



Rank higher in Google

# SEO WITH CHATGPT

DANIEL KOSTER

THE ULTIMATE GUIDE

FOR SMALL CREATORS



Small business owner, content creator, and the guy behind AI with Daniel.

Marketing can feel overwhelming when you're doing everything yourself. You're trying to grow your audience on 5 different platforms, keep your website active, and sell your product, of course... and somehow still have a life.

That's where ChatGPT comes in. I'm no longer using it just as a toy, but as a serious tool to help me write faster, post consistently, and get better results. What started with a few clever prompts turned into full systems, and eventually, a full-blown course.

This eBook is a sneak peak into my system for marketing. It's packed with practical tips and ready-to-use prompts to make your products and services rank higher in search engines like Google.

Maniel Hoster

PS: If you find this helpful, you'll love the full course:

Write Better Content with ChatGPT: From Blank Page to Ready to Publish

More on that at the end of this eBook.



#### WHAT IS SEARCH ENGINE OPTIMIZATION

How do search engines work, why is SEO important, and how do we reach the first page of Google search results?

#### **ON-PAGE SEO ESSENTIALS**

Optimize your page with SEOfriendly titles, meta descriptions, alt text, URLs, and filenames, so search engines know exactly what your content's about.

#### A REAL-LIFE EXAMPLE

Let's take a poorly optimized blog and make it rank higher, by keeping both humans and search engines happy

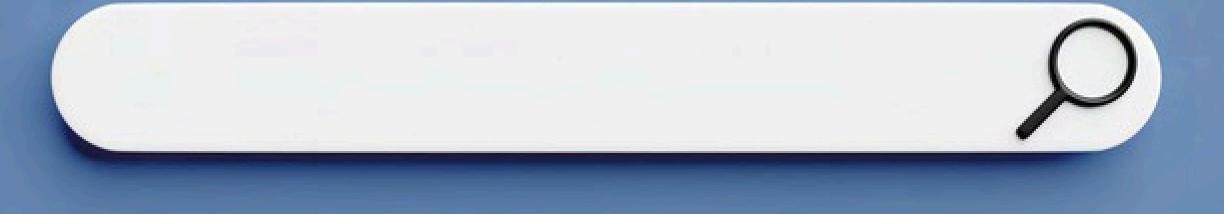
#### THE FUTURE OF SEO

Discover how AI is changing SEO forever, why search results are full of fluff, and what you need to do to stay relevant in the age of AI.

#### WRITING CONTENT WITH CHATGPT

See how ChatGPT can become your full-time sidekick, helping you write faster, show up everywhere, and stay consistent without having to seek a therapist for burnout symptoms.

## CHAPTER 1



## WHAT IS SEO?

What you will leavn

How do search engines work, why is SEO important, and how do we reach the first page of Google Search results?

## HOW SEARCH ENGINES WORK

Google became one of the most valuable tech companies in the world by doing one thing really, really well: helping people find what they're looking for.

They've practically documented the entire internet, and created an easy-to-use interface that lets people find whatever page they want.

But behind that little search bar is a complex, three-step process that determines whether your page gets discovered, or ignored.

Here's how Google works:



## Q 1. CRAWLING

First, Google has to find your page.

There's no central registry of all web pages, so Google sends out bots (called *crawlers* or *spiders*) that look for new and updated pages. Some pages are found because they were previously visited by Google. Others are discovered through links on existing pages, or when a website owner submits a sitemap — a file that lists all the URLs on their site.

Once Google discovers a page, it loads and scans the content, by downloading text, images and video. However, not every page gets crawled. If your site is too slow, has broken links, contains malware, or you chose to blocks bots in the robots.txt file, Google might skip it entirely.



Once a page is crawled, Google tries to figure out what it's actually about. This is called indexing.

It scans your headlines, images, meta descriptions, alt texts, and the words on the page to figure out where it belongs in the giant library that is the internet. It also checks whether your page is unique or just a copy of another. If it finds several pages with similar content, Google groups them together and picks the *canonical version*, basically the one it thinks is most useful to show.

If your page is clear and well-structured, it gets indexed properly. If Google thinks your content is low-quality or useless, they might decide not to include you in the search results at all.

### 3. RANKING

Here's where the real competition starts.

When someone searches for something, Google tries to rank the most relevant, helpful, and trustworthy pages first.

That ranking is based on hundreds of signals, like:

- Does the page actually answer the question?
- Is the content high-quality and easy to read?
- Do other websites link to this page (aka does it have credibility)?
- Is it mobile-friendly and fast?
- Is it relevant to the searcher's location or device?
- Has it been updated recently?

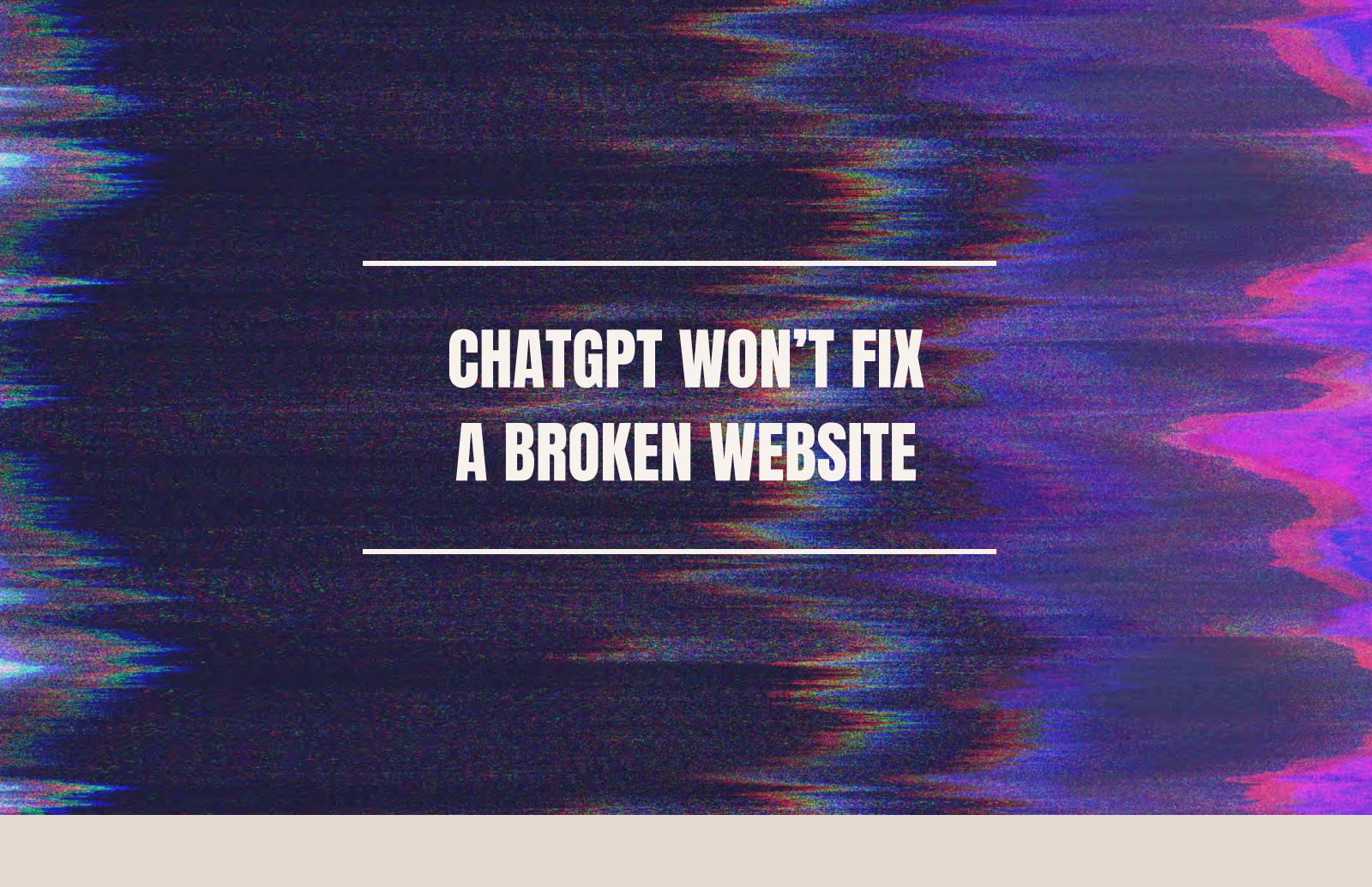
All of this happens in a fraction of a second.

Your goal is obviously to rank as high as possible. The higher you show up in the search results, the more people click on your content and visit your website.



And yes, you can pay Google to show up higher. Just buy some ads... which is exactly how Google became a trillion-dollar company.

And you're reading this free eBook because you like free stuff, so we'll only focus on gaining more free, organic traffic to our website, by optimizing our web pages for search engines like Google.



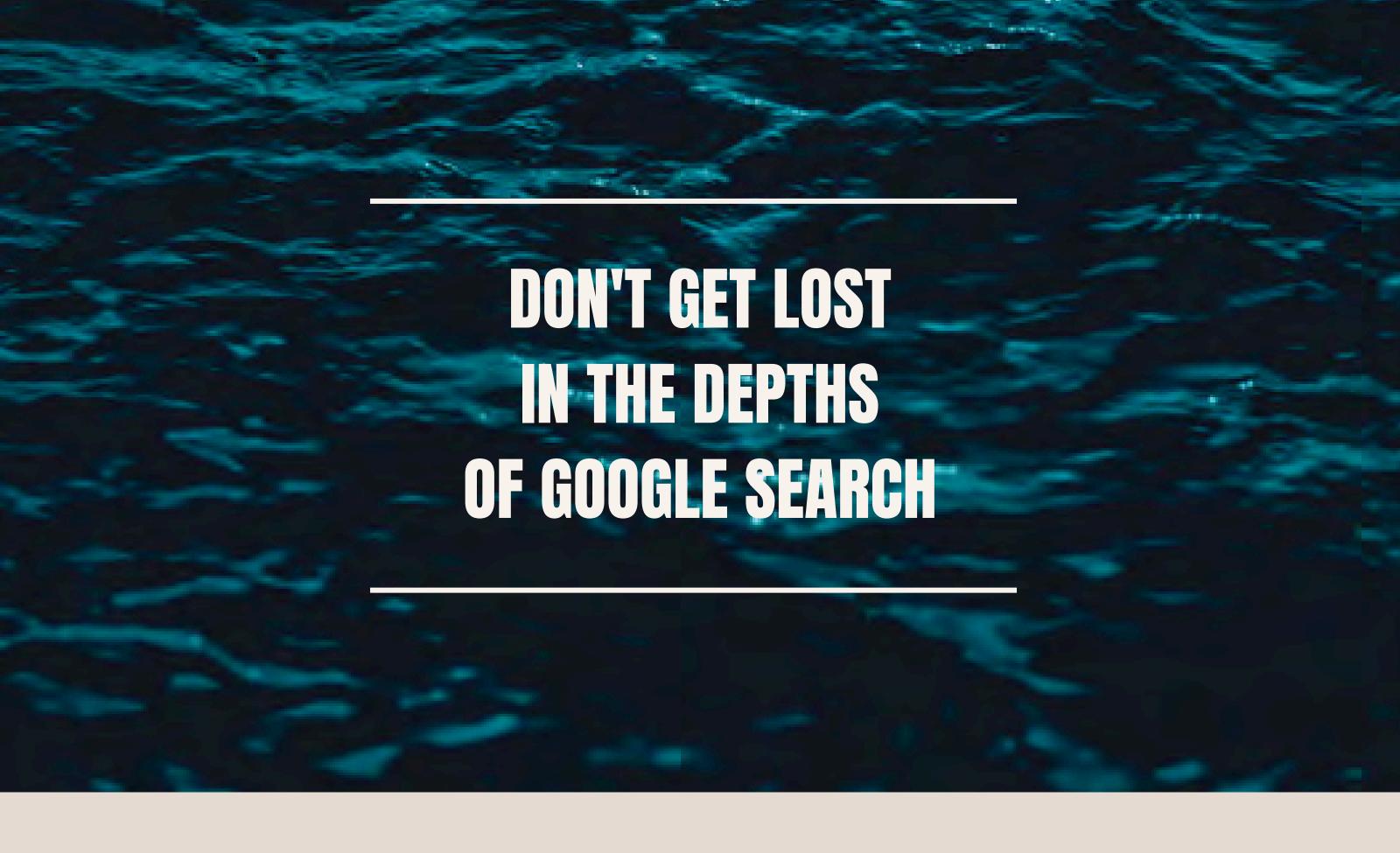
As you can tell, there are many factors that determine whether your page shows up on Google. With the wrong settings – like a slow-loading website, broken links, or a design that isn't optimized for mobile – your content might not rank well, or even get indexed at all.

If you're not sure whether your website's technical setup is in good shape, it's worth consulting an SEO expert or doing some research using tools like Google Search Console.

ChatGPT can't directly help with any of that. It doesn't have access to your website, your traffic data, or your crawl errors, and it can't fix server issues or speed up your site.

What ChatGPT can do is help you with the parts of SEO that involve words – and that's a lot.

It can generate clear, keyword-friendly titles, meta descriptions and excerpts. It can help you restructure blog posts for SEO, with proper headings, summaries, and FAQ sections. It can create filenames and alt text for your images, suggest keywords based on your topic, and even help you rewrite content to make it more readable and relevant.



## WHY OPTIMIZE FOR SEARCH ENGINES?

The internet is an ocean of information, and we've all gotten used to using Google to find the stuff we need.

Search Engine Optimization, or SEO in short, is the art of getting to the top of Google Search (and other search engines like Bing, but seriously, who uses Bing? hahaha

Without SEO, your content will likely not reach the first page of Google, and if it's not there, then how would people find you?

ChatGPT can give you a helping hand in making your website pages SEO-friendly, by adding and rewriting elements on your page. Not only will this appeal to the eye of your potential readers, but also signal to search engines the relevance of your content.

These elements are crucial in improving your content's ranking and visibility on search engine results pages. The higher up on Google, the more organic traffic your website will attract. That's basically free marketing!

## CHAPTER 2



# ON-PAGE SEO

What you will leave

How to optimize your page with SEO-friendly titles, meta descriptions, alt text, URLs, and filenames, so search engines know exactly what your content's about

# USING CHATGPT FOR ON-PAGE SEO

Once Google finds your page, it still needs to understand what your content is about. That's where on-page SEO comes in.

We need to take a look at: titles, meta description, image alt texts, URLs, and even file names. The better we optimize these elements, the more Google and potential visitors will like our page.

This is normally a very timeconsuming task, but with the right prompts, ChatGPT can help you generate SEO-friendly text quickly.

In this chapter, we'll walk through how to optimize the essentials so search engines know exactly what your page is about, and your audience can actually find it.



# Where can I find SEO SETTINGS?

Before you can start optimizing your content with ChatGPT, you need to know where all these SEO settings actually live. Most platforms make them accessible, you just need to know what to look for.



#### TITLE & URLS

The title is usually the name of your page or blog post. Most editors show this at the top of the page.

The URL (or Permalink) is the web address of your page. You can usually edit this manually below the title field.



#### **META DESCRIPTION**

The meta description isn't always visible on your page, but it will show up on Google.

Most platforms (like Shopify, Wix, Gumroad) make it easy to set these meta descriptions. But on Wordpress, for instance, you need to download a plugin like Yoast or Rank Math first.



#### **IMAGE ALT TEXT & FILENAMES**

Before you upload an image to your website, make sure that the filename is already clear and relevant.

Once uploaded, you can usually change the alt text (sometimes labeled as "image description")

# What the hell ave KEYWORDS

Keywords are the search terms people type into Google. Think of common search terms like "freelance invoicing tips", "best yoga poses for back pain" or "non-lethal methods to silence my neighbour's dog".

You want to include specific search terms into your content and SEO settings, so that your webpage becomes more relevant. Choosing the right keywords helps Google understand what your content is about and match it to the right searches.

You can check how often a keyword gets searched using tools like *Google Keyword Planner*, *Ubersuggest*, *Ahrefs*, or *Keywords Everywhere*. These tools will show you how many people are searching for a term each month and how competitive it is.

When deciding which keywords to use, look for ones that are specific (aka "long-tail") but still get decent traffic. For example, "freelance invoicing template for Notion" is more useful than just "freelance".

While ChatGPT can't give you real search volume stats (it has no live access to that data), you can ask it to brainstorm a list of keyword ideas based on your topic. A prompt could be:

Analyze this article and suggest 25 relevant keywords or search phrases someone might use to find this content: [PASTE ARTICLE TEXT]

ChatGPT now gives you 25 keywords that you can plug into an actual SEO tool to check which ones are worth targeting.

ChatGPT is good as a language model, but terrible at reliable statistics. So don't trust any search volume numbers ChatGPT gives you... it'll confidently make them up.

### how to wite SEO-FRIENDLY TITLES

Once you've done your keyword research and have a solid list of long-tail search terms that real people are typing into Google, you can use them as a springboard for writing content that actually gets found.

And it all starts with the title.

Your title is what shows up first in search results. It's what people judge in half a second when deciding whether or not to click your link. Google generally shows up to 50–60 characters of your title tag before cutting it off, so every word has to pull its weight.

Your goal is to write a title that's clear, relevant, and clickable. It should match what people are searching for, but still feel human and not robotic.

#### Prompts to Use Before You Start Writing

If you are still in the brainstorming phase of writing your content, it might be a wise strategy to start off with catchy title first.

If you have a topic in mind, or already have a list of keywords that perform well, you can ask ChatGPT to come up with a list of SEO titles. This helps you write with intent from the very beginning:

Generate 10 SEO-optimized blog titles under 60 characters based on this topic: [INSERT TOPIC]. Keep them clear, engaging, and focused. Use these keywords as inspiration: [INSERT YOUR LIST OF KEYWORDS]

Create 10 SEO titles under 60 characters that would appeal to [TARGET AUDIENCE, e.g. content creators/Gen-Z/feminists] looking for [TOPIC OR SOLUTION]."

#### Prompt to Use After the Draft Is Done

If you've already written the blog post and want ChatGPT to suggest optimized titles based on the content itself, use this one:

Based on my website, generate 10 SEO-optimized titles under 60 characters. Prioritize clarity, relevance, and keywords someone might search to find this page. Avoid clickbait, make them sound natural and aligned with the content.

Here's the full content of my webpage: [PASTE WEBSITE TEXT]

A strong title is your first (and maybe only) shot at making someone stop scrolling. You can spend hours writing a brilliant blog post, but if the title doesn't pull people in, it might as well not exist.

With these prompts, you get a whole list of variations in seconds... and then comes the real trick: choosing the right one.

Once you've got a shortlist, don't just go for the one that sounds the fanciest or the most poetic. Pick the one that aligns with how your audience actually searches and talks. Aim for clarity over cleverness.

- Use simple, direct language.
- Important words first (start strong)
- Avoid vague clickbait like "This Changed My Life..." unless it's genuinely surprising or valuable.
- Naturally include numbers, benefits, or emotional hooks,
   e.g. "5 ways to fix...", "What most people miss about...",
   "Save €50 on my unique ChatGPT course."
- Test multiple versions and compare the numbers

Ultimately, the most important question is always: Would you click on that title in a sea of search results?

If the answer is "eh, not sure", try again.

### how to wite SEO-FRIENDLY URLS

Google uses your URL to understand what your page is about, and so do humans. Basically, you don't want your URLs to look like this: X yourwebsite.com/blog/12345-post-final-v2

But more like this instead:

√ yourwebsite.com/blog/seo-basics-for-creators

When search engines find relevant keywords in your URLs, this will also have an impact on your ranking. But of course, your website links cannot be very long, so keep it punchy.

#### **CHECKLIST FOR BETTER URLS:**

- Keep it short, clear, and readable
- Use lowercase only
- Separate words with hyphens (no spaces or underscores)
- Include 1–2 relevant keywords
- Remove stopwords like the, a, of, unless they add clarity
- Avoid numbers, dates, or versioning (unless needed)

Again, if your text or page is already finished, you can simply copy paste the content into ChatGPT, so it will base its URLs on your text. For this, you can use a prompt like:

Based on this blog title and content, suggest 5 SEO-friendly URL slugs (permalinks) that are short, clear, and contain relevant keywords.

# SEO-FRIENDLY META-DESCRIPTIONS

Meta descriptions are the short summaries that show up under your title on search engine results pages (SERPs). They don't directly boost your ranking in Google, but they play a massive role in whether someone actually clicks your link.

A good meta description should clearly summarize what the content is about, include one or two relevant keywords, and make people want to click. Think of the meta description as your 140-character elevator pitch. It should make someone go, "yep, that's what I was looking for."

#### Tips for Writing a Great Meta Description

- Aim for 120–140 characters to avoid cut-offs
- Include 1 or 2 primary keywords naturally in the sentence
- Make it clear what the user will get by clicking
- Use active language and strong verbs
  - o e.g. discover, learn, explore, unlock, save
- Don't repeat your title complement it instead
- Think from the searcher's POV: What would make you click?

Meta descriptions become more effective if you've identified a few keywords you want to target. This helps ChatGPT to write a meta description that not only encourages people to click on your page, but will also pull in enough search queries.

Write 10 SEO-friendly meta descriptions under 140 characters for a page about [TOPIC or SEO-title]. Each should be clear, compelling, and include keywords like: [LIST OF KEYWORDS]

To get better results from ChatGPT, don't just ask for a generic meta description. Give it a bit of context first: explain who the page is for, what problem it solves, and what kind of tone you're aiming for (e.g. friendly, professional, inspiring, no-nonsense).

The more ChatGPT understands the purpose of the page, the more tailored and relevant its output will be. You can also ask it to include certain phrases or benefits that matter to your audience.

To make your descriptions more persuasive, use high-impact words — these are words that signal value, urgency, clarity, or emotion.

They help your page stand out in a list of 10 similar results, and make the reader feel like clicking your link is the obvious next step.

Here are a few handfuls of words that turn your description in a compelling invitation to click:

#### HGHPAGETER **Speed & Simplicity Trigger Curiosity** Value-oriented Unexpected Ultimate Quick Essential Powerful Easy Eye-opening Fast-track Proven Controversial Practical Instant Actionable Underrated Simple Step-by-step Beginner-friendly Shocking Plug-and-play Real-world Unfiltered Results-driven Streamlined Raw Honest Game-changing **Effortless** One-click No-nonsense Brutal

### FILENAMES & ALT TEXTS

### for images

We put a lot of effort into writing good content, but visuals matter too. Images make your pages more engaging, more scannable, and better suited for millions of illiterate Americans. But they can also help (or hurt) your SEO, depending on how you handle the small details behind the scenes.

Your images might look beautiful, but if their filenames are still IMG\_2381.jpg and they don't have alt text, Google has no idea what they're about. No way that they are going to show up in Google Images.

That's a missed SEO opportunity, or maybe better for us all.

Filenames and alt texts help Google understand the visual content on your page. Setting these fields increase your chances of showing up in Google Image Search. They also improve accessibility for screen readers, which help people with disabilities or (partial) blindness.

So before uploading any image to your website, take a few seconds to give it a proper filename. You'll likely have to set these filenames before uploading, because many platforms don't allow you to change the filename afterwards.

Then after uploading, make sure to set a descriptive alt text that tells Google and Stevie Wonder what your image is about.



#### CHECKLIST FOR BETTER FILENAMES:

- Use lowercase letters only
- Separate words with hyphens (not spaces or underscores)
- Describe what's literally in the image (not abstract ideas)
- Include 1-2 relevant keywords (if natural)
- No random characters (e.g. IMG\_4738.jpg = X)
- No filler words (like "image of," "picture," or "the")

#### **Examples:**

- X untitled.png
- X Screenshot\_2024-06-22\_at\_11.03.18.jpg
- X photoforblog\_finalEDIT.png
- ✓ woman-writing-in-journal.jpg
- ✓ sunset-over-mountain-range.jpg
- ✓ crying-vegan-at-butcher.jpg

#### CHECKLIST FOR BETTER ALT TEXTS:

- Describe what's actually visible in the image
- Use natural, readable language (like a real sentence)
- Helpful for someone using a screen reader
- Avoid starting with "Image of" or "Picture of" not needed
- Includes relevant context (only if important to the page)
- Stay under 125 characters (accessibility best practice)

#### **Examples:**

- X Cool photo.
- X My mom's favourite picture of me
- X the-best-keywords-ever-success-rich-infinite-money
- ✓ Woman at a café writing in a journal next to a cup of coffee
- ✓ Black cat sleeping on a bed next to a window
- ✓ Close-up of toaster inside bathtub on top of a lifeless body

Changing all these filenames and writing alt text is usually a task that's put on a to-do-list and never crossed off. But luckily, with ChatGPT, writing them doesn't have to be a chore.

Here are two easy methods to create SEO-friendly filenames and alt texts using AI:



#### **1. TALK IT OUT: VOICE RECORDER PROMPT**

2 lazy 2 type? Same.

In this method we use ChatGPT's voice recorder and describe each image however we want, and let ChatGPT sort out the mess.

First we copy-paste the following prompt:

Based on the following voice message, generate a clean, SEOfriendly filename and alt text for each image mentioned.

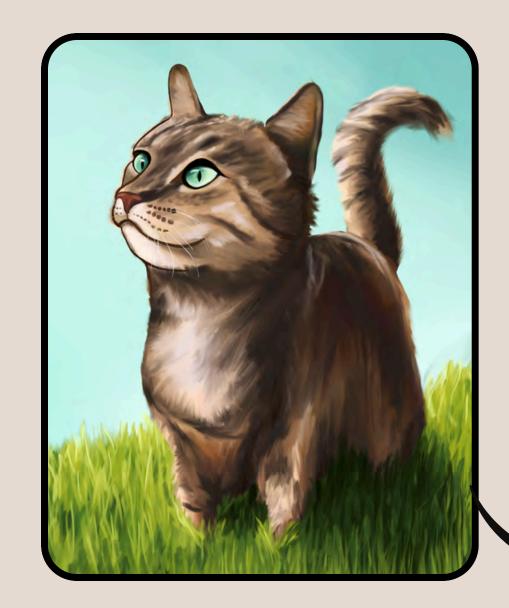
- Filenames: use lowercase only, separate words with hyphens, describe what's literally visible, include 1–2 relevant keywords (if natural), no filler words or random characters.
- Alt text: write in clear, natural language, describe exactly what's in the image, stay under 125 characters, and make it useful for screen readers.

Number the outputs accordingly: [INSERT VOICE RECORDING]

Then you can start recording yourself, describing multiple pictures after each other, saying things like:

"Image 1 is a close-up of a barista pouring coffee into a mug Image 2 shows a messy desk with a laptop, notepad, and cappuccino Image 3 displays a man spitting out coffee onto a barista's face..."

This is actually my favorite way to generate filenames and alt texts. I can just hit record, ramble a few sentences, and somehow ChatGPT will pull it together into clean, lower-case, SEO-friendly filenames and helpful alt text for each image.





Filename: digital-painting-tabby-cat-grass.jpg Alt text: Digital artwork of a tabby cat with green eyes standing in tall grass under a blue sky.

her name is Ele



#### **2. LET CHATGPT DESCRIBE THE IMAGE**

The latest ChatGPT models support image uploads. So you can ask it to analyze your image and generate filenames and alt texts for you. This works great for product photos, blog illustrations, or social content.

You can upload multiple images at once, and then use a prompt like:

For each of the attached images, generate a clean, SEO-friendly filename and alt text.

- Filenames: use lowercase only, separate words with hyphens, describe what's literally visible, include 1–2 relevant keywords (if natural), no filler words or random characters.
- Alt text: write in clear, natural language, describe exactly what's in the image, stay under 125 characters, and make it useful for screen readers.

It takes a little while, but you'll be surprised how well ChatGPT can describe your images. That said, it may feel like an overkill to use all this computing power to let ChatGPT describe your images.

And if you use this for massive batches of images, you will eventually get a warning that you're running into the limits of what your subscription allows. With the free version of ChatGPT, this will be rather soon.

# what about OPTIMIZING THE CONTENT

If you want your web page to really perform, the content itself needs SEO-optimization too. Pages with better structure, more value and frequent keywords attract more organic traffic.

Here are a few essential things Google looks for:

- Clear headings (H1, H2, H3...) that reflect your topic
- Paragraphs that are easy to read (short sentences, plain language)
- Internal links to related pages on your site
- Keywords sprinkled naturally throughout the text
- FAQs, summaries, and featured snippets
- Structured content (products, reviews, addresses, etc.)
- Recent updates (Google loves fresh content)

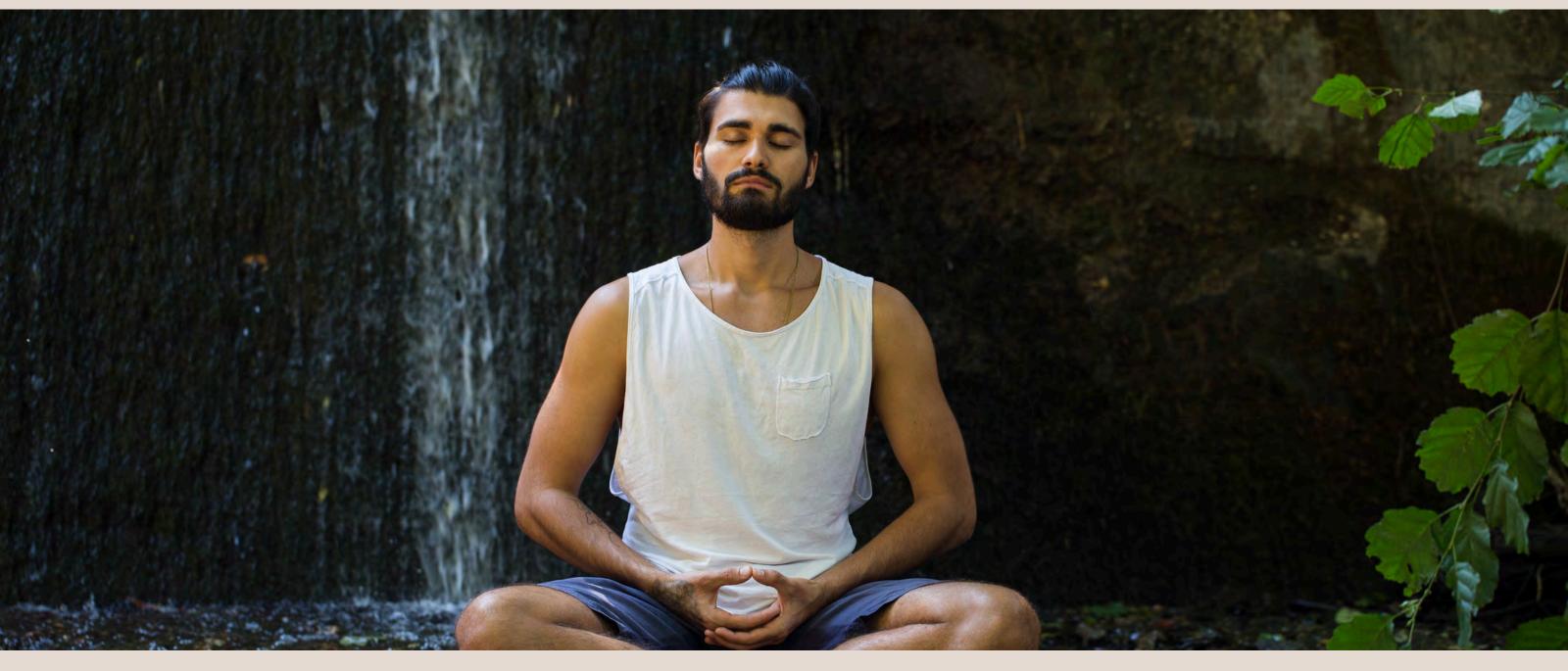
Writing content that ranks well is its own beast. Truly SEO-optimized content requires a deeper look at writing, structure, intent, and technical formatting, which goes a bit beyond what we'll cover in this eBook. Here's a shameless plug for my course:

## Want to learn how to optimize your content with ChatGPT?



€50 OFF WITH PROMO CODE: SEO

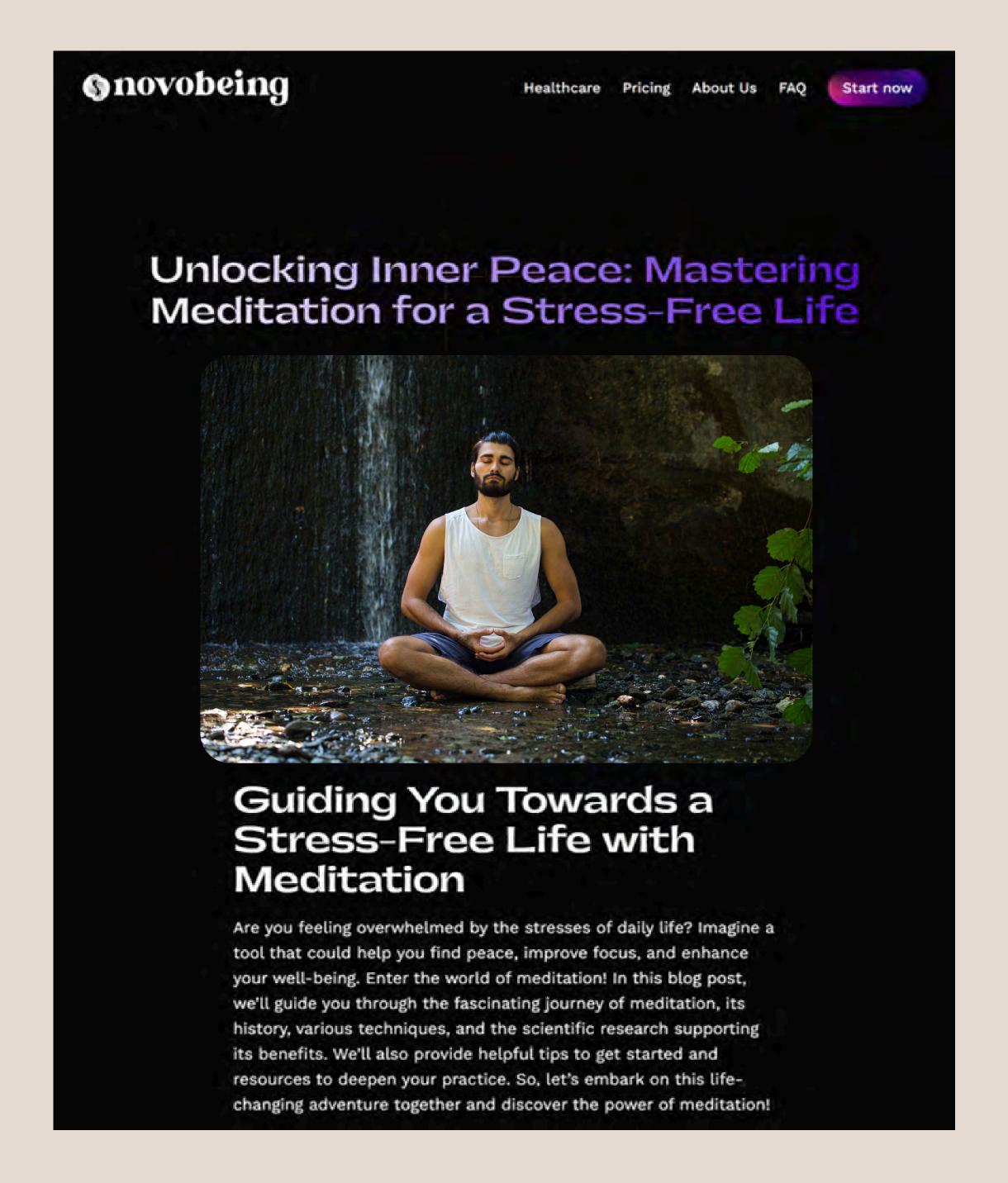
## CHAPTER 3



## SEO EXAMPLE

What you will leavn

How to take a poorly optimized blog and make it rank higher, by keeping both humans and search engines happy Take <u>this page</u> for example, which I came across when I searched for "blog articles on meditation and reducing stress":



It is actually a pretty insightful page, which why it showed up at all on Google. But we will see that it's search engine optimization leaves something to be desired.

It looked like this in the Google Search results:



#### Novobeing

https://www.novobeing.com > blog - Vertaal deze pagina :

#### Unlocking Inner Peace: Mastering Meditation for a Stress- ...

In this blog post, we'll guide you through the fascinating journey of ... With tailored techniques & mindfulness tools, meditation can reduce stress & improve ...

The first line simply displays the title of the page which is too long to fit the character limit set by Google. I don't think they intended to end the sentence with *Stress*.

The second and third line are more problematic, since it looks like it doesn't have a dedicated meta description to tell us more about the content of the blog article. Instead Google just puts two sentences together it has found inside the text, which happened to hit on the keywords I entered.

If you want people to find your blog, you have to think like Google. That means knowing which words people are typing into the search bar, and then adjust the preview of our website to include those words.

Subsequently, when people see the list of search results, we want people to click on our website, instead of the other ones. So the title and meta description should be appealing to the human eye too.

I think we could do better, and ChatGPT is going to help us with this.

EXAMPLE

**EXAMPLE** 



#### Novobeing

https://www.novobeing.com > blog · Vertaal deze pagina :

#### Unlocking Inner Peace: Mastering Meditation for a Stress-...

In this **blog post**, we'll guide you through the fascinating journey of ... With tailored techniques & **mindfulness** tools, **meditation** can **reduce stress** & improve ...

The current SEO title was already quite good, but simply too long. The title in the preview was simply generated from the actual title of the page, which was:

Unlocking Inner Peace: Mastering Meditation for a Stress-Free Life. Guiding You Towards a Stress-Free Life with Meditation.

Instead of coming up with something radically new, we can use the current title and the blog post content to let ChatGPT brainstorm some shorter versions:

Generate 10 SEO-friendly titles that stay within 60 characters, that resemble the following title: 'Unlocking Inner Peace: Mastering Meditation for a Stress-Free Life'. Here's the content of the blog post:

[COPY PASTE OF THE BLOG]

It will now come up with 10 different titles. If there is no clear number one choice, you can mix and match to create the one you think will perform best.

I picked the title:

Gain Inner Peace: Meditation Guide for Stress Relief.

Short enough, containing the most important keywords, and readable for both crawlers and humans.

The current URL of the page looks like this:

novobeing.com/blog/guiding-you-towards-a-stress-free-life-with-meditation

While it reflects the title of the blog post, it's too long, not very scannable, and not ideal for search engines or humans.

Shorter, keyword-rich URLs are easier to read, easier to remember, and tend to perform better. You don't need to include the whole sentence.

#### Prompt to Improve the URL:

Based on the following blog title and content, suggest 10 SEOfriendly URLs (slugs) that are short, clear, and contain relevant keywords. Use lowercase only, hyphens instead of spaces, and remove unnecessary filler words. Avoid dates or random characters.

Title:

Unlocking Inner Peace: Mastering Meditation for a Stress-Free Life Content:

[COPY PASTE OF BLOG CONTENT]

This prompt helps ChatGPT suggest short, meaningful URLs that are easier to read, remember, and rank on Google.

The suggestion I would go with is: /meditation-guide-stress-relief

> **EXAMPLE EXAMPLE**

Now let's improve the meta description. As you saw earlier, the original page didn't have one — so Google just grabbed random sentences. Not ideal:



#### Novobeing

https://www.novobeing.com > blog · Vertaal deze pagina :

Unlocking Inner Peace: Mastering Meditation for a Stress-...

In this **blog post**, we'll guide you through the fascinating journey of ... With tailored techniques & **mindfulness** tools, **meditation** can **reduce stress** & improve ...

Here's a ChatGPT prompt you can use to generate strong meta descriptions:

Write 10 SEO-friendly meta descriptions under 140 characters for a page about Unlocking Inner Peace: Mastering Meditation for a Stress-Free Life. Each should be clear, compelling, and include keywords like: [LIST OF KEYWORDS].

Use the content of the blog as inspiration:

[COPY PASTE OF BLOG CONTENT].

With this prompt, ChatGPT will return 10 tailored options that you can test and tweak. Pick one that clearly communicates the value of your blog post, uses 1–2 primary keywords naturally, and sounds like something a real person would want to click.

Here's the meta description I went with:

Discover simple meditation techniques to reduce stress, improve focus, and feel more calm — even on your busiest days.

Short, helpful, and it integrates some of the most important emotional factors mentioned in the article: stress, focus, calmness, and busyness.

Images don't just make your page look good, they also play a role in SEO and accessibility. But only if you take the time to set a proper filename and alt text. Let's take the hero image from the meditation blog post as an example. Right now, the file is named unsplash-316742.jpg, which tells Google absolutely nothing useful.



EXAMPLE EXAMPLE

We're going to use ChatGPT to generate a clean, SEO-friendly filename and alt text that helps the image show up in Google Images, improves accessibility for screen readers, and adds context to the blog itself.

For the attached image, generate a clean, SEO-friendly filename and alt text. Filenames: use lowercase only, separate words with hyphens, describe what's literally visible, include 1–2 relevant keywords (if natural), no filler words or random characters. Alt text: write in clear, natural language, describe exactly what's in the image, stay under 125 characters, and make it useful for screen readers.

Here's what ChatGPT returned:

**EXAMPLE** 

**Filename:** man-meditating-in-nature-under-waterfall.jpg **Alt text:** Man sitting cross-legged in a shallow stream, meditating under a waterfall with eyes closed.

This filename is clear, lowercase, and includes relevant keywords. The alt text is descriptive and concise, while still providing helpful context for both Google and screen readers.

Let's recap what we improved on this blog post:

- A clean, scannable **URL slug** that's easier for both users and crawlers
- A dedicated **meta description** that encourages clicks and uses high-impact words
- A descriptive **image filename** and **alt text** to improve accessibility and image search visibility

Together, these changes make the blog post much more search-engine-friendly, and more appealing to real humans too.

But here's the honest truth:

Even with all these improvements, it's impossible to predict exactly how a page will perform on Google. Rankings depend on dozens of factors, including your competition, site authority, page speed, mobile performance, and ever-changing algorithms.

That's why you should always check your data.

Use **Google Search Console** to monitor your page over time. Look at **impressions**, **clicks**, **average position**, and **how people are finding your content**.

And don't be afraid to experiment!

Try different titles, rewrite your meta description, or even update the image filename if you think a better version might perform stronger. SEO is not a set-it-and-forget-it game. It's iteration.

The good news? You've now got a system to make these updates fast, and ChatGPT can help every step of the way.

The future never looked so bright... right?

## CHAPTER 4



# THE FUTURE OF SEO

What you will leavn

How AI is changing SEO forever, why search results are full of fluff, and what you need to do to stay relevant in the age of AI.

# THE FUTURE OF SEO IN THE AGE OF AI

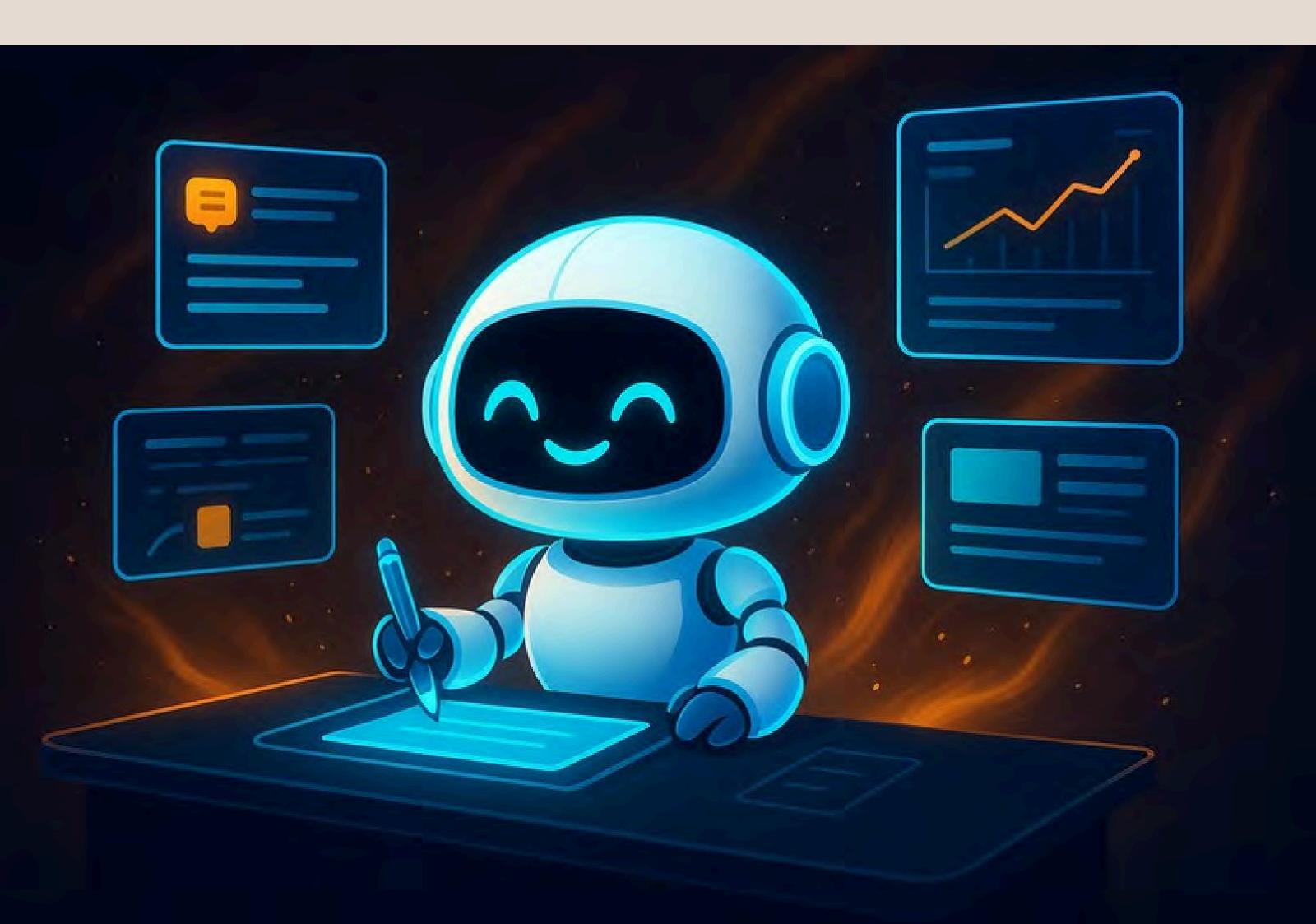
The way we search is changing.

Not that long ago, if we had a question, we'd go to Google to find a clean list of websites that could give us the answer. If we wanted a slightly better answer, we would add "reddit" to our search query.

But now that we have tools like ChatGPT, we can let AI find an answer for us. Instead of wading through five pages of links, we can just ask a question and get a full, structured answer in seconds.

It's faster, more direct, and — most of the time — good enough. And ironically, SEO is partly to blame for it.

Let me explain.





## THE BLOATED INTERNET

As SEO became the holy grail of content marketing, something strange happened: the quality of search results went down.

The focus shifted from writing better content to gaming the algorithm. Corporations and content farms crank out endless keyword-stuffed articles that are optimized for Google, not for humans. The want you to click, and hope to waste your time for the longest time.

You know the ones. You're looking for a recipe, but you have to scroll through 600 words of fluff about "the history of spaghetti" before giving you cooking instructions.

Add to that the explosion of AI-generated content — most of it soulless, robotic, and only optimized to rank highly in Google. The result is a bloated low-quality internet where you have to scroll past AI summaries, ads, and worthless content before our website finally surfaces.

For some time, adding "reddit" to your search was the only way to get something useful.

Google also understood that something needed to change...

And so they integrated their own AI into the search results...

Here's how a typical search result on Google looks nowadays:

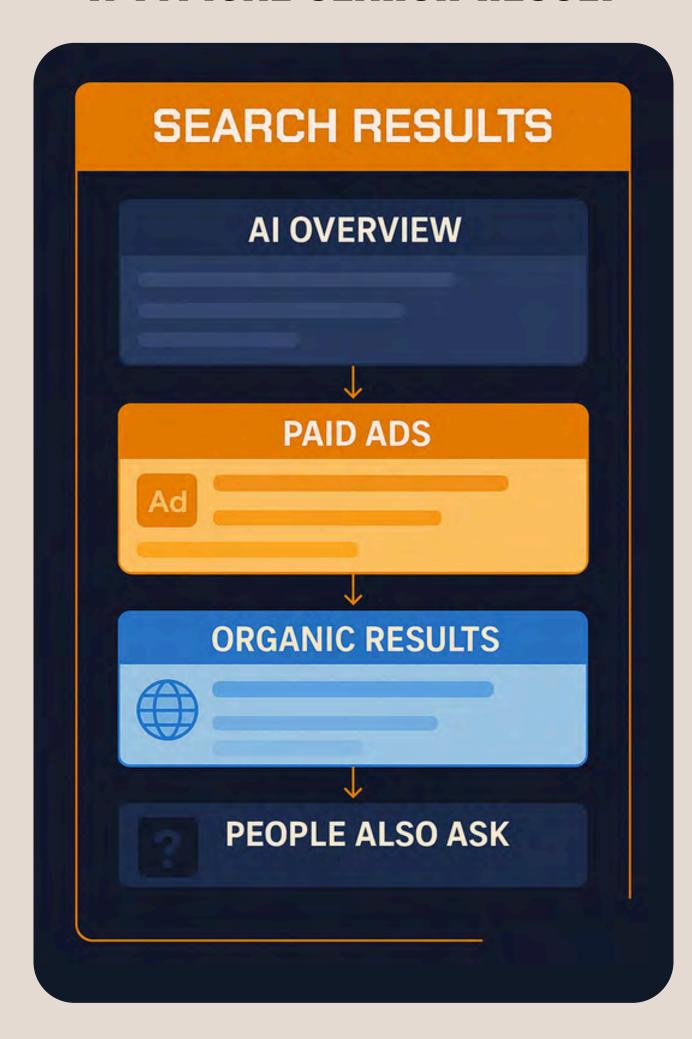
At the very top, we see an Al Overview. This is Google's answer to the growing popularity of ChatGPT, attempting to answer your question instantly, without even needing to click.

That's followed by Paid Ads, if you somehow still don't have an ad blocker installed. I respect your bravery.

Finally, a few scrolls below, we can find the traditional organic results. This is where people have to find you if you want free traffic to your website.

These organic results are often interspersed with other sections, like videos, images, shopping carrousels, and frequent searches.

#### A TYPICAL SEARCH RESULT



Organic content is getting pushed further down the page.

It is still possible to get traffic from search, but organic search and SEO hasn't exactly been thriving lately.

AI tools like ChatGPT have completely changed how we search for information on the internet.

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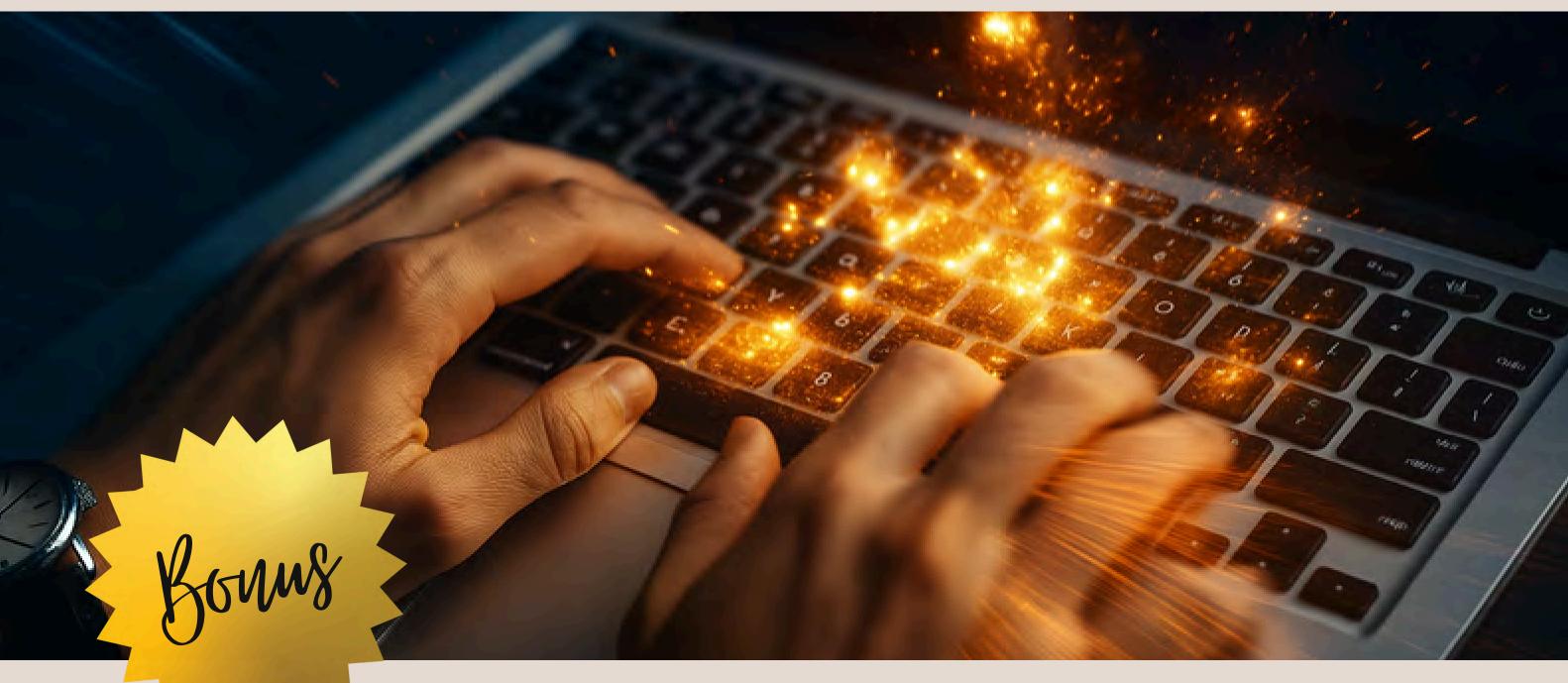
**GUIDES** TIPS

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TO KNOW ABOUT AI

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## CHAPTER 5



# WRITING CONTENT

What you will leavn

Make ChatGPT your own content creation sidekick.

From posts, captions, emails, to entire courses, eBooks and novels; bring your idea to life with ChatGPT.

Speed up your workflow without sacrificing quality.



# BEING A SOLO CREATOR OR BUSINESS OWNER IS NOT EASY.

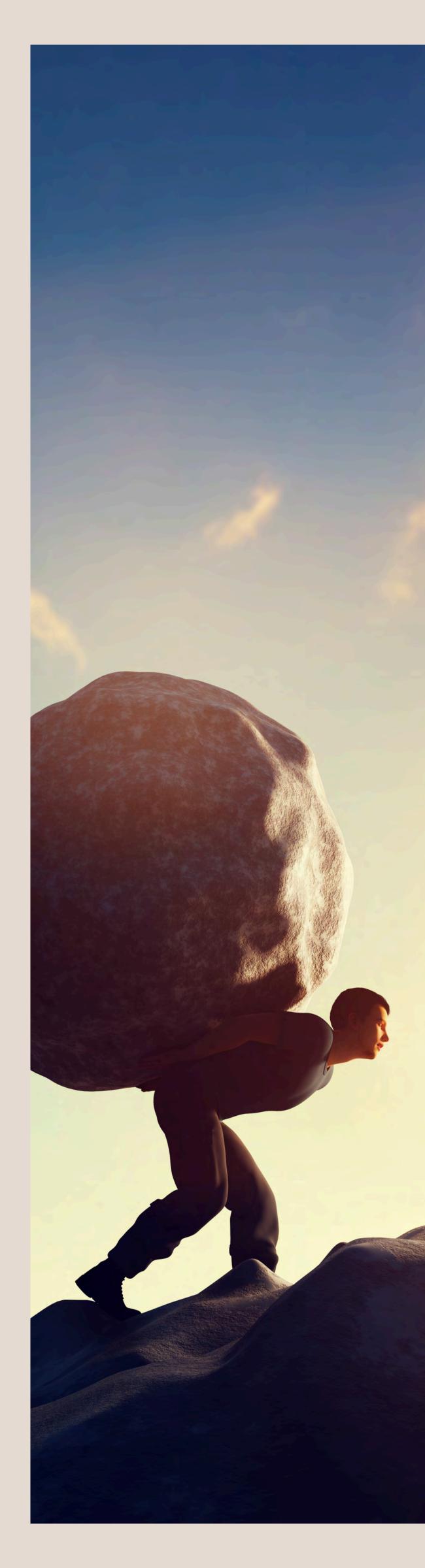
It sounds like a dream. Be your own boss. Set your own hours. Work in your underwear if you feel like it.

But here's the catch: being your own boss also means you have to do everything.

You don't just have to do the thing you're great at – whether that's coaching, designing, building apps, creating content, or tiling bathrooms – but also all the other stuff to keep the business running.

You're the marketing team.
You're the content department.
You're the website guy.
You're the intern getting coffee.
And when something breaks?

You're the one that has to fix it.





# RUNNING THE MARKETING MACHINE

## THINK ABOUT HOW OFTEN YOU WANT TO POST CONTENT

You need clients. And clients won't come if they can't find you.

So now, on top of your core work, you also need some kind of marketing machine:

- Write a newsletter
- Create TikToks
- Post carousels on Instagram
- Write content for your website
- Optimize that content for search engines
- Create thumbnails that make people stop scrolling.

Marketing is essential, but it's also overwhelming.

You need to be everywhere. It needs to sound good, feel onbrand, and actually convert. Oh, and you're supposed to be consistent, creative, and strategic while juggling 12 other things.

It is not that you're not capable of doing these things, but it is just a ridiculous amount of work.

You didn't sign up to spend half your week writing captions, tweaking meta descriptions, or staring at a blank screen wondering what the hell to write in your newsletter.

#### MEANWHILE...

Other creators seem to be effortlessly posting daily, with fancy videos, going viral, and attracting followers by the thousands.

They can manage, because they've got a whole team behind them.

You're simply outnumbered.





### THE GOOD NEWS

You don't need to outsource to India or work until you burn out.

You just need to get smarter about using ChatGPT.



# CHATGPT WON'T REPLACE YOUR OWN creativity. BUT ALLOWS YOU TO BE MORE creative.



## BRING YOUR IDEAS TO LIFE with Chatfill



#### I WANT TO BUILD AN ONLINE COURSE

ChatGPT helps you brainstorm ideas, outline chapters, and polish your writing. Within a week, that eBook is out of your head and into readers' hands.



#### I WANT TO WRITE MY OWN EBOOK

From structuring your lessons to drafting scripts and catchy titles. With ChatGPT you'll launch faster, with less stress.



#### I WANI IU SIAKI A IKAVEL BLUG

You explore, ChatGPT helps you tell the story. Messy notes turn into engaging posts, so you can spend more time adventuring and less time writing social media captions.



#### I WANT TO RECORD YOUTUBE VIDEOS

Struggling with ideas, scripts, or titles that actually get clicks? You can use AI for brainstorming, scripting, and writing descriptions.



#### I WANT TO WRITE A NOVEL

ChatGPT helps you brainstorm plots, develop characters, and overcome writer's block. So you can stop pretending to be a writer at cafés, and finally finish that New York Times Best Seller.

## Time to

GET CONFORTABLE

WITH AI

Whether you like it or not, AI is reshaping the internet as we know it. How we search, how we write, how we discover content... it's all shifting fast. And if you're a content creator, freelancer, or small business owner, you don't want to be playing catch-up.

Now is the time to get familiar with tools like ChatGPT, not just to stay relevant, but to get ahead of the curve.

If you want to learn how to actually use ChatGPT in your content workflow, check out my course:

Write Better Content with ChatGPT: From Blank Page to Ready to Publish.

It's a no-fluff crash course that shows you exactly how to use AI to brainstorm, draft, edit, publish and repurpose content – without replacing *you*.



ONLY £ 99

FOR £ 1/19

€ 50 OFF WITH 'SEO'

€ 50 OFF WITH 'SEO'

## Course Contents

# WRITE BETTER CONTENT WITH CHATGPT

01

#### **BRAINSTORM IDEAS**

How to use ChatGPT to get past creative blocks and spark new concepts.

02

#### **CREATE A FIRST DRAFT**

Generate a great first draft with specific prompts.

03

#### **REVISION**

The art of editing, rewriting, and making your work not suck.

04

#### **PUBLISH YOUR WORK**

Make it easier to get your work out there for people to see.

05

#### **REPURPOSING**

Take 1 piece of content and turn it into 5 for different platforms

€50 OFF WITH PROMO CODE: SEO

# Thank you FOR READING

Hopefully I inspired you to use ChatGPT for all those boring SEO tasks

Let me know if you have any questions!



**DANIEL KOSTER** 

CREATOR OF
AI WITH DANIEL



**@AIWITHDANIEL** 





**WWW.AIWITHDANIEL.COM** 

**@AIWITHDANIEL** 

## how to vank higher in google o

## SEO WITH CHATGPT

**DANIEL KOSTER** 

Marketing can feel overwhelming when you're doing everything yourself.

You're trying to grow your audience on 5 different platforms, keep your website active, and sell your product, of course... and somehow still have a life.

That's where ChatGPT comes in.
It can help you speed up your marketing efforts,
and make Search Engine Optimization a lot easier.

This eBook is packed with practical tips and ready-to-use prompts to make your products and services rank higher in search engines like Google.

Let's get us some free, organic traffic!



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