



AI TOOL DROP

SEO Content Site Prompt Pack

Keyword research to ranking pages that survive AI Overviews. v2, expanded.

aitooldrop.com

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The SEO Content Site Prompt Pack

For authority-site builders: the chain that turns keyword research into ranking, AI-Overview-resistant pages. Claude drafts, Surfer referees, you stay the expert. Version 2, expanded.

1 · The Keyword Prioritizer

Here is my keyword export: [paste rows: keyword, volume, difficulty].
My site's authority is [new/low/medium]. Score each keyword on: winnability at my authority level, commercial value (affiliate or product intent), and AI-Overview risk (informational queries get summarized; comparison and review intent mostly survives).
Output: the top 10 to write NOW, in order, with search intent and page type (hub, review, comparison, guide) for each, plus the 5 biggest wastes of time on my list and why.

2 · The Outline Architect

Target keyword: [kw]. Page type: [type]. The top 3 ranking pages cover: [paste their H2s].
Build my outline: cover what they cover (table stakes), then add 2-3 sections they DO NOT have that my firsthand experience can own: [list your experience, data, or access].
Mark each section [TS] table stakes or [EDGE] my advantage. If I have no EDGE sections, say so plainly and tell me what experience I would need to earn one.

TIP, A page with zero EDGE sections is a page that loses to whoever has one. Sometimes the right move is to go get the experience first.

3 · The Draft Engine

Write from this outline: [paste]. My firsthand notes per section (use ONLY these for claims): [paste].
Rules: definitive answer to the query in the first 80 words (AI Overview citation bait); short paragraphs; specific numbers over vague claims; [SCREENSHOT] markers where my images prove the point; no section ships without at least one concrete detail from my notes.

TIP, The first-80-words rule is not style, it is economics: cited pages earn roughly double the clicks of uncited ones on Overview queries.

Worked Example: first 80 words that get cited

What we fed it:

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Query: "is gohighlevel worth it for solo business owners"
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What came back (excerpt, unedited):

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"For a solo operator with an email list over 1,000 and anything to sell, GoHighLevel is worth the $97 a month, because it replaces four tools that total more. Under 1,000 subscribers, it is not worth it yet; start on a free-tier platform and graduate later. That is the whole answer. The rest of this page shows the real system behind that math, with numbers from a 12,000-subscriber business."
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Notice what the prompt structure bought: the output needed an edit pass, not a rewrite. That is the bar every prompt in this pack aims for.

4 · The E-E-A-T Injector

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Audit this draft: [paste]. Flag every claim that could have been written by someone who never used the product or did the thing. For each flag, ask me ONE question whose answer would make the claim unfakeable (a number, a screenshot, a mistake I made, a date). Wait for my answers, then weave them in without changing the structure.
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5 · The Internal Link Weaver

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My site's pages: [list URLs + one-line descriptions]. This new draft: [paste]. Place 3-6 internal links: each must sit on natural anchor text, link to the page a reader would actually want next, and no two links point at the same target. Also tell me which 2 EXISTING pages should add a link TO this new one, and where.
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TIP, The second half of that prompt is the part everyone skips, and it is where orphaned pages come from.

6 · The Refresh Scheduler

My published pages with dates and current positions: [paste].
Build my refresh queue: which 5 pages to update this month, ranked by (position 4-15 striking distance) + (content age) + (commercial value). For each: the ONE change most likely to move it, and what I should NOT touch.

Troubleshooting

Publishing weekly, nothing ranks. At low authority, difficulty matters more than volume. Rerun the Prioritizer and be honest about the "new" setting; the winnable keywords are more boring than you want them to be.

Rankings fine, no clicks. Your title promises what the Overview already answered. Retitle toward the thing a summary cannot deliver: the test, the screenshots, the verdict.

Content sounds expert but converts nothing. Missing EDGE sections. Readers buy from pages that bear scars. Run the E-E-A-T Injector harder, and answer its questions with real numbers.

Google ignores the site entirely. Check the boring things first: indexing, sitemap submitted, no accidental noindex, and, if the site is new, 3 to 6 months of patience is a feature of the plan, not a bug in it.

The Weekly System

One money page per week: Prioritizer monthly, Architect plus Draft on Monday, E-E-A-T pass plus your screenshots Wednesday, Surfer check plus Link Weaver plus publish Friday. The Refresh Scheduler replaces one new page per month, because updating page 6 to page 3 beats publishing page 200.

The full stack behind this pack: aitooldrop.com/stacks