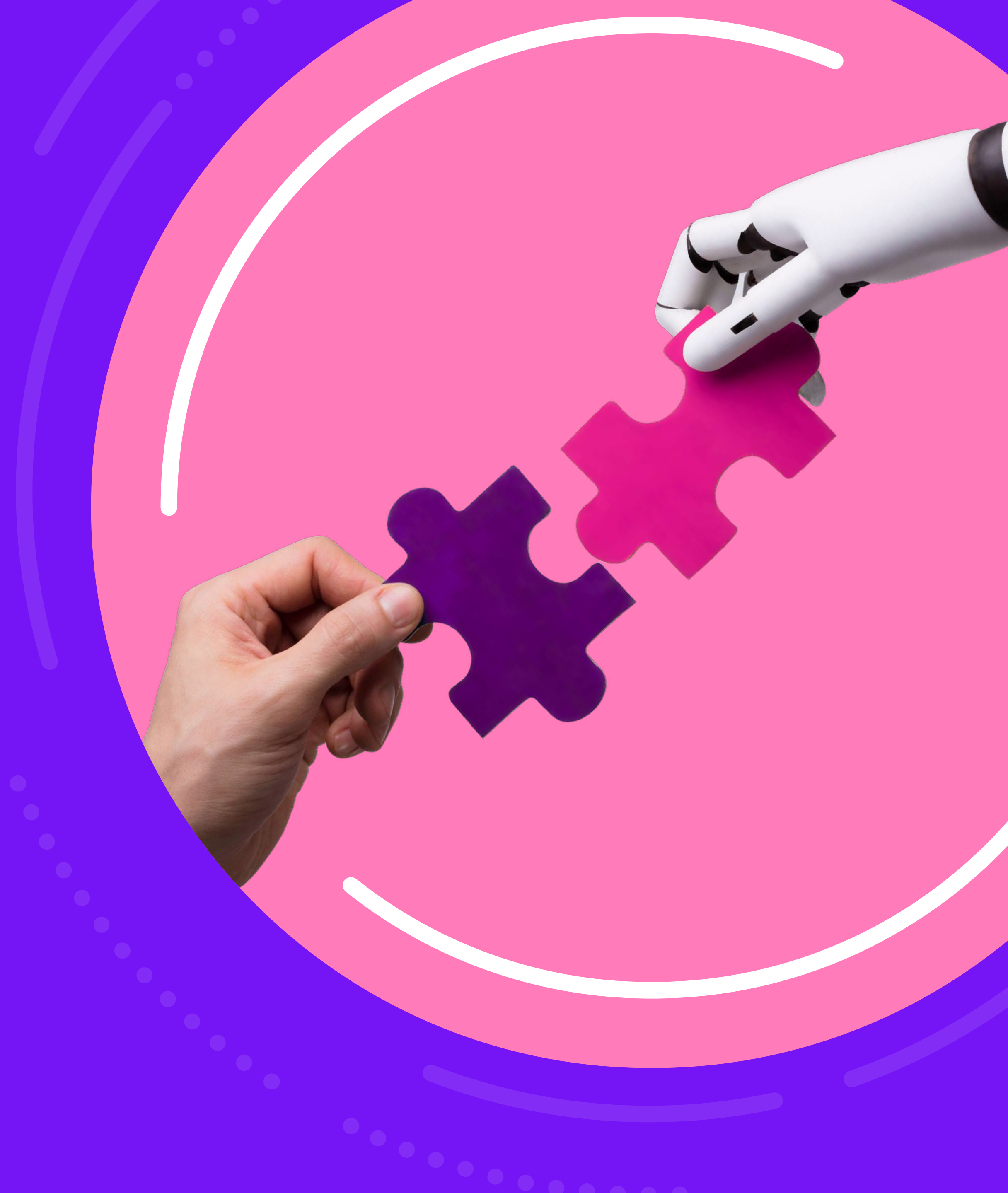


 **GUIDE**

# Best ChatGPT Prompts for Local SEO

 **uberall**





## Using The Full Potential of AI With The Right Commands

In this practical guide, you will find commands—so-called prompts—for ChatGPT to sharpen your digital marketing. And the best thing is: **you can get started right away** by adopting prompts word-for-word or adapting them with your own ideas. Either way, you'll get high-quality responses that boost your visibility and persuasiveness. The **possibilities for ChatGPT in marketing are limitless**; but we've zeroed in on the following key areas:

<b>Keyword Research</b> .....	<b>3</b>
<b>Content Planning</b> .....	<b>8</b>
<b>Content Creation</b> .....	<b>14</b>
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All commands have been tested by our SEO experts—so we'll be showing you **real life examples for each individual prompt**. Let's go!

# Keyword Generation

**The following prompts will help you generate and choose keywords for your content, saving you a significant amount of time upfront with keyword research and selection.**



# Research Keywords

“Create a keyword strategy for *[company]* with relevant keywords that potential customers use when searching for *[product/service]*. Organize the keywords according to their relevance in a table with primary keywords in the first column and secondary keywords in the second column, including search volume and difficulty.”

## Example:



Sure! Here's a keyword strategy for "Pizza Place," including relevant keywords potential customers might use when searching for "Pizza." The keywords are organized by relevance, with search volume and difficulty included.

Primary Keywords	Secondary Keywords	Search Volume	Difficulty
pizza	pizza delivery near me	1,200,000	75
pizza delivery	best pizza near me	550,000	65
pizza near me	pizza restaurants near me	1,500,000	80
order pizza	cheap pizza	450,000	60
best pizza	pizza deals	500,000	70
pizza places	pizza places open now	300,000	55
pizza restaurant	pizza specials	400,000	60
pizza online	pizza takeaway	200,000	50
pizza deals near me	gourmet pizza	350,000	65
local pizza	family pizza deals	150,000	45

# Find Top 10 Keywords

“Create a list of the 10 most important local keywords for *[company]* in *[location]* that offer *[product/service]*. Show me the results in table form and add the customer’s search intention in a second column.”

## Example:



Here's a list of 10 important local keywords for a pizza place in New York, categorized by customer search intention, and presented in a table:

Keyword Phrase	Customer Search Intention
pizza near me	Purchase intention
best pizza in New York	Information search
pizza delivery NYC	Purchase intention
New York pizza delivery	Purchase intention
cheap pizza NYC	Comparison search
gourmet pizza near me	Purchase intention
vegan pizza New York	Comparison search
late-night pizza NYC	Purchase intention
family-friendly pizza	Comparison search
local pizza places NYC	Purchase intention

# Find Long-Tail Keywords

“Create a list of the 10 most important long-tail keywords for *[company]* that potential customers use when searching for *[product/service]*. Show me the results in table form and add the customer’s search intent in a second column.”

## Example:



Certainly! Here's a list of 10 important long-tail keywords for a Pizza Place, along with the customer's search intent categorized in a table:

Long-Tail Keyword	Customer Search Intent
best pizza delivery near me	Purchase intention
gluten-free pizza options nearby	Specific preference
authentic Italian pizza restaurant	Information search
late-night pizza delivery open now	Urgency to purchase
family-friendly pizza restaurant	Specific preference
pizza deals and specials this weekend	Comparison search
local artisanal pizza near downtown	Location-specific search
gourmet pizza delivery with toppings	Specific preference
vegan pizza options nearby	Specific preference
wood-fired pizza near me	Purchase intention

# Find Trending Search Queries

“Create a list of trending local search queries for *[product/services]* in *[location]*.”

## Example:



To determine the trending local search queries for "pizza" in New York, it's essential to consider current search behavior and preferences. Here's a list of trending local search queries based on common trends and patterns observed:

1. Best pizza in NYC
2. Late-night pizza delivery NYC
3. Gluten-free pizza NYC
4. Vegan pizza options New York
5. Pizza places open now in NYC
6. Famous pizza spots in New York
7. New York style pizza near me
8. Pizza deals in NYC
9. Pizza delivery near Times Square
10. Cheap pizza in Manhattan

# Content Planning

**The following prompts will help you identify relevant content for your target group and design appropriate formats to get found, be chosen and drive loyalty in the long run.**



# Find Topic Clusters

“Create a list of five topic clusters that are interesting for *[target group]* regarding *[product/service]*. Show me the results in table form and add three topic ideas in a second column to help me create relevant blog posts.”

## Example:



Certainly! Here's a table listing five topic clusters that are interesting for young adults regarding car insurance, along with three topic ideas per cluster to help you create relevant blog posts:

Topic Cluster	Topic Ideas for Blog Posts
1. Understanding Car Insurance Basics	- Importance of car insurance for young adults
	- Types of car insurance coverage explained
	- How to choose the right deductible and coverage levels
2. Saving Money on Car Insurance	- Top tips to lower car insurance premiums
	- Discounts and savings opportunities for young adults
	- Bundling insurance policies for cost-effectiveness
3. Navigating Car Insurance as a Young Adult	- Essential car insurance tips for first-time buyers
	- Understanding and managing insurance costs
	- Steps to take after a car accident or traffic violation
4. Emerging Trends in Car Insurance	- Impact of technology (telematics, AI) on car insurance
	- Usage-based insurance: Pros and cons
	- Future of digital insurance platforms
5. Special Considerations and Situations	- Car insurance for rideshare drivers and delivery gigs
	- Insurance considerations when moving to a new state
	- Insuring leased or financed vehicles

# Define a Persona

“Create a persona on the topic of *[car insurance]*. I would like to address this persona with my blog articles and motivate them to engage with my company.”

## Example:



### Persona: Alex the Young Professional

Attribute	Details
Name	Alex Martinez
Age	26
Occupation	Marketing Analyst
Income	\$50,000/year
Location	Urban area in the U.S.
Lifestyle	Enjoys city living, driving for weekend trips, active on social media, values tech and efficiency, conscious about financial planning and saving money
Goals	Financial stability, smart spending, affordable and reliable car insurance, maintaining a high credit score
Pain Points	Overwhelmed by car insurance options, worries about high premiums and the claims process, lacks time to research policies
Motivations	Clear and straightforward insurance information, discounts and special offers, online tools for quotes and comparisons
Preferred Channels	Blogs, social media, email newsletters, YouTube

# Suggest Formats

“Recommend formats in which I can best prepare the topic *[subject]* for customers. The aim is for them to engage with the topic and perceive my company as a thought leader. “

## Example:



### Recommended Formats for Car Insurance Content

#### 1. Blog Posts

- **How-to Guides:** Detailed articles explaining car insurance basics, comparing policies, and tips for saving money.
- **Listicles:** Top 10 car insurance companies, best discounts for young drivers, etc.
- **Case Studies:** Real-life examples of customers who saved money or benefited from specific policies.

#### 2. Videos

- **Explainer Videos:** Short videos covering car insurance concepts, types of coverage, and common questions.
- **Customer Testimonials:** Videos featuring satisfied customers sharing their experiences.
- **Live Q&A Sessions:** Interactive sessions where experts answer viewers' questions about car insurance.

# Plan Formats

“I want to reach my target group on TikTok. What content can I create on *[topic]* to increase awareness and interest?”

## Example:



### TikTok Content Ideas for Car Insurance

#### 1. Quick Tips Series

- Short, engaging videos with one quick car insurance tip per video.
- Examples: “How to Lower Your Car Insurance Premiums,” “What’s Covered by Comprehensive Insurance?”

#### 2. Myth-Busting

- Debunk common car insurance myths in a fun, engaging way.
- Examples: “Myth: Red Cars Cost More to Insure,” “Myth: Only Expensive Cars Need Full Coverage.”

#### 3. Explainer Videos

- Short, animated videos explaining key car insurance concepts.
- Examples: “What is a Deductible?” “Difference Between Liability and Full Coverage.”



# Create Editorial Schedules

“Create an editorial schedule for my blog with suitable titles that capture the interest of *[target group]*. The goal is to rank for transactional long-tail keywords on the topic of *[keyword]*.”

## Example:



### Editorial Schedule for Blog: Car Insurance for Young Adults

**Objective:** Rank for transactional long-tail keywords related to car insurance for young adults.

**Frequency:** 2 posts per week (Tuesdays and Fridays)

#### Month 1: Basics and Introduction

##### Week 1:

1. **Tuesday:** "Why Do Young Adults Need Car Insurance? Understanding the Basics"
2. **Friday:** "The Ultimate Guide to Affordable Car Insurance for Young Adults"

##### Week 2:

3. **Tuesday:** "How to Compare Car Insurance Quotes Online: A Step-by-Step Guide"
4. **Friday:** "Top 10 Car Insurance Companies for Young Drivers in [Current Year]"

##### Week 3:

5. **Tuesday:** "Common Mistakes Young Adults Make When Buying Car Insurance"
6. **Friday:** "How Your Driving History Affects Your Car Insurance Rates"

# Content Creation

**The following prompts will help you create content drafts for you to adopt or adapt by adding in your own nuanced thoughts and opinions.**

# Create Outlines

“Write a blog article outline about *[topic]* with relevant information, data and statistics to position *[company]* as a thought leader in the field. Use headings and subheadings to structure and include relevant keywords.”

## Example:



### Blog Article Outline: "The Ultimate Guide to Car Insurance: Expert Insights from CarInsurer"

#### Introduction

- **Opening Statement:** Emphasize the importance of understanding car insurance for financial protection and peace of mind.
- **Introduction to CarInsurer:** Present CarInsurer as a trusted leader and expert in the car insurance industry.
- **Purpose of the Article:** Outline the goal of providing comprehensive information to help readers make informed decisions.

#### What is Car Insurance?

- **Definition and Purpose:** Define car insurance and explain its primary purposes.
- **Types of Car Insurance Coverage:**
  - Liability Insurance
  - Collision Insurance
  - Comprehensive Insurance
  - Personal Injury Protection (PIP)
  - Uninsured/Underinsured Motorist Coverage

# Create Metadata

“Write a meta title and meta description for the following blog article: [\[URL\]](#). The title should be 70-80 characters long and contain the keyword [\[keyword\]](#). The description should be a maximum of 160 characters and contain relevant secondary keywords.”

## Example:



Variant	Meta Title	Meta Description
Variant 1	How Local SEO Increases Profits: Boost Your Business with Effective Strategies	Discover how local SEO increases profits and boosts your business with expert strategies. Learn more now!
Variant 2	Boost Your Profits with Local SEO: Effective Strategies for Business Growth	Learn how to boost profits and grow your business with local SEO strategies. Unlock your business potential!

### Keywords:

- Meta Title Keyword: Local SEO Increases Profits
- Meta Description Secondary Keywords: local SEO, boost your business, business growth



# Create Social Posts

“Write a social media post for LinkedIn and Instagram about our new product: *[product]*. The posts should provide information about the new product and call customers to action.”

## Example:

### LinkedIn Post:

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🌟 Exciting Announcement from Golden Crust Bakery! Introducing our newest creation: the Pistachio Croissant! 🥰👉

Indulge in layers of flaky pastry filled with rich, creamy pistachio goodness. Perfect for a morning treat or afternoon delight. Elevate your pastry experience with Golden Crust Bakery today!

🛒 Order yours now at Golden Crust Bakery or visit our bakery to savor this decadent delight. [Link to product page]

#PistachioCroissant #NewAtGoldenCrust #ArtisanBakery #DeliciousPastries #TreatYourself

### Instagram Post:

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🍪 Dive into luxury with our Pistachio Croissant! 🥰👉

Crafted with care and bursting with pistachio flavor, our croissant is a must-try indulgence. Start your day right or treat yourself to a moment of pure bliss.

📍 Available now at Golden Crust Bakery! Tap the link in our bio to order yours today. 🛒

#PistachioCroissant #NewArrival #ArtisanBakery #GourmetPastries #TreatYourself

# Suggest Subject Lines

“Create five appealing subject lines for an email that informs customers about our new product: *[product]*. The aim of the email is to attract customers to our website.”

## Example:



Certainly! Here are five appealing subject lines for an email campaign about the new product, Pistachio Croissant:

1. Discover the Irresistible Flavors of Our New Pistachio Croissant!
2. Indulge in Pure Delight: Introducing Our Pistachio Croissant!
3. Treat Yourself to Something New: Pistachio Croissant Now Available!
4. Experience Luxury in Every Bite: Try Our Pistachio Croissant Today!
5. Unveiling Our Latest Creation: Pistachio Croissant Now Online!

These subject lines are crafted to pique curiosity and entice recipients to open the email to learn more about the new Pistachio Croissant and visit your website to make a purchase. Adjust them as needed to fit your brand's tone and style.



# Improve Content

“Review the following text and make it more engaging: “We look forward to welcoming you to our anual summer festival on this coming Sunday. We have organized an exciting program. It is fun for young and old. Please come.”

## Example:



Certainly! Here are three suggestions to make the text more engaging:

1. **Exciting Invitation:**

"Join us this Sunday for our highly anticipated annual summer festival! We've put together an exhilarating program that's sure to delight both young and old. Don't miss out—come join the fun!"

2. **Vibrant Call to Action:**

"Get ready to celebrate with us at our annual summer festival this Sunday! We've curated an exciting lineup that guarantees fun for all ages. Make sure to be there and be part of the excitement!"

3. **Enthusiastic Announcement:**

"We can't wait to see you at our annual summer festival this Sunday! We've planned an amazing program filled with activities for everyone to enjoy. Come and be a part of the festivities—it's going to be a blast!"

# On-Page Optimization

**The following prompts will help you improve the content on your website to strengthen your online visibility and reach more customers searching for your offer.**



# Create Homepage

“Create a search-optimized homepage for *[company]*. Write a headline and a short description with relevant information such as the product portfolio. Also give a recommendation on how best to organize content.”

## Example:



### Homepage for GreenThumb Gardens

**Headline:**

"Transform Your Garden with GreenThumb Gardens – Your Source for Organic Gardening Solutions"

**Description:**

"At GreenThumb Gardens, we specialize in organic gardening supplies that nurture your green spaces naturally. Explore our diverse product portfolio, including heirloom seeds, eco-friendly composters, and raised garden beds. Start your sustainable gardening journey with us today!"

**Content Organization Recommendation:**

1. **Hero Section:**

- **Headline and Description:** Place the headline and description prominently at the top of the homepage. Use impactful language to immediately convey what GreenThumb Gardens offers and its unique selling proposition (organic gardening solutions).

2. **Product Categories:**

- **Organic Seeds:** Highlight different types of heirloom seeds available, possibly with a carousel or grid layout showcasing popular choices.
- **Composters:** Feature eco-friendly composters with details on benefits and sizes available.

# Create Landing Pages

“Create a search-optimized local landing page for *[company]* store in *[city]*. Write a headline and a short description with relevant information such as offers, opening hours and FAQs.”

## Example:



### Local Landing Page for GreenThumb Gardens Store in London

#### Headline:

"Discover Organic Gardening Delights at GreenThumb Gardens London"

#### Description:

"Welcome to GreenThumb Gardens in London, your premier destination for organic gardening supplies. Explore our wide range of heirloom seeds, eco-friendly composters, and durable raised garden beds. Visit us today to start your sustainable gardening journey!"

#### Offers:

- Highlight current promotions such as seasonal discounts or special offers on selected products.
- Mention any exclusive deals for local customers or loyalty program benefits.

#### Opening Hours:

- Display the store's regular operating hours prominently on the page.
- Include any variations for holidays or special events to keep customers informed.

#### FAQs:

- **What are your most popular seeds?**
  - Provide information on best-selling heirloom seeds and their benefits.

# Create FAQs

“List the ten most frequently asked questions on the topic of *[keyword]* that I should answer on my website. Show me the results in table form and list keywords in a second column that I should use in my answers.”

## Example:



Here are ten frequently asked questions (FAQs) on the topic of garden flowers, along with suggested keywords for each question that you can use in your answers:

FAQ	Keywords
What are the best flowers for a sunny garden?	best flowers for sunny garden, sun-loving plants
How often should I water my garden flowers?	watering frequency for flowers, garden watering
What are perennial flowers and how do they differ?	perennial vs annual flowers, perennial plants
How do I attract pollinators to my garden with flowers?	attract bees and butterflies, pollinator-friendly flowers
What flowers are deer-resistant for my garden?	deer-resistant plants, flowers deer won't eat
When is the best time to plant spring-blooming flowers?	planting spring flowers, timing for spring blooms
How do I deadhead flowers to promote more blooms?	deadheading flowers, pruning garden blooms
What are low-maintenance flowers for beginners?	easy-care garden flowers, low-maintenance plants
How do I prepare my garden flowers for winter?	winterizing garden flowers, protecting plants in winter
What are companion planting flowers and benefits?	companion plants for flowers, plant pairing benefits

These questions cover a range of topics related to garden flowers, from care and maintenance to plant selection and seasonal considerations. Use these keywords naturally within your answers to improve SEO and provide valuable information to your website visitors interested in gardening with flowers.

# Evaluate Content

“Evaluate the following page’s quality based on the E-A-T (Expertise, Authoritativeness, Trustworthiness) criteria of the following URL: [\[URL\]](#)”

## Example:

### Detailed Analysis

#### 1. Expertise:

- The content demonstrates a deep understanding of local SEO and its impact on business profitability.
- The use of specific statistics and actionable strategies indicates thorough research.

#### 2. Authoritativeness:

- Uberall is a well-known company in the local SEO and digital marketing space, lending authority to the blog post.
- References to industry data and studies bolster the authoritative stance.

#### 3. Trustworthiness:

- The article is well-cited, with data from credible sources like Forbes and Safari Digital.
- The clear and transparent presentation of information, along with actionable insights, enhances trust.

Overall, the page meets high standards of Expertise, Authoritativeness, and Trustworthiness, positioning it as a valuable resource on the topic of local SEO.



# Improve Technical SEO

“What are the key elements of technical SEO that should be checked on my website?”

## Example:



To ensure your website is optimized for technical SEO, focus on the following key elements:

### 1. Crawling and Indexing

- **Robots.txt File:** Check if your robots.txt file is correctly configured to allow search engines to crawl important parts of your site.
- **XML Sitemap:** Ensure your XML sitemap is up-to-date and submitted to search engines. It should include all important pages.
- **Crawl Errors:** Use tools like Google Search Console to identify and fix any crawl errors.

### 2. Site Structure and URL Optimization

- **Site Architecture:** Maintain a logical and hierarchical site structure. Important pages should be easily accessible within a few clicks from the homepage.
- **URL Structure:** Use clear, descriptive, and SEO-friendly URLs. Avoid using dynamic parameters if possible.
- **Breadcrumbs:** Implement breadcrumb navigation to enhance user experience and site structure.

### 3. Website Performance

- **Page Speed:** Optimize your site for fast loading times. Use tools like Google PageSpeed Insights to identify areas for improvement.

# Off-Page Optimization

**The following prompts will help you improve the content outside of your website to strengthen your online visibility and reach more customers searching for your offer.**

# Complete Google Business Profile

“Create a list of information that *[business]* in *[city]* should add to the Google Business Profile. Include categories, attributes and location data.”

## Example:



Certainly! Here is the information that GreenThumb Gardens in London should add to their Google Business Profile, formatted in a table:

Category	Details
Primary Category	Garden Center
Additional Categories	Plant Nursery, Organic Products Store, Garden Supply Store, Landscaping Supply Store
Services	In-store shopping, Curbside pickup, Delivery
Payment Options	Credit Cards Accepted, Contactless Payments
Accessibility	Wheelchair Accessible Entrance, Wheelchair Accessible Parking
Health & Safety	Masks Required, Hand Sanitizer Available
Amenities	On-site Parking, Restrooms
Address	[Specific Address in London]
Phone Number	[Store's Contact Number]
Website	[Link to GreenThumb Gardens' Website]
Operating Hours	Monday to Friday: 9 AM - 6 PM Saturday: 9 AM - 5 PM Sunday: 10 AM - 4 PM
Photos	Exterior of the store, Interior shots showcasing products, Photos of popular items like heirloom seeds, composters, and raised garden beds
Business Description	A brief overview of GreenThumb Gardens, highlighting its focus on organic gardening supplies and services offered.

# Research Directories

“List the top local directories that *[company]* should be listed on in *[city/region]*.”

## Example:



Here are the top local directories that LegalAdvisor should be listed on in New York:

1. **Google My Business** - For appearing in local search results and Google Maps.
2. **Yelp** - A widely used platform for finding local businesses and services.
3. **Avvo** - Specifically for legal professionals, providing ratings and reviews.
4. **FindLaw** - A comprehensive legal directory for attorneys and law firms.
5. **Justia** - A legal directory that enhances visibility and credibility.
6. **Lawyers.com** - Offers a searchable database of legal professionals.
7. **Yellow Pages** - Traditional directory with strong online presence.
8. **Bing Places for Business** - Ensures visibility on Bing search results.
9. **Super Lawyers** - A rating service for outstanding lawyers.
10. **Martindale-Hubbell** - A long-established legal directory and peer review system.

These directories help increase visibility and credibility for legal services in the local market.

# Create a Backlink Strategy

“Identify potential local directories, organizations and media outlets for *[company]* for backlink opportunities in *[city/region]*.”

## Example:



Here's the information in a table format:

Category	Names
Local Directories	Google My Business, Yelp, Avvo, FindLaw, Justia, Lawyers.com, Martindale-Hubbell, Super Lawyers, Yellow Pages, Bing Places for Business
Local Organizations	New York State Bar Association, New York City Bar Association, Brooklyn Bar Association, Queens County Bar Association, Manhattan Chamber of Commerce, Bronx Chamber of Commerce, Staten Island Chamber of Commerce, New York County Lawyers Association
Local Media Outlets	The New York Times, New York Post, NY1 News, The Wall Street Journal, Gothamist, Crain's New York Business, The Village Voice, AM New York, Patch (New York City), City & State New York

This table lists potential local directories, organizations, and media outlets for backlink opportunities for LegalAdvisor in New York.



# Respond to Reviews

“Create a template for *[company]* responding to both positive and negative reviews.”

## Example:



### Template for Responding to Reviews for CoffeePlace

#### Responding to Positive Reviews:

##### Template 1:

"Thank you, [Customer Name], for your kind words! We're thrilled to hear you enjoyed [specific product or service]. Your support means the world to us, and we look forward to serving you again soon!"

##### Template 2:

"Hi [Customer Name], we're so glad you had a great experience at CoffeePlace! Thank you for the wonderful review. We hope to see you back soon for more delicious [specific product]."

#### Responding to Negative Reviews:

##### Template 1:

"Dear [Customer Name], we apologize for your recent experience. This is not the standard we strive for at CoffeePlace. We value your feedback and would love to make things right. Please contact us at [contact information] so we can discuss this further."

##### Template 2:

"Hi [Customer Name], we're sorry to hear about your experience. Your feedback is important to us, and we are committed to improving. Please reach out to us at [contact information] to discuss how we can make it up to you."

# Additional Inspirations to Leverage ChatGPT for Your SEO Marketing— And The List Goes On:

Create a list of local events **[company]** can sponsor for community outreach.

Find local forums and communities where **[target audience]** discusses **[product/service]**.

Suggest a content strategy for **[company]** to dominate local search results.

Find customer pain points in **[city]** related to **[product/service]** for content ideas.

Create a plan to optimize **[company]**'s website for voice search queries.

Recommend strategies to enhance **[company]**'s visibility in local Google Ads.

Identify gaps in our local SEO compared to **[competitor]** in **[city/region]**.

How can I create an effective internal linking strategy for my website?

What are the best metrics to track for our local SEO performance?

Provide a monthly local SEO performance report template.

Recommend ways to leverage user-generated content for local SEO.

Create a plan to optimize **[company]**'s content for “near me” searches.





## The Art of Writing Prompts

AI tools are only as good as the data they are trained on and the commands you give them—which is why we shared ready-to-use prompts for your local search engine optimization.

However, ChatGPT works best when you engage in a conversation. The tool's output often includes recommendations, or questions—and by responding to it, you utilize the full potential of generative AI, as it learns and directly applies new knowledge.

With some practice, you'll become a prompt pro—but always keep the following in mind:

- **Be precise** with your requests to get results exactly as you envision.
- **Mention the format** you want to ensure the results are usable
- **Consider details** such as your target audience to minimize post-editing.

**Do you want to know how to further leverage AI for your local marketing? Contact us—we'll be happy to advise you!**

[REQUEST A DEMO](#)



