

No Defined Header Structure

Step 1

Give me 5 titles for a blog about (Topic) for (URL) with the keyword (keyword)

Step 2

Create a blog outline for title #___

Step 3

Write this blog in at least (wordcount) words for (name of the company and link to their website)

Step 4

Read/Review blog for client voice and is ensure the content/copy shows minimal repetition.

Step 4a

If blog voice is off-focus:

Rewrite this blog in a ___ voice.

Note: You must ask ChatGPT to rewrite in the comment directly following the writing bulk.

Step 5

ChatGPT will not write more than 600-ish words at one time. If it stops mid-thought and the voice is correct, say:

Keep Going

ChatGPT should continue it's sentence and finish the thought it started.

Step 6

Copy and paste your blog into a document and start editing.

Step 6a

If wordcount is correct, continue to edit, optimize, and add appropriate blog things, like:

- Links
- Images
- Keyword variations
- Locations
- etc

If wordcount is not long enough, copy and paste your blog into a document and start editing. At this point, move on to the next set of instructions.

Step 7

As you are editing, you will find areas where ChatGPT provides next to no evidence. For these areas, first, confirm the claims by doing multiple Google searches and finding reliable sources that confirm the claim. You can also generate new content.

Ask ChatGPT:

Give me a list of # reasons for ___

^Or some variation. The point is you want Chat GPT to give you some subheaders to elaborate with.

Step 8

Verify the voice of the newly generated section matches the voice of the rest of the blog. If it does not, repeat Step 4a until you find the voice you need.

Step 9

Continue replacing shallow blog sections until your blog reaches the appropriate length.

Step 10

Repeat step 6 and 6a

With a Defined Structure

Step 1

Give me 5 titles for a (type of blog) about (Topic) for (URL) with the keyword (keyword)

By "type of blog" we mean:

- Listicle
- How-To
- Comprehensive Guide
- FAQ
- etc

Note: You will know which blog you need to write based on your keyword competitors.

Step 2

Create a blog outline for title #___ following the format H1, H2, H3, H3, H3, H3, H2, etc

Note: You will know your blog format and structure based on your keyword competitors

Step 3

Continue with steps 3 thru 10.

Helpful Ai Tips

If blog voice is off-focus and you want to test out a public figure voice you think may emulate the client, say:

Rewrite this blog in the voice of ___.

The longer and more detailed the instructions, the more accurate the text will be. A good example would be:

Write a page about implant anchored dentures. Start with an introduction, then in the first H2, talk about what they are and how they're placed, then in the second H2 talk about the benefits, then in the third H2, talk about who can get these restorations. Finally write a conclusion with a call to action. Try to make it about 550 words. Make the tone friendly, inviting, and informative.

If you want to include KWs in the blog, once the first draft of the blog is generated, you can include a prompt to add a given keyword to the text. Instructions for this can look like:

Add the keyword "example" at least 4 times in the text. You may use keyword variations.