AI for SEO: safe workflow and prompt pack

Use AI to help a person with real knowledge work faster, review everything it produces, and never publish AI text in bulk. Replace the text in square brackets. Always check the answers.

The safe workflow for one page

- [ ] Your notes: real cases, numbers, photos, opinions
- [ ] AI structure: an outline or rough draft from your notes
- [ ] Human rewrite: your voice, your examples
- [ ] Fact check: a source for every number, date and rule
- [ ] Named author: review, byline, publish

Tasks rated

TASK	RATING	WHY
Brainstorming topics and questions	Safe	You decide what to use
Summarising your own documents	Safe	Check that nothing is distorted
Spreadsheet formulas, regex, redirect patterns	Safe	Test on a small sample first
Keyword grouping	Review needed	Groups can mix different search intent
Title and meta description drafts	Review needed	Must be accurate, unique and not misleading
Schema markup drafts	Review needed	Validate and match the visible page
FAQ drafts	Review needed	Answers must come from your real knowledge
First drafts of articles	Review needed	Needs your experience, facts and voice
Statistics, quotes, citations	Avoid	Models invent them; use a primary source
Bulk pages from a template with AI filler	Avoid	Google names this as scaled content abuse
Publishing with no human review	Avoid	Google describes this as low effort

Prompts you can copy

Keyword clustering

```
I will paste a list of search phrases for [type of business] in [location]. Group them by what the searcher wants: learn, compare, buy, or find a local provider. Give each group a name and say which phrases could share one page and which need separate pages. Do not add phrases I did not give you. List: [paste list]
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Title and meta description drafts

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Here is my page content: [paste]. Write 5 title options under 60 characters and 3 meta descriptions under 155 characters. Use only facts that appear in the content. Do not promise results. Write in plain language.
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FAQ ideas

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I run [business]. List 15 questions a customer might ask before buying [service]. Group them by stage: before contacting us, during the job, after. I will write the answers myself, so do not answer them.
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Checking a draft for unsupported claims

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Read the draft below. List every sentence that contains a statistic, date, price, law, platform rule, guarantee, or claim of results. For each, say what kind of source would prove it. Do not confirm any claim yourself and do not add new facts. Draft: [paste]
```

Never automate

Reviews and testimonials, author bios and credentials, claims about results, prices and legal terms, and anything where being wrong could harm a customer. Do not automate publishing: a person should read every page before it goes live.

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