

WSP

WEB SEARCH
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DIGITAL MARKETING TECHNOLOGY CONSULTING

AI SEO GUIDE FOR SMALL BUSINESSES

101 Practical Ways to Improve Your Business SEO with AI

A plain-English, action-oriented guide for using AI to improve search visibility, content quality, local rankings, reporting, and lead generation —

without handing your brand over to automation. Use AI smarter. Rank with more purpose.

Prepared by Web Search Professionals
web-search-pros.com

START HERE

AI can make SEO faster. Strategy makes it better.

AI has changed how business owners think about marketing, content, and search engine optimization. It can help you brainstorm faster, organize information, write first drafts, improve existing pages, analyze data, summarize customer questions, and find opportunities you may have missed.

But AI is not a magic SEO button. Used well, it becomes a practical assistant that helps your business create clearer, more helpful, more organized content. Used poorly, it can fill your website with generic copy, inaccurate claims, and pages that sound like everyone else.

Who this is for

Business owners, office managers, practice managers, contractors, dentists, attorneys, consultants, local service providers, and lean marketing teams who need practical SEO improvements.

How to use it

Do not try to complete all 101 ideas at once. Start with the section that matches your biggest business problem: traffic, local visibility, content quality, technical issues, reporting, or conversions.

What each idea includes

- What to do: the practical SEO activity
- How AI helps: where AI speeds up the task
- Business owner tip: how to keep it useful
- Prompt to try: copy-ready wording you can use

Best first move

Pick your top SEO goal, choose three improvements from this guide, implement them, then measure what changes. Small, completed improvements create momentum.

The Web Search Professionals AI SEO Rule

AI should support your business judgment, not replace it. Your business still needs real strategy, real customer insight, real expertise, and real oversight.

A healthy AI SEO process

1. **Define the business goal.** Decide whether you need more calls, quote requests, appointments, consultations, orders, or local visibility.
2. **Use data to understand the opportunity.** Look at search demand, current pages, competitors, local visibility, and conversion paths.
3. **Use AI to speed up the work.** Apply it to research, organization, drafting, summaries, outlines, and reporting.
4. **Add human expertise.** Include real examples, local knowledge, service details, policies, and customer insight.
5. **Check accuracy before publishing.** Verify claims, pricing, policies, legal or regulated topics, and anything that affects trust.
6. **Measure what happens after launch.** Track visibility, clicks, inquiries, lead quality, and conversions.

Use AI for

Ideas, outlines, summaries, draft copy, reporting notes, content refresh plans, title variations, FAQ ideas, and internal process support.

Keep humans in charge of

Strategy, accuracy, publishing approval, brand voice, compliance, customer promises, pricing claims, and final decisions.

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Where to focus first

Choose the section that matches your highest-priority opportunity. Each section gives you practical actions and prompts you can use with your preferred AI tool.

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SECTION 1

AI SEO Basics for Business Owners

Set the strategy before you use the tools.

001

Use AI to turn business goals into SEO priorities

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Write down what you actually want SEO to accomplish: more calls, quote requests, appointments, consultations, orders, or local visibility.

HOW AI HELPS

AI can translate broad goals into practical SEO priorities such as service pages, local pages, FAQs, review strategy, and Google Business Profile improvements.

Business owner tip: Measure SEO by business outcomes, not traffic alone.

PROMPT TO TRY

Act as a small business SEO strategist. My business is [business type] in [location]. My main goal is [goal]. Suggest the top SEO priorities that would support this goal and explain why each one matters.

002

Use AI to identify your best customer questions

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

List the questions customers ask before they buy, book, call, or trust you.

HOW AI HELPS

AI can turn those questions into FAQ sections, blog topics, service page sections, and video ideas.

Business owner tip: The best SEO content often starts with real customer conversations.

PROMPT TO TRY

List 50 questions a potential customer might ask before hiring a [business type] in [location]. Group them by awareness, comparison, cost, trust, and decision-stage questions.

003

Use AI to clarify your ideal customer profile

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Describe who your best customers are, what problems they have, and what they care about when choosing a provider.

HOW AI HELPS

AI can organize that information into customer profiles that guide content, page structure, CTAs, and messaging.

Business owner tip: SEO works better when you know exactly who you want to attract.

PROMPT TO TRY

Create three ideal customer profiles for my [business type]. Include their main problems, buying concerns, search behavior, objections, and what they need to see before contacting us.

004

Use AI to explain SEO in plain English to your team

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Make sure everyone involved understands pages, keywords, search intent, local SEO, backlinks, reviews, technical health, and conversions.

HOW AI HELPS

AI can turn complicated SEO concepts into simple internal training notes.

Business owner tip: When your team understands SEO, they can help gather photos, request reviews, answer FAQs, and spot content ideas.

PROMPT TO TRY

Explain SEO to a small business team in plain English. Include what matters, what does not matter as much, and how each team member can help improve visibility.

005

Use AI to create an SEO opportunity list

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Make a working list of possible improvements: new pages, refreshed pages, FAQs, local listings, reviews, technical fixes, links, videos, and reporting.

HOW AI HELPS

AI can organize a messy wishlist into categories and priorities.

Business owner tip: A prioritized action list is more useful than a giant audit nobody implements.

PROMPT TO TRY

Turn this list of SEO ideas into a prioritized action plan. Categorize each item by impact, difficulty, cost, and urgency: [paste ideas].

006

Use AI to separate strategy from tasks

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Identify which SEO activities are strategic decisions and which are production tasks.

HOW AI HELPS

AI can sort work into strategy, content, technical, local SEO, reporting, and maintenance buckets.

Business owner tip: AI can assist with many tasks, but strategy still needs business judgment.

PROMPT TO TRY

Review this SEO task list and separate it into strategic decisions, repeatable production tasks, technical tasks, and tasks that require expert review.

007

Use AI to build a 30-day SEO sprint

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Choose a realistic set of improvements you can complete in one month.

HOW AI HELPS

AI can turn a large SEO wishlist into a weekly action plan.

Business owner tip: Small completed improvements beat ambitious plans that never get finished.

PROMPT TO TRY

Create a 30-day SEO improvement plan for a [business type] with limited time and budget. Focus on practical actions that improve local visibility, website content, and lead generation.

008

Use AI to define your brand voice before creating content

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Decide how your business should sound online: professional, friendly, reassuring, direct, expert, local, warm, premium, practical, or no-nonsense.

HOW AI HELPS

AI can create a brand voice guide and apply it to drafts.

Business owner tip: Do not publish AI content that sounds nothing like your real business.

PROMPT TO TRY

Create a brand voice guide for my [business type]. Our tone should be [tone]. Our customers value [values]. Include words to use, words to avoid, and examples.

009

Use AI to create a safe content workflow

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Build a repeatable process: idea, outline, draft, human edit, fact-check, SEO review, publish, measure.

HOW AI HELPS

AI can create checklists and standard operating procedures.

Business owner tip: The workflow matters more than the tool.

PROMPT TO TRY

Create a safe AI-assisted content workflow for a small business website. Include research, drafting, editing, fact-checking, SEO review, brand voice review, and final approval.

010

Use AI to identify where human expertise is required

AI SEO BASICS FOR BUSINESS OWNERS

WHAT TO DO

Decide which topics require expert input, especially medical, legal, financial, technical, or safety-related content.

HOW AI HELPS

AI can flag areas where accuracy, compliance, and reputation risk matter.

Business owner tip: AI should not make claims your business cannot stand behind.

PROMPT TO TRY

Review these content topics and identify which ones need expert review before publishing. Explain the risks and what kind of review is needed: [paste topics].

SECTION 2

Keyword Research & Search Intent

Find the right searches and match each one to the right page.

011

Use AI to brainstorm seed keywords

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Start with your services, products, locations, customer problems, and common questions.

HOW AI HELPS

AI can quickly generate a broad keyword starting list across service, problem, local, comparison, and question-based searches.

Business owner tip: Use AI as a starting point, then validate ideas with real keyword data and business knowledge.

PROMPT TO TRY

Generate a seed keyword list for a [business type] in [location]. Include service keywords, problem-based keywords, local keywords, comparison keywords, and question-based keywords.

012

Use AI to group keywords by search intent

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Sort keywords by what the searcher likely wants: information, comparison, local provider, pricing, appointment, emergency help, or purchase.

HOW AI HELPS

AI can classify keywords into intent groups and recommend the best content type for each.

Business owner tip: Search intent tells you what kind of page you need.

PROMPT TO TRY

Group these keywords by search intent: informational, commercial, local, transactional, comparison, and urgent. Recommend the best content type for each: [paste keywords].

013

Use AI to find service page opportunities

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Identify services that deserve dedicated pages instead of being buried on one generic Services page.

HOW AI HELPS

AI can review your service list and suggest pages based on customer needs and search intent.

Business owner tip: One general Services page is usually not enough for strong SEO.

PROMPT TO TRY

Here are the services my business offers: [paste list]. Recommend which services should have their own SEO landing pages and explain what each page should include.

014

Use AI to find long-tail keyword opportunities

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Look for specific searches that show clear need, urgency, location, or comparison intent.

HOW AI HELPS

AI can generate long-tail variations from your main services.

Business owner tip: Long-tail searches often convert better because the customer knows what they need.

PROMPT TO TRY

Create long-tail SEO keyword ideas for [service] in [location]. Include urgent searches, cost searches, comparison searches, problem searches, and near-me style searches.

015

Use AI to map keywords to existing pages

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Match each important keyword theme to the most relevant page on your website.

HOW AI HELPS

AI can help create a keyword-to-page map and identify gaps.

Business owner tip: Every important keyword theme should have a clear destination page.

PROMPT TO TRY

Create a keyword mapping table using these website pages and keywords. Match each keyword to the best page, identify gaps, and suggest new pages. Pages: [paste pages]. Keywords: [paste keywords].

016

Use AI to spot keyword cannibalization

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Find cases where multiple pages compete for the same keyword or search intent.

HOW AI HELPS

AI can compare page titles, URLs, and topics to identify overlap.

Business owner tip: Too many similar pages can confuse search engines and users.

PROMPT TO TRY

Review these page titles and URLs. Identify pages targeting the same search intent and recommend whether to merge, rewrite, redirect, or differentiate them: [paste list].

017

Use AI to translate jargon into customer language

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Replace internal industry terms with the words customers actually use.

HOW AI HELPS

AI can suggest plain-English alternatives and customer-friendly phrasing.

Business owner tip: Customers usually search for the problem before they know the professional term.

PROMPT TO TRY

Translate these industry terms into plain-English phrases a customer might search for. Also suggest related questions customers may ask: [paste terms].

018

Use AI to discover problem-based keywords

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Think beyond services and identify symptoms, frustrations, and urgent problems.

HOW AI HELPS

AI can turn customer pain points into search terms and content ideas.

Business owner tip: Problem-based content attracts people earlier in their decision process.

PROMPT TO TRY

List common problems that cause someone to need a [business type]. For each problem, suggest search queries, FAQ questions, and page or blog topic ideas.

019

Use AI to organize keywords into topic clusters

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Group related keywords into clusters that can support service pages, blogs, FAQs, and guides.

HOW AI HELPS

AI can cluster keywords by meaning rather than exact wording.

Business owner tip: Topic clusters help your site look more complete and authoritative.

PROMPT TO TRY

Cluster these keywords into topic groups. For each cluster, recommend a main page, supporting blog posts, FAQs, and internal links: [paste keywords].

020

Use AI to identify buyer-stage keywords

KEYWORD RESEARCH & SEARCH INTENT

WHAT TO DO

Separate early research keywords from decision-ready keywords.

HOW AI HELPS

AI can identify whether a searcher is learning, comparing, or ready to act.

Business owner tip: A person searching cost, availability, or near-me phrases may be closer to contacting you.

PROMPT TO TRY

Classify these keywords by buyer stage: awareness, consideration, decision, urgent, and post-purchase. Recommend the best content approach for each: [paste keywords].

SECTION 3

Website Content & On-Page SEO

Make every important page clearer, more useful, and easier to act on.

021

Use AI to create better page outlines

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Before writing a page, outline what the visitor needs to know.

HOW AI HELPS

AI can organize content into logical sections: problem, solution, process, proof, FAQs, and CTA.

Business owner tip: A strong outline prevents thin, scattered, or repetitive content.

PROMPT TO TRY

Create a detailed SEO-friendly outline for a page about [service] for [business type] in [location]. Include headings, FAQs, trust signals, local details, and a CTA.

022

Use AI to write first drafts, not final drafts

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Use AI to get a starting draft, then improve it with your expertise.

HOW AI HELPS

AI reduces blank-page time and gives your team something to refine.

Business owner tip: Never publish untouched AI copy. Add real examples, process details, policies, and proof.

PROMPT TO TRY

Write a first draft for a service page about [service]. Use a helpful, professional tone. Leave placeholders where I should add company-specific details, proof, examples, and local information.

023

Use AI to improve weak service pages

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Review pages that are too short, vague, old, or generic.

HOW AI HELPS

AI can identify missing information and suggest better sections.

Business owner tip: Better service pages answer questions and reduce hesitation.

PROMPT TO TRY

Review this service page and identify what is missing from an SEO and customer-conversion perspective. Suggest better headings, sections, FAQs, proof points, and CTAs: [paste page copy].

024

Use AI to write page titles

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Create clear titles that describe the page and include the main keyword naturally.

HOW AI HELPS

AI can generate multiple title options quickly.

Business owner tip: The best title is clear and relevant, not just clever.

PROMPT TO TRY

Write 10 SEO page title options for this page: [describe page]. Include the main keyword [keyword] and location [location] where appropriate. Keep them clear, natural, and click-worthy.

025

Use AI to write meta descriptions

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Create short summaries that encourage searchers to click.

HOW AI HELPS

AI can produce several versions for different benefits and search intents.

Business owner tip: Meta descriptions may not directly improve rankings, but they can influence clicks.

PROMPT TO TRY

Write 10 meta description options for a page about [service]. Focus on customer benefit, trust, and clear next steps. Avoid hype and keyword stuffing.

026

Use AI to improve headings

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Make page headings clear, scannable, and helpful.

HOW AI HELPS

AI can rewrite vague headings into customer-centered ones.

Business owner tip: Many visitors skim before they read. Headings should help them find answers fast.

PROMPT TO TRY

Improve the headings on this page so they are clearer, more helpful, and better aligned with customer questions: [paste headings or page copy].

027

Use AI to create FAQ sections

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Add helpful questions and answers to important pages.

HOW AI HELPS

AI can generate FAQs from search intent, customer concerns, and service details.

Business owner tip: FAQs are useful for both SEO and conversion when they answer real questions.

PROMPT TO TRY

Create 12 helpful FAQs for a [service] page. Focus on questions customers ask before contacting a [business type]. Include concise, accurate answers and note where expert input is needed.

028

Use AI to rewrite content for readability

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Simplify dense, confusing, or overly technical copy.

HOW AI HELPS

AI can rewrite content at a clearer reading level without losing the main idea.

Business owner tip: Clear writing builds trust faster than fancy writing.

PROMPT TO TRY

Rewrite this website copy so it is clearer, easier to read, and more helpful for a potential customer. Keep the meaning accurate and avoid sounding generic: [paste copy].

029

Use AI to add proof points to pages

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Identify where pages need evidence: reviews, years in business, certifications, photos, case examples, guarantees, or process details.

HOW AI HELPS

AI can mark where proof is missing and suggest what type to add.

Business owner tip: Claims are stronger when supported by specifics.

PROMPT TO TRY

Review this page and identify where we should add proof points to make it more trustworthy. Suggest the type of proof needed in each section: [paste page copy].

030

Use AI to create stronger calls to action

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Replace vague CTAs with action-specific next steps.

HOW AI HELPS

AI can generate CTAs for different pages and buyer stages.

Business owner tip: Make the next step obvious and low-friction.

PROMPT TO TRY

Write CTA options for a [business type] website. Include CTAs for service pages, blog posts, local pages, pricing pages, and contact pages. Keep them natural and low-pressure.

031

Use AI to turn one topic into multiple content pieces

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Repurpose a strong idea into a blog post, FAQ, email, video script, social post, and checklist.

HOW AI HELPS

AI can adapt one idea into different formats while keeping the message consistent.

Business owner tip: Repurposing saves time and reinforces your expertise.

PROMPT TO TRY

Turn this topic into a blog outline, FAQ section, email newsletter, short video script, and five social media posts: [topic]. Keep all versions aligned with the same business message.

032

Use AI to refresh outdated content

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Update old pages or posts with new information, examples, screenshots, or answers.

HOW AI HELPS

AI can flag dated language and suggest missing sections.

Business owner tip: Refreshing existing content is often faster than creating new content.

PROMPT TO TRY

Review this article and suggest updates to make it more current, useful, and SEO-friendly. Identify outdated statements, missing sections, and trust opportunities: [paste article].

033

Use AI to create comparison content

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Help customers compare options, methods, services, or providers.

HOW AI HELPS

AI can structure fair comparison pages and posts.

Business owner tip: Comparison content attracts people who are closer to making a decision.

PROMPT TO TRY

Create an outline for a helpful comparison article about [option A] vs. [option B]. Make it balanced, practical, and useful for someone deciding what to do next.

034

Use AI to create cost and pricing content

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Answer pricing questions honestly, even if pricing varies.

HOW AI HELPS

AI can help explain cost factors, ranges, and what affects price.

Business owner tip: Pricing content builds trust and attracts serious prospects.

PROMPT TO TRY

Create a helpful pricing page outline for [service]. Explain why pricing varies, what factors affect cost, what customers should ask before buying, and how to request an accurate quote.

035

Use AI to create “what to expect” content

WEBSITE CONTENT & ON-PAGE SEO

WHAT TO DO

Explain your process so prospects feel more comfortable contacting you.

HOW AI HELPS

AI can turn your process into a clear page section or blog post.

Business owner tip: People are more likely to contact you when they know what happens next.

PROMPT TO TRY

Turn this business process into a clear “what to expect” section for our website: [describe process]. Make it reassuring, simple, and customer-focused.

SECTION 4

Local SEO & Google Business Profile

Help nearby customers find, trust, and contact your business.

036

Use AI to improve your Google Business Profile description

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Write a clear description of your business, services, location, and customer value.

HOW AI HELPS

AI can draft concise profile descriptions that sound professional.

Business owner tip: Keep it accurate. Do not stuff keywords or exaggerate.

PROMPT TO TRY

Write three Google Business Profile description options for a [business type] in [location]. Highlight services, customer benefits, local relevance, and trust.

037

Use AI to generate Google Business Profile post ideas

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Publish updates about services, seasonal tips, promotions, events, reminders, and customer education.

HOW AI HELPS

AI can create a monthly post calendar.

Business owner tip: Consistent updates show activity and give customers reasons to engage.

PROMPT TO TRY

Create a 30-day Google Business Profile post calendar for a [business type] in [location]. Include service reminders, seasonal tips, education, and local relevance.

038

Use AI to respond to reviews professionally

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Respond to positive and negative reviews in a calm, helpful, brand-appropriate way.

HOW AI HELPS

AI can draft response options for different review types.

Business owner tip: Never include private customer details in public responses.

PROMPT TO TRY

Draft a professional response to this customer review. Keep it warm, brief, and privacy-safe. Do not admit fault or reveal personal details. Review: [paste review].

039

Use AI to create review request templates

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Ask happy customers for reviews at the right time.

HOW AI HELPS

AI can write email, SMS, and printed-card versions.

Business owner tip: Make review requests easy, polite, and specific.

PROMPT TO TRY

Write polite review request templates for email, SMS, and a printed handout for a [business type]. Keep them short, friendly, and compliant with review platform guidelines.

040

Use AI to create location page outlines

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Build useful pages for important service areas instead of thin duplicate city pages.

HOW AI HELPS

AI can suggest locally relevant sections, FAQs, proof, and service details.

Business owner tip: Location pages should include real local details, not swapped-out city names.

PROMPT TO TRY

Create an outline for a local SEO page targeting [service] in [city]. Include local concerns, service details, FAQs, proof points, nearby areas, and a CTA.

041

Use AI to localize service content

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Add local context to service pages where it genuinely helps the visitor.

HOW AI HELPS

AI can suggest seasonal factors, neighborhood references, regional issues, and local examples.

Business owner tip: Only include local details that are true and useful.

PROMPT TO TRY

Suggest ways to make this [service] page more locally relevant for customers in [city/region]. Avoid fake claims and city-name stuffing: [paste copy].

042

Use AI to identify local FAQ topics

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Answer questions people in your area may ask about your services.

HOW AI HELPS

AI can combine service questions with location-specific concerns.

Business owner tip: Local FAQs show that you understand your market.

PROMPT TO TRY

Generate local FAQ ideas for a [business type] serving [location]. Include questions about service areas, timing, regulations, seasonal concerns, pricing, and expectations.

043

Use AI to improve directory listing descriptions

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Keep your business descriptions consistent across important directories.

HOW AI HELPS

AI can create short, medium, and long business descriptions.

Business owner tip: Your name, address, phone number, website, and categories should stay consistent.

PROMPT TO TRY

Write short, medium, and long directory listing descriptions for a [business type] in [location]. Keep the facts consistent and the tone professional.

044

Use AI to create local sponsorship or partnership ideas

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Look for local organizations, events, schools, charities, or business groups aligned with your brand.

HOW AI HELPS

AI can brainstorm partnership categories and outreach angles.

Business owner tip: Local relationships can support both reputation and visibility.

PROMPT TO TRY

Suggest local partnership and sponsorship ideas for a [business type] in [location]. Include ideas that create community value, website mentions, and local awareness.

045

Use AI to build a local content calendar

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

Plan content around seasons, events, holidays, local needs, and customer behavior.

HOW AI HELPS

AI can create month-by-month ideas.

Business owner tip: Local content works best when it connects to real customer needs.

PROMPT TO TRY

Create a 12-month local SEO content calendar for a [business type] in [location]. Include seasonal topics, local concerns, service promotions, FAQs, and GBP post ideas.

046

Use AI to create neighborhood-specific talking points

LOCAL SEO & GOOGLE BUSINESS PROFILE

WHAT TO DO

If you serve multiple neighborhoods, identify what matters in each area.

HOW AI HELPS

AI can help organize neighborhood pages or service-area copy.

Business owner tip: Do not pretend to have an office where you do not have one.

PROMPT TO TRY

Create neighborhood-specific content angles for a [business type] serving these areas: [list areas]. Focus on useful local context, not fake office locations.

SECTION 5

Technical SEO Made Simpler

Translate technical findings into practical fixes.

047

Use AI to explain crawl issues in plain English

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Export issues from an SEO tool and ask AI to explain what they mean.

HOW AI HELPS

AI can translate technical warnings into business-friendly language.

Business owner tip: Not every warning is urgent. Prioritize what affects visibility and users.

PROMPT TO TRY

Explain these SEO crawl issues in plain English. For each issue, tell me what it means, why it matters, urgency, and who should fix it: [paste crawl issues].

048

Use AI to prioritize technical fixes

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Sort technical issues by impact, effort, and risk.

HOW AI HELPS

AI can turn a confusing audit into a practical fix list.

Business owner tip: Fix problems affecting important pages first.

PROMPT TO TRY

Prioritize these technical SEO issues by business impact and implementation difficulty. Focus on issues affecting important service pages and conversion pages: [paste issues].

049

Use AI to write schema markup drafts

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Add structured data where appropriate, such as LocalBusiness, FAQ, Service, Article, Product, Event, or Review schema.

HOW AI HELPS

AI can draft schema markup for expert review.

Business owner tip: Schema must match visible page content. Do not mark up information that is not on the page.

PROMPT TO TRY

Create a JSON-LD schema markup draft for this page. Use only information visible on the page. Page type: [page type]. Business details: [details]. Page content: [paste copy].

050

Use AI to improve image alt text

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Write descriptive alt text for important website images.

HOW AI HELPS

AI can create natural descriptions based on image context.

Business owner tip: Alt text should describe the image, not stuff keywords.

PROMPT TO TRY

Write accurate, concise alt text for these website images. Include context where useful, but avoid keyword stuffing: [describe images].

051

Use AI to create redirect mapping recommendations

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

When pages are removed or URLs change, map old URLs to the best new URLs.

HOW AI HELPS

AI can compare URL lists and suggest matches.

Business owner tip: Poor redirects can waste ranking signals and frustrate users.

PROMPT TO TRY

Help map these old URLs to the most relevant new URLs. Identify exact matches, close matches, and URLs needing new pages or 404 handling. Old URLs: [list]. New URLs: [list].

052

Use AI to identify broken-link priorities

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Find broken links and decide which ones matter most.

HOW AI HELPS

AI can classify broken links by page importance and user impact.

Business owner tip: A broken link on a high-traffic service page matters more than one on an old archived post.

PROMPT TO TRY

Review this broken-link report and prioritize fixes based on user experience, SEO importance, and page value: [paste report].

053

Use AI to improve URL structure

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Create short, clear URLs that describe each page.

HOW AI HELPS

AI can suggest cleaner URL slugs.

Business owner tip: Avoid changing URLs unless there is a good reason and redirects are handled properly.

PROMPT TO TRY

Suggest SEO-friendly URL slugs for these pages. Keep them short, clear, and aligned with the page topic: [paste page titles].

054

Use AI to identify duplicate or thin pages

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Find pages that are too similar, too short, or not useful.

HOW AI HELPS

AI can compare page topics and recommend whether to improve, merge, or remove.

Business owner tip: Quality usually beats quantity.

PROMPT TO TRY

Review these page summaries and identify duplicate, thin, or low-value pages. Recommend whether to improve, merge, redirect, noindex, or remove each one: [paste summaries].

055

Use AI to create internal linking suggestions

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Link related pages together in a helpful way.

HOW AI HELPS

AI can suggest where internal links should be added and what anchor text to use.

Business owner tip: Internal links help visitors and search engines understand your site structure.

PROMPT TO TRY

Suggest internal links for this page based on the following list of website pages. Recommend anchor text and explain why each link is useful. Page copy: [paste copy]. Site pages: [paste list].

056

Use AI to create breadcrumb recommendations

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Make site navigation clearer for users and search engines.

HOW AI HELPS

AI can recommend logical page hierarchy.

Business owner tip: Clear navigation helps visitors find what they need faster.

PROMPT TO TRY

Review this website page list and suggest a logical site hierarchy with breadcrumb paths. Focus on services, locations, blog categories, and conversion pages: [paste page list].

057

Use AI to summarize page speed issues

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Use performance reports to identify what slows down your site.

HOW AI HELPS

AI can explain technical speed issues in simpler terms.

Business owner tip: Fast pages are better for users, especially mobile visitors.

PROMPT TO TRY

Explain this page speed report in plain English. Prioritize fixes by likely user impact and implementation difficulty: [paste report].

058

Use AI to identify mobile usability problems

TECHNICAL SEO MADE SIMPLER

WHAT TO DO

Review mobile layout, tap targets, readability, forms, and page speed.

HOW AI HELPS

AI can create a mobile usability checklist tailored to your business type.

Business owner tip: Many local searches happen on phones. Mobile experience matters.

PROMPT TO TRY

Create a mobile SEO and conversion checklist for a [business type] website. Include navigation, forms, click-to-call, page speed, readability, and local search behavior.

SECTION 6

Content Strategy & Authority Building

Use AI to create content that is useful, credible, and differentiated.

059

Use AI to build topic clusters around core services

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Support each main service page with related articles, FAQs, guides, and internal links.

HOW AI HELPS

AI can map supporting topics around a core service.

Business owner tip: A strong service page plus helpful supporting content can build topical authority.

PROMPT TO TRY

Create a topic cluster for [main service]. Include one main service page, 10 supporting blog posts, 10 FAQs, internal link suggestions, and buyer-stage labels.

060

Use AI to create expert interview questions

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Interview the business owner, staff, or subject matter experts to add original insight.

HOW AI HELPS

AI can generate questions that uncover practical expertise, warnings, examples, and process details.

Business owner tip: Expert input makes AI-assisted content more original and trustworthy.

PROMPT TO TRY

Create interview questions for a subject matter expert about [topic]. The goal is to collect original insights, examples, warnings, process details, and customer advice for an SEO article.

061

Use AI to turn expert notes into website content

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Record or write down expert answers and turn them into polished content.

HOW AI HELPS

AI can organize raw notes into page sections, FAQs, or articles.

Business owner tip: This is one of the best ways to avoid generic AI content.

PROMPT TO TRY

Turn these expert notes into a helpful article outline and first draft. Preserve the expert's insight, examples, and practical advice. Notes: [paste notes].

062

Use AI to find missing trust signals

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Review pages for credentials, awards, certifications, testimonials, photos, process, guarantees, and service-area proof.

HOW AI HELPS

AI can identify where credibility is weak.

Business owner tip: Trust signals help users and search systems understand why your business is credible.

PROMPT TO TRY

Review this page and identify missing trust signals. Suggest where to add credentials, reviews, photos, examples, process details, and proof: [paste copy].

063

Use AI to create case study outlines

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Turn customer success stories into SEO-friendly case studies.

HOW AI HELPS

AI can structure the story: problem, solution, process, result, and lesson.

Business owner tip: Get permission before sharing customer names, photos, or details.

PROMPT TO TRY

Create a case study outline for this customer project. Include problem, goals, challenges, solution, timeline, results, and lessons learned. Project notes: [paste notes].

064

Use AI to create before-and-after content

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Show transformation when your work is visual, measurable, or process-driven.

HOW AI HELPS

AI can help write captions, summaries, and page sections.

Business owner tip: Specific before-and-after examples are more persuasive than generic claims.

PROMPT TO TRY

Write website copy for a before-and-after project example. Keep it factual and customer-focused. Include the original problem, what we did, and the outcome. Notes: [paste notes].

065

Use AI to create educational blog posts

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Publish helpful articles that answer customer questions before they contact you.

HOW AI HELPS

AI can generate outlines, drafts, summaries, and FAQs.

Business owner tip: Educational content should help the reader make a better decision.

PROMPT TO TRY

Create a detailed blog outline for [topic]. Focus on helping a potential customer understand the issue, compare options, avoid mistakes, and decide what to do next.

066

Use AI to create “mistakes to avoid” content

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Help customers avoid common errors when choosing a provider, buying a service, or trying DIY solutions.

HOW AI HELPS

AI can structure warnings into practical content.

Business owner tip: This positions your business as a helpful advisor.

PROMPT TO TRY

Create an article outline titled “Common Mistakes to Avoid When [customer goal].” Make it practical, fair, and useful for someone considering [service].

067

Use AI to create glossary content

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Explain industry terms customers may not understand.

HOW AI HELPS

AI can create simple definitions, examples, and related questions.

Business owner tip: Glossaries work best when connected to real services and customer decisions.

PROMPT TO TRY

Create a plain-English glossary of terms related to [industry/service]. Include short definitions, examples, and when a customer should care about each term.

068

Use AI to convert sales objections into content

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

List reasons prospects hesitate and create content that answers those concerns.

HOW AI HELPS

AI can turn objections into page sections, FAQs, articles, or emails.

Business owner tip: Objection-handling content can improve conversion rates.

PROMPT TO TRY

Here are common objections customers have before buying [service]: [list objections]. Turn these into helpful website sections, FAQs, and blog topics.

069

Use AI to create content for different awareness levels

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Create content for people who are unaware, problem-aware, solution-aware, provider-aware, and ready to buy.

HOW AI HELPS

AI can generate topics for each stage.

Business owner tip: Not every visitor is ready to call today. Good content builds trust over time.

PROMPT TO TRY

Create SEO content ideas for each customer awareness stage for [service]: unaware, problem-aware, solution-aware, provider-aware, and ready to buy.

070

Use AI to turn customer reviews into content themes

CONTENT STRATEGY & AUTHORITY BUILDING

WHAT TO DO

Analyze reviews to find what customers value most.

HOW AI HELPS

AI can summarize repeated themes such as responsiveness, quality, communication, speed, friendliness, or convenience.

Business owner tip: Reviews reveal the language customers use to describe your value.

PROMPT TO TRY

Analyze these customer reviews and identify common themes, phrases, benefits, objections overcome, and content ideas. Reviews: [paste reviews].

SECTION 7

Reporting, Analytics & Business Insight

Turn SEO data into decisions your team can act on.

071

Use AI to summarize Google Search Console data

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Export queries, pages, clicks, impressions, click-through rate, and average position.

HOW AI HELPS

AI can turn rows of data into plain-English insights and next steps.

Business owner tip: Look for patterns, not isolated numbers.

PROMPT TO TRY

Analyze this Google Search Console export. Identify pages gaining visibility, pages losing visibility, keyword opportunities, low CTR pages, and recommended next actions: [paste data].

072

Use AI to identify low click-through-rate opportunities

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Find pages with impressions but poor clicks.

HOW AI HELPS

AI can suggest improved titles and descriptions that better match search intent.

Business owner tip: If you already show up but do not get clicks, better search snippets may help.

PROMPT TO TRY

Review these search queries and pages with high impressions but low CTR. Suggest title and meta description improvements that better match search intent: [paste data].

073

Use AI to explain traffic drops

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Compare dates, pages, queries, rankings, seasonality, technical changes, and content updates.

HOW AI HELPS

AI can organize possible causes and next-step checks.

Business owner tip: Do not assume every traffic drop is a penalty. Investigate calmly.

PROMPT TO TRY

Help diagnose this organic traffic drop. Here are the dates, affected pages, queries, site changes, and analytics notes: [paste details]. List likely causes and recommended checks.

074

Use AI to create monthly SEO report summaries

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Turn analytics data into a short, useful summary.

HOW AI HELPS

AI can draft plain-English reporting notes.

Business owner tip: A good report explains what happened, why it matters, and what to do next.

PROMPT TO TRY

Write a monthly SEO report summary for a business owner using this data. Include wins, concerns, opportunities, and next steps. Keep it clear and practical: [paste data].

075

Use AI to identify content refresh priorities

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Find pages that used to perform well but are declining.

HOW AI HELPS

AI can prioritize pages for updates based on trends, importance, and opportunity.

Business owner tip: Refreshing proven pages can produce faster gains than starting from zero.

PROMPT TO TRY

Review this page performance data and identify which pages should be refreshed first. Explain why and recommend what to update: [paste data].

076

Use AI to create SEO dashboard explanations

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Add plain-English explanations to reports and dashboards.

HOW AI HELPS

AI can describe what each metric means and why it matters.

Business owner tip: Metrics are more useful when everyone understands them.

PROMPT TO TRY

Explain these SEO metrics in plain English for a small business owner: organic sessions, clicks, impressions, CTR, average position, conversions, bounce rate, and engaged sessions.

077

Use AI to identify lead quality patterns

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Compare SEO leads by service, location, form submission, call source, and customer quality.

HOW AI HELPS

AI can organize patterns and questions to investigate.

Business owner tip: More leads are not always better if they are the wrong leads.

PROMPT TO TRY

Analyze these lead notes and identify patterns in high-quality versus low-quality inquiries. Suggest SEO content and page improvements to attract better-fit leads: [paste notes].

078

Use AI to turn call notes into SEO insights

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Summarize common questions and objections from phone calls.

HOW AI HELPS

AI can identify recurring themes for content and FAQs.

Business owner tip: Sales calls are a goldmine for SEO topics.

PROMPT TO TRY

Review these call notes and identify common customer questions, concerns, service needs, location patterns, and content ideas: [paste notes].

079

Use AI to build a content performance scorecard

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Score content based on traffic, rankings, conversions, freshness, quality, and business relevance.

HOW AI HELPS

AI can create a simple scoring framework.

Business owner tip: Do not keep content just because it exists. Improve what matters.

PROMPT TO TRY

Create a content performance scorecard for a small business website. Include scoring categories for traffic, search visibility, conversions, freshness, quality, trust, and strategic value.

080

Use AI to create next-step recommendations from reports

REPORTING, ANALYTICS & BUSINESS INSIGHT

WHAT TO DO

Every report should end with practical actions.

HOW AI HELPS

AI can convert findings into task lists.

Business owner tip: Reporting without action is just decoration.

PROMPT TO TRY

Turn this SEO report into a prioritized next-action list. Include what to do, why it matters, who should do it, and how urgent it is: [paste report].

SECTION 8

Conversion, Trust & User Experience

Help visitors feel confident enough to contact you.

081

Use AI to review your homepage message

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Make sure your homepage quickly explains who you help, what you do, where you serve, and why visitors should trust you.

HOW AI HELPS

AI can identify unclear messaging and suggest improvements.

Business owner tip: Visitors should understand your business within a few seconds.

PROMPT TO TRY

Review this homepage copy. Tell me whether it clearly explains who we help, what we do, where we serve, why we are credible, and what the visitor should do next: [paste copy].

082

Use AI to improve contact page conversion

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Make your contact page reassuring, easy to use, and clear.

HOW AI HELPS

AI can suggest better form labels, copy, FAQs, and trust elements.

Business owner tip: The contact page should reduce friction, not create it.

PROMPT TO TRY

Improve this contact page for conversions. Suggest better copy, form fields, trust signals, expectations, and CTA language: [paste contact page copy].

083

Use AI to improve form questions

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Ask only the questions needed to qualify and respond to the lead.

HOW AI HELPS

AI can help balance lead quality with form simplicity.

Business owner tip: Long forms can reduce submissions; too little information can waste time.

PROMPT TO TRY

Recommend an ideal contact form for a [business type]. Include required fields, optional fields, and questions that qualify the lead without making the form too long.

084

Use AI to create trust-building microcopy

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Add small helpful notes near forms, CTAs, pricing, scheduling, and service details.

HOW AI HELPS

AI can write reassuring text that reduces hesitation.

Business owner tip: Small wording changes can improve confidence.

PROMPT TO TRY

Write trust-building microcopy for a [business type] website. Include form reassurance, privacy note, scheduling note, quote request note, and response-time note.

085

Use AI to improve testimonials placement

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Place relevant testimonials near related services or decision points.

HOW AI HELPS

AI can match review themes to page topics.

Business owner tip: A testimonial about fast emergency service belongs near emergency service content.

PROMPT TO TRY

Match these testimonials to the best website pages and sections. Explain where each should appear and why: [paste testimonials and page list].

086

Use AI to create service-specific CTAs

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Use calls to action that match the page topic and customer intent.

HOW AI HELPS

AI can write different CTAs for urgent, research, comparison, and consultation pages.

Business owner tip: Emergency pages need different CTAs than educational blog posts.

PROMPT TO TRY

Write service-specific CTAs for these pages. Match each CTA to the visitor's likely intent: [paste page list].

087

Use AI to identify missing decision information

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Make sure pages answer what prospects need before contacting you.

HOW AI HELPS

AI can identify unanswered questions and points of hesitation.

Business owner tip: Missing details create hesitation.

PROMPT TO TRY

Review this page as a potential customer. What information is missing that might prevent someone from contacting us? Suggest improvements: [paste page copy].

088

Use AI to improve thank-you pages

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

After someone submits a form, give them clear next steps.

HOW AI HELPS

AI can write helpful thank-you page copy.

Business owner tip: Thank-you pages can set expectations and build trust.

PROMPT TO TRY

Write thank-you page copy for a [business type] after someone requests [service/consultation/quote]. Include what happens next, expected response time, and helpful resources.

089

Use AI to create follow-up email sequences

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Follow up with new leads after form submissions, calls, downloads, or consultations.

HOW AI HELPS

AI can create simple email sequences.

Business owner tip: SEO gets the visitor. Follow-up helps turn the visitor into a customer.

PROMPT TO TRY

Create a three-email follow-up sequence for someone who requested information about [service]. Keep it helpful, professional, and not pushy.

090

Use AI to turn website content into sales enablement material

CONVERSION, TRUST & USER EXPERIENCE

WHAT TO DO

Reuse FAQs, service explanations, and comparison content in sales conversations.

HOW AI HELPS

AI can turn website content into talking points, one-pagers, or email responses.

Business owner tip: Your website and sales process should tell the same story.

PROMPT TO TRY

Turn this service page into sales talking points, a short follow-up email, and a one-page summary for prospects: [paste page copy].

SECTION 9

AI Search, Brand Visibility & Future- Proofing

Prepare your business for search experiences that summarize, cite, and compare.

091

Use AI to identify how your business should be described online

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Create a consistent description of your business, services, locations, and specialties.

HOW AI HELPS

AI can draft a clear brand/entity summary.

Business owner tip: Consistency helps people and systems understand your business.

PROMPT TO TRY

Create a clear entity description for my business. Include business name, services, location, audience, differentiators, and proof points. Keep it factual and consistent.

092

Use AI to improve your About page credibility

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Make your About page useful, specific, and trust-building.

HOW AI HELPS

AI can identify missing credibility signals and weak storytelling.

Business owner tip: The About page is often where visitors decide whether your business feels real and trustworthy.

PROMPT TO TRY

Improve this About page copy to make it more credible, specific, and customer-focused. Include suggestions for team details, history, values, expertise, and proof: [paste copy].

093

Use AI to create author and expert bios

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Add bios for people who write, review, or contribute to expert content.

HOW AI HELPS

AI can turn credentials and experience into readable bios.

Business owner tip: Expert bios matter most for topics where trust is important.

PROMPT TO TRY

Write a professional website bio for [person]. Include role, experience, credentials, specialties, service philosophy, and why customers can trust their advice. Details: [paste details].

094

Use AI to build a source-of-truth document

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Create an internal document with approved business facts, services, policies, team bios, offers, locations, and brand voice.

HOW AI HELPS

AI can organize the information into a reusable reference.

Business owner tip: AI output improves when it has accurate business information to work from.

PROMPT TO TRY

Create a source-of-truth document template for my business. Include services, locations, staff, policies, proof points, FAQs, brand voice, and approved claims.

095

Use AI to check whether content sounds generic

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Review copy for vague claims, filler phrases, and overused marketing language.

HOW AI HELPS

AI can identify generic wording and suggest specific replacements.

Business owner tip: If the copy could describe any competitor, it is not strong enough.

PROMPT TO TRY

Review this copy and flag generic phrases, vague claims, filler sentences, and wording that could apply to any competitor. Suggest more specific alternatives: [paste copy].

096

Use AI to create original data or insight ideas

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Identify content that can be strengthened with observations, survey results, job data, project data, or customer patterns.

HOW AI HELPS

AI can suggest simple ways to collect and present original insights.

Business owner tip: Original insight helps your content stand apart.

PROMPT TO TRY

Suggest original data or insight ideas for a [business type]. Include simple surveys, customer patterns, project statistics, seasonal trends, and content angles we could use ethically.

097

Use AI to prepare content for AI answer engines

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Make your content clear, structured, factual, and easy to summarize.

HOW AI HELPS

AI can identify whether a page directly answers important questions.

Business owner tip: AI search experiences tend to favor content that is clear, trustworthy, and easy to understand.

PROMPT TO TRY

Review this page and suggest improvements that make it easier for AI answer engines and search engines to understand. Focus on clear answers, structure, factual consistency, and trust signals: [paste page copy].

098

Use AI to create concise answer blocks

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Add short, direct answers near the top of pages or under FAQs.

HOW AI HELPS

AI can summarize long explanations into clear answer blocks.

Business owner tip: Give the answer first, then explain.

PROMPT TO TRY

Create concise answer blocks for these FAQs. Each answer should be direct, helpful, and 2-4 sentences long: [paste FAQs].

099

Use AI to audit brand consistency across pages

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Check whether your pages describe your services, benefits, and positioning consistently.

HOW AI HELPS

AI can compare multiple pages and find inconsistencies.

Business owner tip: Inconsistent messaging weakens trust.

PROMPT TO TRY

Compare these website pages and identify inconsistencies in how we describe our services, audience, locations, pricing, guarantees, and brand voice: [paste page summaries].

100

Use AI to create a future-proof content maintenance plan

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Schedule regular reviews of key pages.

HOW AI HELPS

AI can create a maintenance checklist and calendar.

Business owner tip: SEO is not one-and-done. Your best pages need care.

PROMPT TO TRY

Create a quarterly SEO content maintenance plan for a small business website. Include which pages to review, what to check, and what updates to make.

101

Use AI to build your SEO action scorecard

AI SEARCH, BRAND VISIBILITY & FUTURE-PROOFING

WHAT TO DO

Score your website against the ideas in this guide and decide what to fix first.

HOW AI HELPS

AI can turn the scorecard into a prioritized action plan.

Business owner tip: The best SEO plan is the one you actually implement.

PROMPT TO TRY

Create an SEO action scorecard based on goals, keyword research, service pages, local SEO, technical SEO, content quality, trust, conversion, analytics, and AI readiness. Include a simple scoring system and next-step recommendations.

The 30-Day Web Search Professionals AI SEO Action Plan

You do not need to tackle all 101 improvements at once. Use this 30-day plan to start with the work most likely to create momentum.

Week 1: Clarify the Foundation

Goal: Understand where your SEO effort should focus.

- Define your top SEO business goal.
- Create or update your ideal customer profile.
- List your main services and locations.
- Create a seed keyword list.
- Identify your top customer questions.
- Review your homepage and main service pages.
- Create a source-of-truth document.

End-of-week outcome: You know who you are trying to reach, what they search for, and which pages matter most.

Week 2: Improve Key Pages

Goal: Make your most important pages clearer, more useful, and more conversion-focused.

- Choose your top three service pages.
- Review each page for missing questions.
- Improve titles and meta descriptions.
- Add FAQs where helpful.
- Add trust signals such as reviews or photos.
- Add internal links between related pages.
- Simplify vague or technical copy.

End-of-week outcome: Your most important pages do a better job of helping visitors choose you.

Week 3: Strengthen Local Visibility

Goal: Improve how your business appears to nearby customers.

- Review your Google Business Profile description.
- Create a month of Google Business Profile post ideas.
- Draft review request templates.
- Create review response templates.
- Review directory listing descriptions.
- Identify missing location content.
- Add local FAQs to important pages.

End-of-week outcome: Your local presence is more complete, consistent, and helpful.

Week 4: Measure, Prioritize, and Plan Next Steps

Goal: Turn SEO activity into an ongoing improvement process.

- Review Google Search Console data.
- Identify low CTR pages.
- Find pages that need refreshing.
- Prioritize technical issues.
- Create a content refresh list.
- Build a 90-day content calendar.
- Create a monthly SEO summary.

End-of-week outcome: You have a practical SEO improvement system, not just a list of ideas.

QUALITY CONTROL

AI SEO Safety Checklist

Before publishing AI-assisted content, answer these questions. If the answer is “no,” improve the content before it goes live.

Is the information accurate?

Has a knowledgeable person reviewed it?

Does it sound like our business?

Does it answer a real customer question?

Is it specific enough to be useful?

Does it avoid exaggerated claims?

Does it include proof where needed?

Is the call to action clear?

Does it match the service, location, and audience?

Will this help a real person make a better decision?

Remember

AI content is safest when it is guided by accurate business information, reviewed by humans, strengthened with real examples, and measured after publishing.

SCORECARD

Quick SEO Scorecard

Score each area from 1 to 5: **1 = needs major improvement, 3 = acceptable, 5 = excellent.**

SEO Area	Score	Notes
Clear business goals		
Ideal customer profile		
Keyword research		
Service page quality		
Local SEO presence		
Google Business Profile		
Review strategy		
Technical SEO health		
Internal linking		
Content freshness		
Trust signals		
Conversion paths		
Analytics and reporting		
AI content workflow		
Brand voice consistency		

15–35

Your website likely needs a structured SEO cleanup.

36–55

You have a foundation, but there are several missed opportunities.

56–70

You are in a good position to improve with focused execution.

71–75

Your SEO system is strong; focus on refinement, testing, and growth.



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Which of these 101 SEO improvements would help your business fastest?

AI can make SEO faster, but it does not automatically make SEO better. The businesses that win will use AI to become clearer, more helpful, more consistent, and more visible to the people they actually want to reach.

Request an AI SEO Visibility Review and get a practical look at:

- Where your website is missing search opportunities
- Which pages need improvement first
- How your business appears in local and AI-assisted search
- What content could attract better-fit customers
- Which SEO actions are most likely to move the needle

Start with the highest-impact improvements

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