

PROMPT LIBRARY \* 2026

# Agentic SEO Prompt Library

Forty-two production prompts grouped by job-to-be-done. Each prompt is tested against Claude 4 Opus, GPT-5, and Gemini 2.0 Pro and produces the same structural output across all three. Drop into your AI tool of choice; replace bracketed placeholders with your own variables.

## HOW TO USE

Each prompt assumes you have access to: (a) the target page URL, (b) the brand-voice doc, (c) GSC export of last 90 days. The prompt asks the model to produce structured output (table, JSON, or list) you can paste into your CMS or briefing tool.

## Topical authority

### 1. Topic-cluster outline (10 cluster pages)

Given the seed topic [TOPIC] and our brand voice [VOICE\_DOC], produce an outline of one pillar page + ten cluster pages. For each cluster page give: (1) primary keyword, (2) 3 secondary keywords, (3) intended search intent, (4) 5 H2 headings, (5) internal-link target on the pillar.

### 2. Entity-coverage gap audit

I'm ranking on page 2 for [QUERY] (URL: [URL]). The page-1 results are: [TOP\_5\_URLS]. Tell me which entities the page-1 results discuss that my page does not. Output: a table with Entity | Frequency-in-top-5 | My-page-coverage (Y/N) | Why-it-matters.

### 3. Year-over-year refresh brief

This page [URL] was published [DATE]. Give me a refresh brief with: (1) outdated facts to swap, (2) new sub-topics that have emerged in [YEAR], (3) new structured-data opportunities, (4) 5 internal links to add from newer content, (5) priority order.

## Brief & content production

### 1. SERP-derived briefing

Pull the top 10 results for [KEYWORD] in [LOCATION/REGION]. For each: page title, meta description, H1, H2 list, word count, presence of: tables, original images, code blocks, video. Output as a comparison matrix and tell me the median values.

### 2. Persona-aware H2 outline

Topic: [TOPIC]. Audience personas: [PERSONA\_1], [PERSONA\_2], [PERSONA\_3]. Produce an H2 outline where every section serves at least one persona. Tag each H2 with which personas it primarily serves and which it secondarily serves.

### 3. First-draft from interview transcript

Below is a transcript of a 45-min subject-matter expert interview [TRANSCRIPT]. Convert into a 1500-word blog post following our brand voice [VOICE\_DOC]. Preserve direct quotes verbatim. Add a 100-word TL;DR at the top and 3 FAQs at the bottom.

## Technical SEO

### 1. Schema.org graph proposal

Page URL: [URL]. Page topic: [TOPIC]. Existing schema (paste here): [CURRENT\_JSONLD]. Propose a 2026 schema graph including: Article or BlogPosting, Author with sameAs, Organization with founder, BreadcrumbList, ItemList for any listicles, and FAQPage for any FAQ section. Output valid JSON-LD only.

### 2. Internal-link target picker

I'm publishing a new page on [TOPIC]. Here's our existing site structure (sitemap): [SITEMAP\_URL]. Identify the 8 most topically-related existing pages I should link FROM the new page TO, and the 5 existing pages that should link TO the new page. Output as: From-page | Anchor-text | To-page.

### 3. llms.txt generator

Given the site's main topics [TOPIC\_LIST], product/service pages [URL\_LIST], and contact info [CONTACT], produce a complete llms.txt file following the latest spec. Include a structured intro paragraph, 5-8 prioritized links with descriptions, and an explicit usage policy paragraph.

## AI Overview / GEO citation

### 1. Citation-likelihood score

Page URL: [URL]. Audit it against the 7 factors that predict AI Overview citation: (1) declarative tone, (2) named-entity density, (3) structured fact tables, (4) source quality cited inline, (5) schema.org Article+Author, (6) brand-mention threshold, (7) passage-level addressability. Score 0-10 each, total 0-70.

### 2. Prose rewrite for AI extraction

Rewrite this paragraph [PARAGRAPH] so it's AI-Overview-friendly: factual sentences, no padding, named entities up front, specific numbers, no marketing fluff. Keep the original meaning. Cap at 3 sentences.

### 3. Schema-vs-prose A/B brief

Page URL: [URL]. Generate two versions of the section [SECTION\_H2]: (A) prose-heavy with a 2-row HTML table of facts, and (B) schema-heavy with the same facts as JSON-LD ItemList plus prose. I want to A/B test which gets cited more in AI Overview.