

MENTORME · OPERATOR TOOLKIT

The **AI-SEO** Prompt Library

15 battle-tested, copy-paste prompts that turn Claude (or any frontier model) into your SEO strategist, content engine, technical auditor, and backlink prospector.

mentorme.com · Pairs with the 2026 AI-SEO Playbook · Edition 2026.1

How to use: paste a prompt into Claude, replace {bracketed} inputs, and let it ask clarifying questions before it produces. For the heaviest tasks, run them inside Claude Code so it can crawl files/sites directly. Prompts 1–10 reconstruct Arvow's published frameworks; 11–15 are distilled from the leading operators.

01. Local SEO Power Pack

Reconstructs Arvow's "6 Local SEO prompts." Run each on a local business URL.

USE FOR · LOCAL / SERVICE BUSINESSES

```
You are a senior local-SEO strategist. Business: {url}, category: {niche}, city: {city}.  
Run these six audits and return each as its own section with a prioritized action list:  
1) GBP CATEGORY GAP: reverse-engineer the Google Business Profile categories of the top 3  
local competitors; tell me exactly which categories to add and in what weekly order so  
Google doesn't flag rapid changes. Keep my primary category fixed.  
2) GSC GOLD MINE: (I'll paste GSC data) find queries ranking positions 8–20, non-branded,  
commercial intent – list the page to rewrite + the angle, as a 30-day sprint.  
3) REVIEW SENTIMENT: mine competitor reviews; give me the exact phrases customers use so I  
can rewrite my copy in their words.  
4) SERVICE x CITY MAP: list the service-by-city landing pages I should build, each with an  
FAQ outline (FAQ schema-ready).  
5) NAP/CITATION AUDIT: the top directories I must be listed on for this niche+city.  
6) CONTENT CLUSTER: a topical cluster plan to become the local authority.  
Ask me any clarifying question first if you're under 95% confident.
```

02. Claude Code SEO Workflow (master)

End-to-end: site analysis → competitor discovery → keyword clustering → SERP-engineered outlines.

USE FOR · FULL CONTENT STRATEGY · RUN IN CLAUDE CODE

```
Act as my head of SEO. Target site: {url}. Goal: {goal}.  
Step 1 – Analyze my site (crawl pages, infer niche, current topical coverage).  
Step 2 – Find 5–10 competitors actually ranking for my money terms.  
Step 3 – Gap analysis: pull their top keywords AND top pages; surface what they rank for  
that I don't.  
Step 4 – Cluster opportunities by funnel stage: BOFU (comparison / "X vs Y"), commercial  
("best X for Y"), TOFU (informational). Tag intent + rough KD.  
Step 5 – Output a two-column CSV: keyword,title (no header) – 30+ rows, slugs human-  
readable.  
Step 6 – For the top 5, give a SERP-engineered outline (H2/H3, # of images/tables,  
internal links w/ anchor + reason).  
Ask clarifying questions until 95% confident before Step 1.
```

03. Technical SEO Audit Sub-Agent

Crawlability, indexability, headers, redirects, CWV, mobile, JS rendering → prioritized fix list.

USE FOR · TECHNICAL HEALTH · RUN IN CLAUDE CODE

You are a technical-SEO auditor. Audit `{url}` (crawl sitemap, robots.txt, and each page's rendered HTML).

Score the site 0-100 and return a PRIORITY-RANKED fix list (impact x ease). Check:

- Indexability & canonicals (flag pages indexing that shouldn't); redirects/chains; security headers; Core Web Vitals; mobile; JS-rendered content
 - Exactly one H1/page; titles <=50 chars keyword-first (flag brand repeated twice); meta descriptions filled to ~160
 - Missing!/descriptive image alt text (treat alt as a keyword surface)
 - Internal-linking gaps: name specific page->page links WITH anchor text + a one-line "why"
 - Schema: detect existing; recommend per-page type (Organization=home, FAQ+Article=blog, AggregateRating=product) and generate the JSON-LD
- For every recommendation include a short WHY. Output as a checklist I can hand to a dev.

04. Aggregated-Data Mega Prompt (link magnet)

Turns a topic into a citation-rich stats article – the #1 free-backlink asset.

USE FOR · BACKLINKS + AI CITATIONS

Create a definitive statistics roundup on `{topic}` for `{audience}`.

- Aggregate 40-60 real, verifiable stats from primary sources (studies, gov data, vendor reports). Cite EVERY stat inline with the source + year + a link.
 - Organize into 6-10 themed sections; lead each with the single most surprising/citable number.
 - Neutral, journalistic tone – do NOT sell. (Selling kills link/citation value.)
 - Add a "Key takeaways" TL;DR up top and an FAQ at the bottom.
 - Title format: "[N] [Topic] Statistics ([year])". Human-readable slug.
- Flag any stat you cannot verify rather than inventing one.

05. AI Search-Intent Extractor

15 high-intent buyer prompts mapped by buyer stage + conversion logic.

USE FOR · FINDING WHAT BUYERS ACTUALLY ASK AI

For `{product/category}` targeting `{ICP}`, output 15 product-aware prompts a real buyer would type into ChatGPT/Perplexity on the way to purchase.

For each: the prompt text, buyer stage (awareness/consideration/decision), the intent angle, and the conversion logic (why this query is close to money). Prioritize "best X for Y", "X vs Y", "is X worth it", "how much does X cost", "alternatives to X". Then tell me which 5 to build content for first and why.

06. Autonomous Content & Distribution Engine

Research → plan → draft → repurpose to social.

USE FOR · THE ALWAYS-ON CONTENT LOOP

Build me a repeatable weekly content engine for {brand} in {niche}.

- 1) RESEARCH: 5 fresh/trending angles (check Google Trends–style recency) + 5 evergreen buyer–intent angles.
 - 2) PLAN: map each to a format (listicle / data roundup / comparison / how–to) and a funnel stage.
 - 3) DRAFT: write the highest–priority piece per the Playbook rules (forcing input, TL;DR, headings, FAQ, internal+external links, human–readable slug).
 - 4) REPURPOSE: turn it into 1 LinkedIn post, 1 X thread, 3 short–form video hooks, and a YouTube description (YouTube mentions correlate highest with AI visibility).
- Return a content calendar table + the first draft.

07. Money-Page Architecture Framework

Discovery interview → sitemap, keyword strategy, conversion copy, roadmap.

USE FOR · PLANNING A SITE THAT CONVERTS

You are a conversion–focused SEO architect. Interview me with clarifying questions (one batch) about: business, ICP, offer, price, geography, competitors, differentiators. Then produce:

- 1) A money–page map (which commercial pages to build, by priority + intent)
- 2) A keyword strategy per page (primary + supporting, slugs)
- 3) Conversion copy outline per money page (hero, proof, objections, CTA)
- 4) A 30/60/90 execution roadmap

Do not produce until you're 95% confident.

08. SERP-Driven "Golden Content" Mega Prompt

Reverse-engineers the top-ranking pages into an outranking blueprint.

USE FOR · EVERY ARTICLE BEFORE YOU WRITE IT

Analyze the current top 5 ranking pages for {keyword} (search the web). Extract the pattern: average word count, # of images, # of tables, # of external/internal links, H2/H3 structure, what questions they all answer, and what they ALL miss.

Then output: (a) a generation prompt and (b) a markdown outline for a piece that has everything they have + fills the gaps + adds one non–commodity forcing input (case study / original data / first–hand test / contrarian take). Human–readable slug + title matching the natural–language query.

09. YouTube → Blog Arbitrage

Find content gaps where video exists but written SERPs are thin; convert + capture.

USE FOR · PROGRAMMATIC TRAFFIC AT SCALE

For `{niche}`, find 10 YouTube videos with strong view counts where the equivalent WRITTEN search results are weak/thin (an arbitrage gap). For each: the video URL, the target keyword, and why the written SERP is beatable. Then take video #1 and convert it into a structured article that EMBEDS the source video and credits the creator – TL;DR, headings, FAQ, internal links, human-readable slug. Give me a repeatable template so I can do this for the rest.

10. Guest-Post & Backlink Opportunity Finder

Prospects high-authority link opportunities + drafts outreach.

USE FOR · WEEKLY LINK PROSPECTING

You are my backlink prospector for `{site}` in `{niche}`. Run these in order and return a scored CSV (name,url,type,est_DR,effort,contact,why):

A) GUEST POSTS: Google footprints "write for us"/"submit a guest post"/"contribute" + `{niche}`; prefer DR \geq 40.

B) NONPROFIT/.ORG: `{city/niche}` sites with "our sponsors"/"donors"/"supporters" pages (membership = cheap, relevant, tax-deductible link).

C) COMPETITOR MIRROR: list backlinks of `{competitor}`; sort by NEW; filter DR 15–45 (sites that linked recently are likeliest to link again) for a swap.

D) LLM-CITATION: run my 5 buyer-intent prompts in AI search; list the pages cited (those owners are ideal targets).

For the top 10, draft a short, specific, non-spammy outreach email referencing something real about their site + the exact page of mine worth linking.

11. Citation Cloning (get cited in ~24h)

DISTILLED FROM VASCO / CONOR

Goal: get `{brand}` cited by ChatGPT/Perplexity/AI Mode for `{buyer prompt}`.

1) Run that prompt in Google AI Mode + ChatGPT. List the brands surfaced AND the exact source URLs cited, and the format they share.

2) Take the top cited URL and write a 10x better version on my site that naturally mentions `{brand}` as a leading option, matches the format, and answers the fan-out sub-questions.

3) Give it a human-readable slug + a title that matches the prompt. Tell me to index it immediately (IndexNow/GSC).

12. Programmatic Template (one variable, N pages)

DISTILLED FROM ARVOW / VASCO

I want to mass-produce pages on the pattern "{pattern, e.g. "{entity} {attribute}"}".

- 1) Give me a list of 50 high-search-volume {entities} in {niche}.
- 2) Write ONE reusable template: a generation prompt + a markdown outline using variables {entity}{attribute}{year}, with a natural CTA bridging to {product}.
- 3) Output the first 3 finished pages so I can verify quality before scaling.

Keep each genuinely useful (answer the query first, then bridge).

13. The G.O.A.L.S. Quality Protocol

DISTILLED FROM NEX GEN AI

Before doing {task}, restate it as:

G – Goal (one sentence) O – Output spec (exact format)
A – Acceptance criteria (numbered, each yes/no or numeric)
L – Limits/constraints S – Stop-and-verify

Then DO the task. Then switch roles to an independent evaluator with no memory of doing it, and audit the output against each acceptance criterion, marking PASS/FAIL with evidence. If any FAIL, fix and re-verify before returning.

14. AggregateRating Schema → SERP Stars

DISTILLED FROM LOBSTER / ARVOW · PRODUCT PAGES

For {product page url}, gather my real review data from {Trustpilot/G2/Yelp/Capterra} and generate valid AggregateRating + Product JSON-LD (schema.org). Use only REAL counts/ratings. Output schema.json + tell me where to place it, then give me the Google Rich Results Test URL to validate. Goal: earn star ratings in the SERP for higher CTR.

15. Second-Degree Link-Swap Finder

DISTILLED FROM VASCO · THE PORTABLE BACKLINK GOLD

For keyword {keyword} (my DR is ~{DR}):

- 1) List the sites currently ranking top 10.
- 2) For each, pull their backlinks and sort by NEW (last ~14 days).
- 3) Filter to referring domains DR {DR-10} to {DR+10}, same niche, non-competing.
- 4) Output a CSV: domain, the page that recently linked, contact, and a 3-line reciprocal link-swap email referencing the specific recent link.

Recency is the signal – prioritize the freshest linkers.

Prompts are the strategy. Execution is the bottleneck.

MentorMe runs this entire library *for* you – a fractional CMO + a custom AI clone of your business + a 5-agent council that researches, writes, audits, and builds links on autopilot in 90 days.

See the Founding Member Program → mentorme.com/founding

© MentorMe · mentorme.com · Prompts 1–10 reconstruct publicly described Arvow frameworks for self-implementation; 11–15 distilled from leading 2026 SEO operators. Favor white-hat plays. Education, not a ranking guarantee.