

How to Write SEO Content with AI

A 10-step workflow with two ready-to-copy prompts. Use AI for the first draft. Edit every sentence yourself before publishing.

Phase 1 — Research & plan Before writing a single sentence

01 Pick one main keyword

Use Google autocomplete and People Also Ask. Choose low or medium competition. Long-tail keyword with 4+ words for new sites.

10 min

02 Read the top 10 results

Open Google in incognito. Note every topic covered, and at least one section missing from all of them.

30 min

03 Brief the AI with Prompt 1 (right)

Audience, pain points, what they know, tone in 3-5 adjectives, phrases to avoid, secondary keywords.

5 min

PROMPT 1 — OUTLINE BRIEF

Write an SEO article on [topic]. Main keyword: [keyword]. Secondary keywords: [keyword 2], [keyword 3]. Audience: [describe in one sentence]. They struggle with [main pain point]. Tone: [3-5 adjectives, e.g. direct, calm, practical]. Avoid the phrases: "in today's fast-paced world", "let's dive in", "furthermore", "it is important to note". Create a detailed outline with H2 and H3 headings written as real questions the audience would ask.

Phase 2 — Draft & rewrite Where the article gets its voice

04 Generate section by section

Never ask the AI for the full article in one prompt. Generate one H2 at a time. Edit the direction early before the AI repeats itself.

20 min

05 Rewrite each section in your voice

Run every section through Prompt 2. Read the result out loud. Rewrite by hand any sentence that sounds robotic when spoken.

30 min

PROMPT 2 — VOICE REWRITE

Rewrite the text below in my voice. Use full sentences, not fragments. Remove every generic AI phrase, including: "in today's fast-paced world", "let's dive in", "furthermore", "navigate the complexities", "delve into", "this isn't just about X, it's about Y". Keep the meaning identical. Do not add new information. Tone: [3-5 adjectives]. Text: [paste section]

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Phase 3, common mistakes, and the realistic timeline for traffic.

Phase 3 — Polish & publish What makes Google and AI tools cite it

06 Add keywords naturally

Main keyword in the title, the first paragraph, one H2, the URL, and the meta description. Density: 1 per 100-150 words. Secondary keywords 2-3 times each.

10 min

07 Add 2-3 real external sources

.gov, .edu, official Google documentation, or respected industry publications. Plus 3-5 internal links to related articles on the same site.

15 min

08 Add images every 400-500 words

Diagrams, screenshots, tables, lists. Every image needs descriptive alt text. Tables and numbered lists get quoted by AI tools most often.

20 min

09 Write title, meta description, URL

Title 50-60 chars with the main keyword near the start. Meta description 140-155 chars with main keyword once. URL short with main keyword and dashes between words.

10 min

10 Add the author block

Real name, short bio explaining qualification, publication date, link to author page or professional profile. Author identity is one of the strongest trust signals in 2026.

5 min

Mistakes that cancel these steps

- Asking the AI for a full article in one prompt
- Publishing the first draft without rewriting in your voice
- Keyword stuffing or repeating one keyword four times in a paragraph
- Generic title with no clear promise
- Long blocks of text with no headings, lists, or tables
- No author name, or generic "Admin" account
- Using "in today's fast-paced world", "let's dive in", "delve into"
- Skipping the read-out-loud check on every section

Timeline — when the article brings traffic

On a new website with no prior authority: months 0-3 the article is indexed but ranks at positions 30-100. Months 4-6 it climbs to positions 10-30. Months 6-12 it reaches the top 10 for its main keyword.

On an established site with topical authority on the subject: the same article can reach the top 10 in 2-6 weeks, since the site already has the trust signals a new domain has to build from scratch.