



# Unlock the potential of ChatGPT to boost SEO results

**Webinar materials**

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by Mersudin Forbes and Tom Winter





#1

**Summarise key points  
for already ranking  
articles**



# Prompt:

Summarise the key topics of this content in bullet points: [insert copied content]

## Example:



- Remove caked-on mud by leaving it to dry then bang shoes together to get rid of large clods, and gently remove the rest with the back of an old knife
- Soak laces in Vanish Gold Oxi Action powder solution and rinse thoroughly to air-dry
- For leather shoes, wipe the surface with a weak solution of washing-up liquid and an e-cloth
- For canvas shoes, remove loose dirt with a soft brush and clean with a solution of washing up liquid and warm water, then rinse with a clean cloth
- For grass stains, use WD-40 on leather or Vanish Oxi Action Gel on canvas, then flush the targeted area with water and air dry
- Scrub soles and rubber toe caps with e-cloth, washing up solution, an old toothbrush, or neat bleach
- Air dry the shoes, stuff scrunched-up newspaper inside if necessary
- Once dry, spray shoes with stain protector, such as Nikwax Water Repellent Shoe Protector
- Use trainer whitener, such as Kiwi Sports Trainer Whitener, to cover scuffs and reapply every so often.



# Final Prompt:

Combine all of the key topics and summarise them in a final bullet pointed list

## Example:



- Use a soft-bristled brush or cloth to remove loose dirt and debris.
- Mix warm water and a mild detergent, such as soap or laundry detergent.
- Dab a clean cloth or sponge into the solution and gently scrub the trainers.
- Use a toothbrush to reach tight areas and spots.
- Rinse the trainers thoroughly with clean water to remove soap residue.
- Stuff the shoes with newspaper or a towel to help them maintain their shape while they air dry.
- Avoid putting the trainers in the washing machine, as this can cause damage.
- Avoid direct sunlight, heat sources and harsh chemicals when drying.
- For tough stains, try a specific stain remover or a mixture of baking soda and water.
- For leather trainers, use a leather cleaner and conditioner to keep them soft and supple. ■





#2

# Create regex code to find long tail keywords in Search Console



# Prompt:

Write a regular expression that filters queries in search console with 8 or more words

## Example:



The regular expression for filtering queries in search console with 8 or more words would be:  

```
^\b(\w+\s){7,}\w+\b`
```

Explanation:

- `^` - start of the line
- `\b` - word boundary (matches between a word character and a non-word character)
- `(\w+\s){7,}` - matches 7 or more word characters (`\w+`) followed by a space (`\s`)
- `\w+` - matches the final word character
- `\b` - word boundary (matches between a word character and a non-word character)





#3

# Cluster PAA Questions by semantic relevance



# Prompt:

Cluster the following questions by topical semantic relevance: [insert paa questions]

## Example:



Questions about the effects of running:

What does 30 minutes of running do?

What are benefits of running?

How healthy is running?

Will running reduce belly fat?

Can you get in shape by running?

What happens if I run everyday?

How many minutes of running a day is healthy?

What happens in the brain while running?

How long does it take to see results from running?

Will I lose weight if I run 20 min a day?

Questions about running techniques:

What is the healthiest distance to run?

What is the healthiest way to run?

How do you breathe when running?

How far should I run as a beginner?

What speed is slow jogging?

Is it better to run slow for longer?

Should I run on my toes or heels?


How can I run forever without getting tired?


How do I run longer without getting tired?





Cluster the following questions by topical semantic relevance

 could you sort these into a table by category and questions with a row for each question?

 Sure, here's a table categorizing the questions into:

1. Running Benefits and Health
2. Running Techniques and Tips
3. Running and Physical Changes
4. Running and Time/Age
5. Running and Nutrition

Category	Question
Running Benefits and Health	What does 30 minutes of running do?
Running Benefits and Health	What are benefits of running?





#4

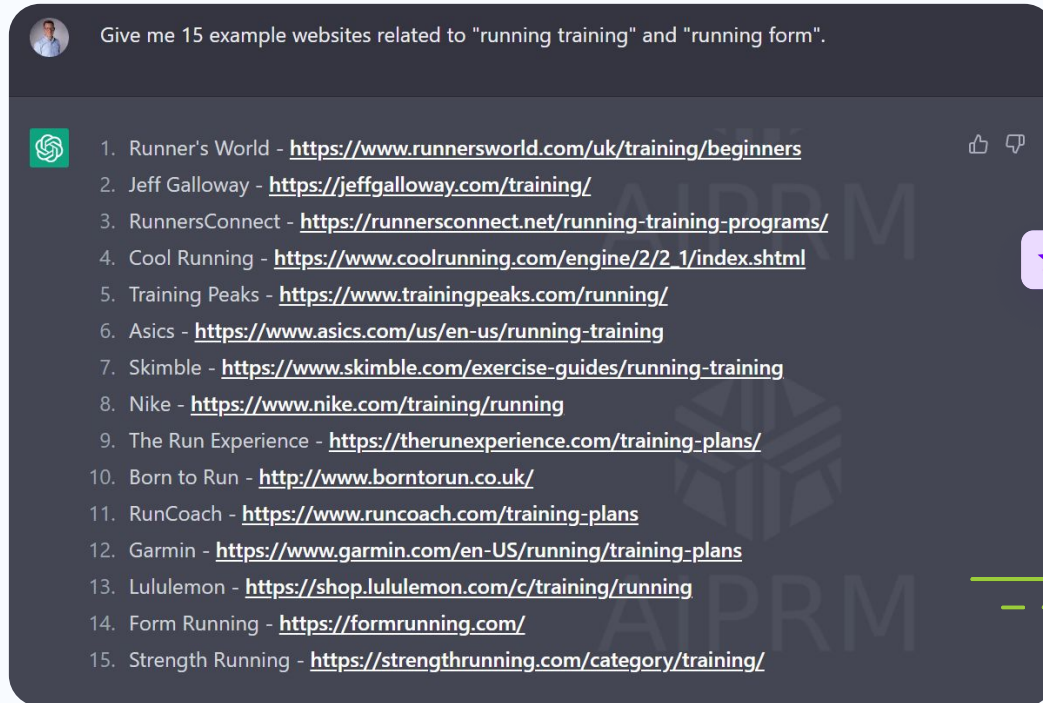
# Find related sites to a topic (up to 2021)



# Prompt:

Give me 15 example websites related to [keyword1] and [keyword2].

## Example:



Give me 15 example websites related to "running training" and "running form".

- 1. Runner's World - <https://www.runnersworld.com/uk/training/beginners>
- 2. Jeff Galloway - <https://jeffgalloway.com/training/>
- 3. RunnersConnect - <https://runnersconnect.net/running-training-programs/>
- 4. Cool Running - [https://www.coolrunning.com/engine/2/2\\_1/index.shtml](https://www.coolrunning.com/engine/2/2_1/index.shtml)
- 5. Training Peaks - <https://www.trainingpeaks.com/running/>
- 6. Asics - <https://www.asics.com/us/en-us/running-training>
- 7. Skimble - <https://www.skimble.com/exercise-guides/running-training>
- 8. Nike - <https://www.nike.com/training/running>
- 9. The Run Experience - <https://therunexperience.com/training-plans/>
- 10. Born to Run - <http://www.borntorun.co.uk/>
- 11. RunCoach - <https://www.runcoach.com/training-plans>
- 12. Garmin - <https://www.garmin.com/en-US/running/training-plans>
- 13. Lululemon - <https://shop.lululemon.com/c/training/running>
- 14. Form Running - <https://formrunning.com/>
- 15. Strength Running - <https://strengthrunning.com/category/training/>



#5

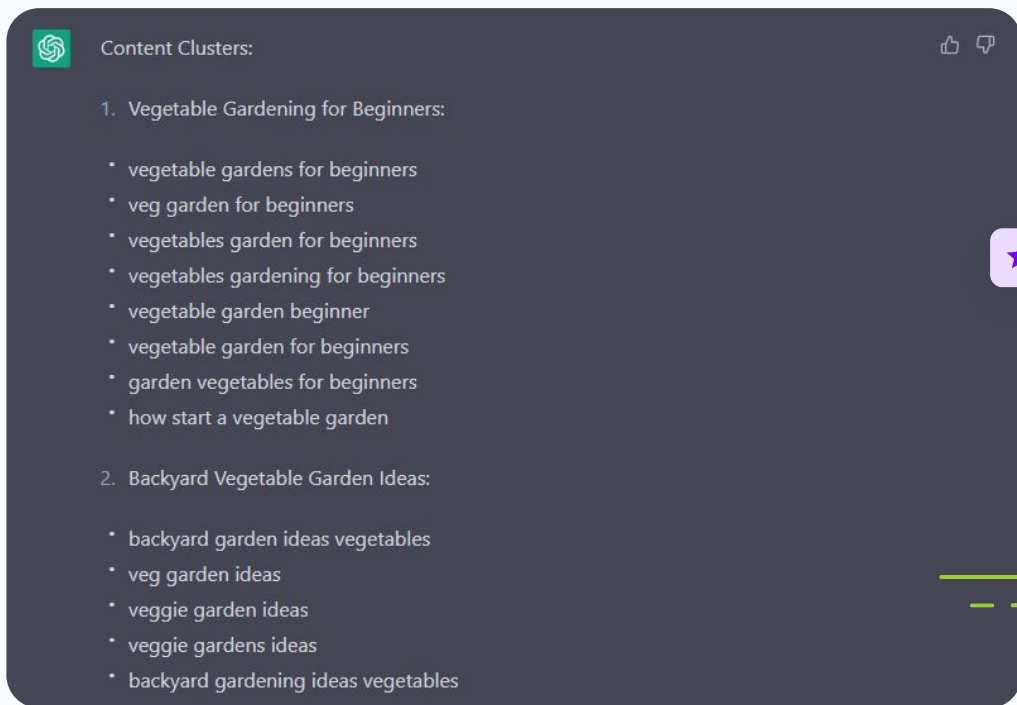
# Clustering keywords



# Prompt:

Use the following list of keywords and group them together to create content clusters: [list of keywords]

## Example:



The screenshot shows a dark-themed chat window with the OpenAI logo in the top left. The title of the chat is "Content Clusters:". In the top right corner, there are icons for a thumbs up and a thumbs down. The main content consists of two numbered lists of keywords, each preceded by a bullet point. A purple star icon is overlaid on the right side of the first list. At the bottom right of the chat window, there are two horizontal green lines.

Content Clusters:

1. Vegetable Gardening for Beginners:
  - \* vegetable gardens for beginners
  - \* veg garden for beginners
  - \* vegetables garden for beginners
  - \* vegetables gardening for beginners
  - \* vegetable garden beginner
  - \* vegetable garden for beginners
  - \* garden vegetables for beginners
  - \* how start a vegetable garden
2. Backyard Vegetable Garden Ideas:
  - \* backyard garden ideas vegetables
  - \* veg garden ideas
  - \* veggie garden ideas
  - \* veggie gardens ideas
  - \* backyard gardening ideas vegetables



#6

# Classify keywords by search intent



# Prompt:

Classify the following set of keywords on the basis of search intent in a table form (informational, commercial, and navigational): **[list of keywords]**

## Example:



The screenshot shows a ChatGPT interface with a table containing 11 rows of keywords and their search intent. All search intents are classified as 'Informational'. The interface includes a thumbs up icon, a thumbs down icon, and a star icon. There are also some green lines and a purple scribble on the right side of the interface.

Keywords	Search Intent
vegetable gardens for beginners	Informational
veg garden for beginners	Informational
vegetables garden for beginners	Informational
vegetables gardening for beginners	Informational
vegetable garden beginner	Informational
vegetable garden for beginners	Informational
garden vegetables for beginners	Informational
how start a vegetable garden	Informational
backyard garden ideas vegetables	Informational
veg garden ideas	Informational



#7

# Creating schema JSON code for FAQ

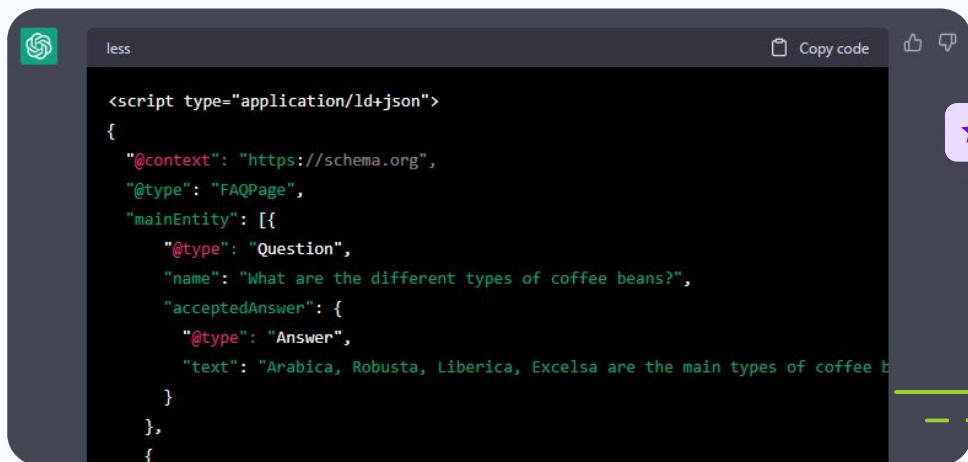




# Prompt:

Generate FAQ Schema markup code for the following set of Question: [list of questions]

## Example:



```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What are the different types of coffee beans?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Arabica, Robusta, Liberica, Excelsa are the main types of coffee b
    }
  },
  {

```



#8

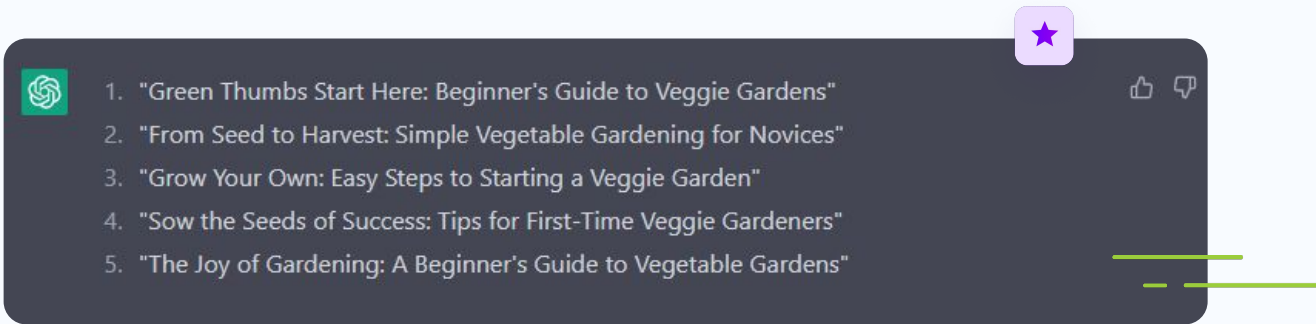
# Writing meta title and description



# Prompt:

Generate 5 interesting, and engaging titles of a maximum of 55 characters long each, for a webpage on the following topic: **[define topic]**

## Example:



A screenshot of a chat interface with a dark background. In the top right corner, there is a purple star icon. On the left side, there is a green circular icon with a white knot-like symbol. The main content is a list of five titles, each preceded by a number. To the right of the list, there are icons for a thumbs up and a speech bubble. At the bottom right of the chat area, there are two horizontal green lines of varying lengths.

1. "Green Thumbs Start Here: Beginner's Guide to Veggie Gardens"
2. "From Seed to Harvest: Simple Vegetable Gardening for Novices"
3. "Grow Your Own: Easy Steps to Starting a Veggie Garden"
4. "Sow the Seeds of Success: Tips for First-Time Veggie Gardeners"
5. "The Joy of Gardening: A Beginner's Guide to Vegetable Gardens"

# Prompt:

Generate 5 interesting, and engaging meta descriptions of a maximum of 155 characters long each, for an article with the following title: **[paste title]**

## Example:



The screenshot shows a chat window with a dark background. On the left is the OpenAI logo. On the right are thumbs-up and thumbs-down icons. A purple star icon is positioned to the right of the second meta description. At the bottom right, there are two horizontal green lines. The chat contains five numbered meta descriptions:

1. "Discover the basics of starting a vegetable garden from seed to harvest. Learn all the tips and tricks for novice gardeners in our guide."
2. "Get your green thumb ready! Learn how to grow fresh, delicious vegetables with our easy-to-follow guide for beginners."
3. "Take your first steps into vegetable gardening with our comprehensive guide. From seed to harvest, we'll show you how to grow your own veggies."
4. "Ready to start a vegetable garden? Let us guide you through the process from planting to harvesting with our beginner-friendly tips."
5. "Experience the joy of harvesting your own fresh vegetables. Our guide covers everything you need to know for novice gardening success."

# Let's stay in touch

<https://www.linkedin.com/in/tom-winter/>

<https://www.linkedin.com/in/mersudinforbes/>

*o*  
**Any questions?**

