#) - free

[Keyword Clustering](#) - free

[Keyword Insights](#) - \$1 for 4 day trial and up

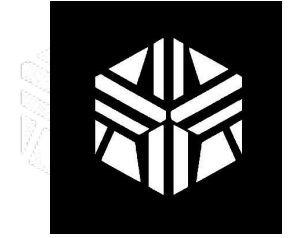
[Thruuu's Keyword Clustering Tool](#) (freemium)

Create a Content Brief

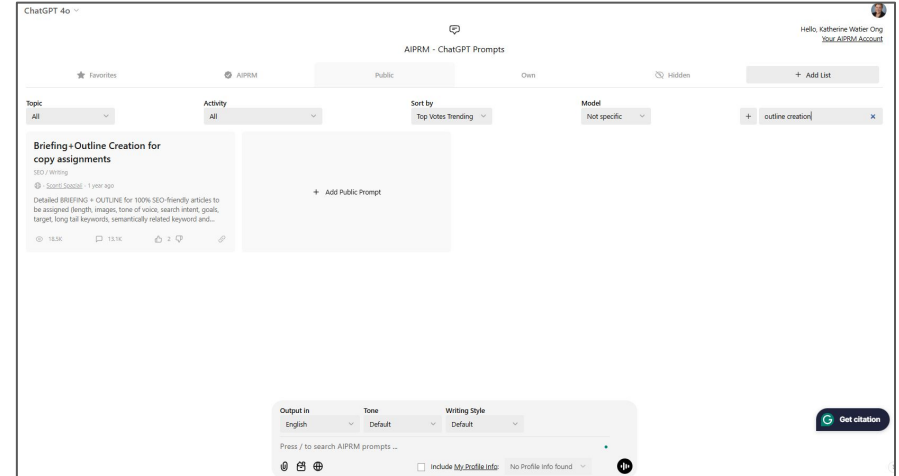


ChatGPT Content Brief Prompt

- With [AIPRM plugin](#) (free)
- Search for “Briefing + Outline Creation for copy assignments”



AIPRM

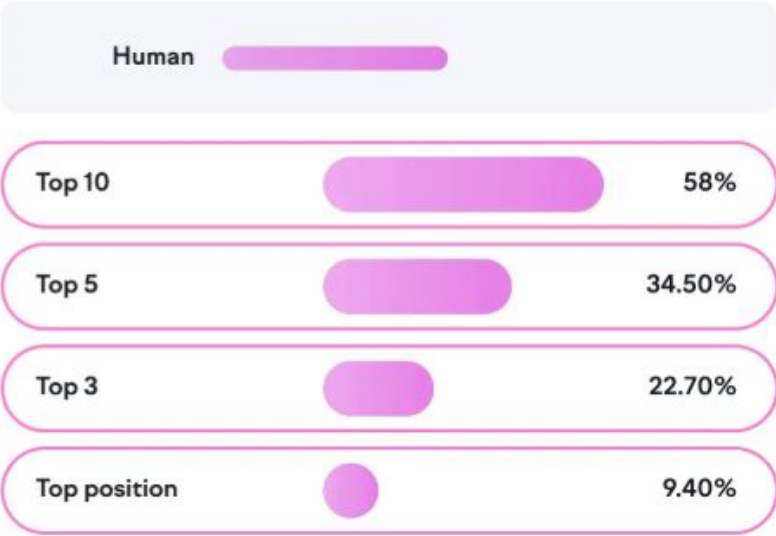


Content Brief via Custom GPT

- Or this [custom GPT](#) - add to the prompt that you would like your content brief to include cosine similarity.
- Or this [custom GPT](#) which measures cosine similarity.

Can AI Content Rank? - Yes (SEMRush Study)

Share of articles in top positions (%)



It all depends
on whether
your is content
helpful



It's gotten harder to be indexed

Google has been focused on surfacing [“helpful, people-first” content](#) that surfaces.

And it's driven by content quality. Experience, Expertise, Authority and Trust.

Often they are looking for [hidden gems content](#) that show [personal first-hand experience](#) with the content.

Helpful Content Update - Sept '23

- A sitewide signal, if the ML finds a high % of content is “unhelpful”, the site will be impacted.
- [Guide around how to provide helpful content](#) lists questions to ask.
 - Quality content
 - Written from a place of expertise, with author info clearly displayed (bio)
 - Good UX
 - Content created for people with a **purpose** that will help them with their goal. WHY are you creating the content.
 - [Check with this custom GPT](#)

Improving your Clicks from Search

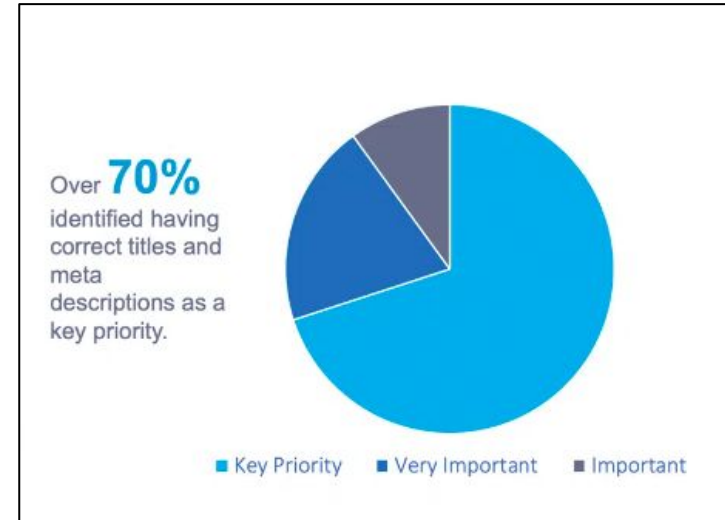


Title Tags



Keywords in Title Tags are Essential

- Ranking factor.
- 85% of titles feature keywords in Positions 1-5 of Google ([Source](#))
- It's worth optimizing those title tags to include the target keyword.



Survey of Enterprise marketers, who spend 4-6 hours/week optimizing meta titles and descriptions.

Title Tag Writing Best Practices

- Write it for humans.
- 50-60 characters long (with spaces). (Google says there is no limit)
- Place keyword towards the far left.
- Increase CTR -- use numbers, dates, call to action (find, watch, learn, access), and questions.

Elements Google uses to generate Title Tags

They generate that new title for you from:

- Content in the <title> elements
- Main visual title or headline on the page
- Heading elements (like <h1>, <h2>, etc)
- Other content on the page that is large and prominently displayed due to its style treatment
- Anchor text on the page
- Anchor text from links pointing to the page.

61% of titles are rewritten

How to counteract this?

- Keep your titles within the character limits. Not too short or long.
- Match it to H1
- Don't break it with - or |
- use () instead of []
- Optimize it to your keyword target.

When pipes "|" are used, Google rewrites and removes the pipes a whopping 41% of the time, so make sure to use "-" in title tags.

Prompt: Generate Title Tags

1. You are an expert in writing titles that encourage click through.
2. Create 5 title tags for a blog post about [x] on a [describe site].
3. They should be descriptive, in [add language here], include this keyword [X] and encourage the user to click through from search, and stand out from the titles that are currently ranking top 10 for [x] topic in X country in X language.
4. The target audience is [x].
5. The goal is for these titles to stand out in search, rank well, and engage the audience.
6. Write in our brand voice (add descriptors or existing copy for the AI to emulate)

Meta Description Tags



What is a Meta Description?

- Summary of what the page is about
- Added by you into your CMS
- Google **might** use them as snippets for your pages or it might take text from your page.
- Words in the snippet are bolded when they appear in the user's query

Dolphin - Wikipedia

<https://en.wikipedia.org/wiki/Dolphin> ▼

Dolphin is a common name of aquatic mammals within the infraorder Cetacea, arbitrarily excluding whales and porpoises. The term **dolphin** usually refers to the ...

Order: Artiodactyla Kingdom: Animalia

Class: Mammalia Phylum: Chordata

[Bottlenose dolphin](#) · [Common dolphin](#) · [Oceanic dolphin](#) · [Dolphin \(disambiguation\)](#)

Google Meta Tag Guidance

“...something that explains what your service...your page offers, maybe the **unique proposition** that you have on your page. (the) kind that **encourages people to click through to your page**...

...my hope (is) that people will see my site as being clearly superior to all other ones and click on my site rather than some of the other ones that are ranking in the same search results page.”

- John Mueller from Google in a recent Google Hangout at the [29:41 mark](#).

How to Make an Engaging Meta Description

Keep in mind:

1. Your reader's problem (indicated by their keyword - this is their INTENT)
2. Your business' solution
3. The outcome - both results and emotion

Remember:

- To have it match your brand voice
- Write it like advertising copy to “get” the click. **Evoke emotion.**
- **Keyword to the left**
- Short description of a page's content (160 characters)
- Remove all non-alphanumeric characters - Quotes (“) will truncate meta descriptions
- Often becomes the search summary, not a ranking factor

Prompt: Generate Meta Descriptions

1. You are an expert in writing descriptions that encourage click through based on SEO best practices.
2. Please list the top 10 meta descriptions currently ranking in search for [topic] in X country in X language.
3. Provide 10 meta description options for this keyword: [x]
4. The goal is for these meta descriptions to stand out in search, rank well, and engage the audience.
5. The target audience is [x], and we want them to click through and read our article with the title [provide title here] on our site [describe site here]
6. Write in our brand voice (add descriptors or existing copy for the AI to emulate)

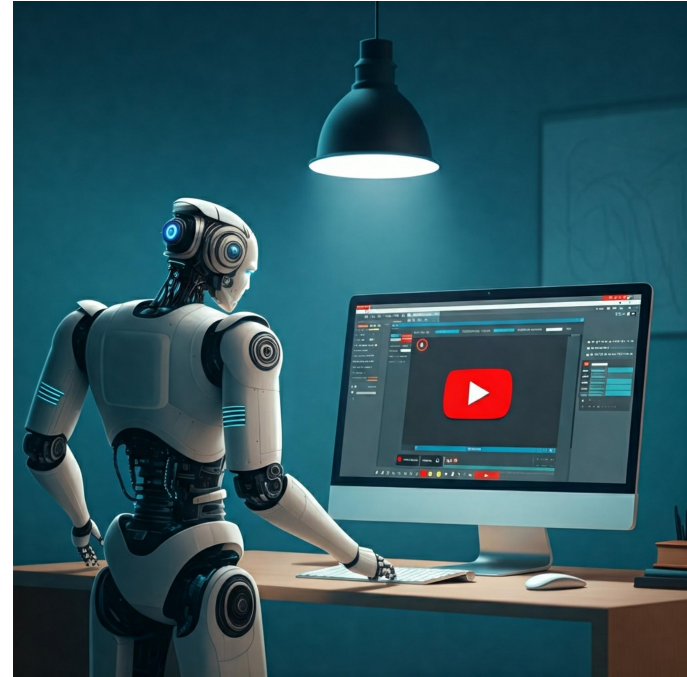
Custom GPTs for other content types

Featured Snippets - [Snippet Brain](#)

Create and Edit Videos - [Video GPT](#)

Alt Text - [She Knows Alt Text GPT](#), [Alt Text Generator](#)

Optimize Images - [Optimize images for the web](#)



Using Drupal AI to speed up your SEO workflows



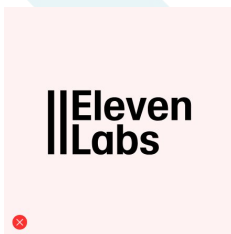
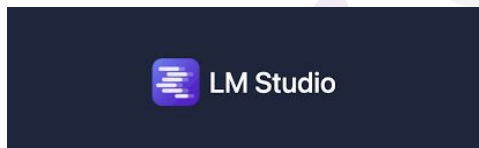
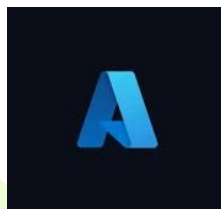
New Drupal CMS - Launched Jan 15, 2025

Drupal CMS for Ambitious Marketing

Launching on January 15, Drupal CMS puts the power of Drupal into the hands of marketers, designers and content creators.



The AI module works with these providers



Hugging Face



Drupal's AI functionality

You can:

- Generate articles with CKEditor from images or videos
- Summaries of text, audio or video
- Translating into different languages
- Generating images from article text, fixing images
- Creating AI podcasts from text or audio
- Creating subtitles and transcripts.
- Crawling/scraping websites - **not recommended**
- AI Automator to generate workflows

[Full list here:](#)

AI Content Modules worth using



Alt Text

https://www.drupal.org/project/ai_image_alt_text

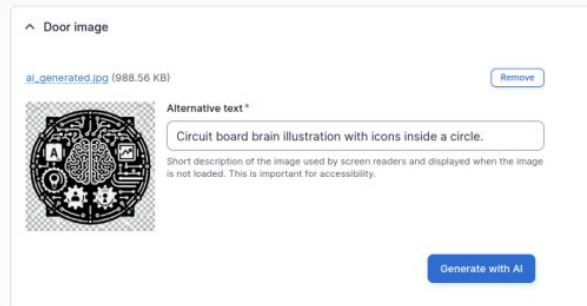
Multilingual

Use AI to write alt text for your images

Hot off the presses! A brand new module, [AI Image Alt Text](#), uses your configured AI engine to write Alt text for your images, based on AI vision models. When you turn this on, you get a "Generate with AI" button next to image fields, where you can easily get AI to analyze your image and come up with alternative text.

With some quick tests, I'm finding it's describing the image better than I typically do.

Having good alt text is important for Accessibility, but sometimes writing it is a nuisance. One of the things I like about the Mastodon social network is a strong culture of writing good, descriptive alt text for images -- sometimes even better than the posts themselves! Short of spending some serious time crafting good alt text, having AI do it can speed up your writing and improve the overall accessibility of your posts.



Reduce your
reading level



Submodule AI content- Reduce Reading Level

Over half of American adults (54%) read below a sixth-grade level. Almost 1 in 5 adults reads below a third-grade level ([source](#))

Not sure what your reading level is? You can guess based on what is ranking for the term with this prompt:

Can you look at the top ten results for [biofilm] and tell me what the average reading level is for those results?

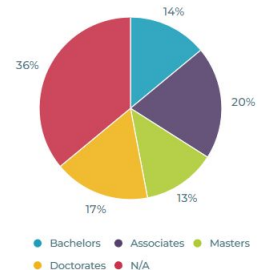
Or use [Sparktoro](#):

Analyze this website's audience in the USA Search

8 of 50 Queries Used

Configure AI->AI content suggestion settings->choose own vocabulary

Education Degree Type



AI Translate



AI translate

Not recommended without human review.

Can be inaccurate and miss cultural nuances.

Not enough to rank in other languages/countries. Here's a [full list of requirements](#).



[therealviru](#)



[JustinRosslee](#)

Ensuring Consistent Brand Voice



Why codify your brand voice?

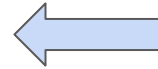
- Unique Brand Value (UBV) is critical to SEO success.
- Google measures your brand and uses it in rankings. Lower brand sites are not able to appear for various search features.
- Consistency in your customer's experience regardless of the touchpoint - online, offline, or in person, no matter which employee is writing the content.
- Your employees and customers can articulate and effectively share with others.
- Keeps marketing and sales on the same page.



Brand Promise, Positioning & Voice

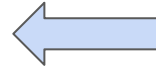


- **Brand promise** - the high-level promise we make to our customers, developers and partners. It's the reason our brand exists.



To bring inspiration and innovation to every athlete in the world.

- **Brand positioning** - our clear-cut stake in the ground. It's the space we want to occupy in people's minds.



For **serious athletes**, Nike gives confidence that provides the perfect shoe for every sport.

- **Personality/Voice** - assigning human characteristics and personality traits to bring a brand to life.



Rugged. Exciting. Cool. Innovative.

Integrating your Brand Voice into your content

Should only be used AFTER you've done the work to establish your brand promise, positioning and value.

Configuration->AI->AI Content Suggestions Settings->Enable Alter Tone. (Then it will be in the right rail when editing).

What [brand] is	Description	What [brand] is NOT	What do you want your customers to feel?
Open, innovative, and Curious	Driven to be original, imaginative, and creative. Seeks out unusual ideas. Entrepreneurial. Playful. Openness to intellectual discourse and creative discussions. Loves tracking novel ideas and future thinking. Strive to be inspirational.	Close minded. A follower. One who posts the status quo and likes routine. Someone who only colors inside the lines.	Re-energized, refreshed. Motivated. Inspired.
Social and positive.	High energy, likes to spread positivity and inspiration - and see beauty in what one might not see. Approachable. Likes social situations and seeks the company of others. Likes to create a positive experience for others.	Introverted. Negative. Submissive. Cynical. Stuck up. Too cool.	Comfortable engaging directly. Fun to engage.
Efficient, organized and accomplished.	Evolved. Organized and dependable. Confident. Trusted and smart. An accomplished,	Disorganized. Spontaneous. Untrustworthy. Inconsistent in	Reassured that their needs will be handled in an organized, fast and efficient manner.

Transform Files



Unstructured submodule

- Can flip txt, pdf, doc, ppt, email or html to text for better internal search discovery.
- Excel sheets -> HTML tables
- PDFs -> HTML (better tracking)
- Extract images from PDFs, label charts and graphs
- Requires Unstructured.io API key.
- 14 days free, then \$20/1000 pages
*For PDFs, images, and complex file types.
More for scanned and handwritten stuff.*



AI SEO Analyzer - DO NOT Recommend



My feedback - the prompt they use

The prompt they use

- Google uses [siteFocusScore]/ topical authority in their algorithm, but it's based on cosine similarity between the topic & page, which this prompt does not use.
- The meta keyword tag has not been used by search engines for years.
- The heading tags should be optimized for subtopics.
- Keyword density is not used by any search engine.
- Image optimization includes the page title and content of the page the image is on.
- Not sure how the AI will review external links - here's it's answer: *In this specific audit, external links were either absent or not explicitly mentioned on the page.*

An AI workflow
better suited to
your podcast
software



Auphonic Module in AI Interpolator

Your podcast software can do this:

- Equalizes audio quality and volume between speakers
- Ensures that all audio has the same sound quality and level.

The sexy stuff for SEO requires a subscription:

- Creates chapters for audio or video ([passage indexing used for AI Overviews](#))
- Automatic show notes

AI Images



AI Images

- You don't own the [copyright of AI images](#)
- Here's a great 411 on using [AI for images](#)
- It's best to play with various AI Image Generators & prompts before picking the one you want to use inside your CMS
- Staff will need training on the advanced prompting techniques needed.
- Keep an eye on fingers and toes.



Web Scraping -
DO NOT
Recommend
Violates
Google's TOS



AI Module Config - Things to keep in mind

- Every field needs to be adjusted if you switch the LLM you want to use
- These modules might go away with the new CMS.
- The default prompts for some modules have issues (esp the SEO Analyzer module).
- Many of these modules require you to create a subscription (\$) to the LLM service in addition to getting an API key.

Additional Resources



Bonus Items

- [Keyword Content Mapping Sheet](#)
- [SEO Writing Guide/Content Brief per main topic](#)
- [SEO Writing Checklist](#)
- [Searcher's Intent tutorial](#) and [checklist](#)
- [Featured Snippets writing guide](#) and [checklist](#)
- [Image Optimization Checklist](#)
- [Fraggles Writing Checklist](#)
- [Guide for improving CTR](#)
- [Optimizing the SERP Snippet](#)



Generated with Gemini Advanced

A SEO writer's checklist

- Does this match intent (content type, format & copy)?
- Did I ask the searcher's hidden search intent - what challenges might they have related to that term that is not covered in search?
- Have I explained why my content matters to the topic?
- Did I back my claims up?
- Is every sentence adding value?
- Have I given a next step?
- Did I review the copy based on [EEAT?](#)
- Am I encouraging the click from search?



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