HumanEdge
AI TRAINING

June 2024

Topic: Websites

Establishing Strong Foundations for SEO-Friendly Website Content

Objective: We'll look at uncovering best SEO keyword phrases and create website content outlines for all of the pages.

Session 1 - Exploring suitable SEO keywords for our audience

<mark>SEO Tools</mark>

Gemini - (Find it here - https://gemini.google.com/app)

My prompts: https://gemini.google.com/app/90e547782f8ee095

Prompt: Which SEO keywords would you propose for an <insert industry> company? Here's background information about the business, as well as my clients and their pain points.

Gemini recommended:
https://ads.google.com/home/tools/keyword-planner/

ChatGPT -

My prompts:
https://chatgpt.com/c/94dc2c78-69dc-4cfc-a8dc-3adfb91e4e10

Wordstream

Free keyword tool -
https://www.wordstream.com/keywords?camplink=homepage&campname=FKT&cid=Web_Any_Products_FreeKeyword_Tool_KWT

Keywords Everywhere

Browser extension -
https://keywordseverywhere.com

And…

Thanks to Jenelle's discovery….
Visit a website of your competitor - and click Ctrl U
(Find out keywords, plugins etc)

E.g. https://getthere.com.au/chatgpt-and-copywriting-training/

<u>Which SEO tools do you use?</u> Feel free to add them below:

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Session 2 - Creating content outlines for Homepage, About, Services, FAQs, and Contact pages

ChatGPT Prompt: (Can be added to last week's sitemap chat)

Thank you! From my research, here are the SEO keywords I'd like to go with <Insert keywords here>. Could you please review my proposed sitemap above and recommend the SEO keyword phrases for each page? Please recommend additional keywords based on your expertise as an expert SEO copywriter.

Example - (Added onto last week's chat about sitemaps etc)
https://chatgpt.com/c/c39a6081-8e2d-4f47-a020-f7aefd219b9c

OR (If you weren't here last week)

Thank you! From my research, here are the SEO keywords I'd like to go with <Insert keywords here>. Here is my proposed/current sitemap <insert sitemap here> Could you please recommend the SEO keyword phrases for each page? Please recommend additional keywords based on your expertise as an expert SEO copywriter.

Prompt: Fantastic! With your recommendations above, could you please re-write/write the 600 words for my homepage with the SEO keywords in mind? Please ensure they appear in the H1 and at least 3 times in the rest of the copy.

Prompt: Thank you! Could you please now write the 'About Us' page - ensuring the SEO keyword phrases also appear in the H1 and 3 times throughout the copy?

Continue for the rest of your webpages as per your sitemap. :)

Club VIP Notes