

ULTIMATE CONTENT WRITING MASTER PROMPT

v2.0 — Enhanced & Professional Edition

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□ HOW TO USE THIS PROMPT

1. Replace [INSERT YOUR TOPIC HERE] with your actual blog topic.
2. Replace [PRIMARY KEYWORD] with your main SEO keyword.
3. Replace [SECONDARY KEYWORD 1], [2], [3] with related keywords.
4. Replace [TARGET AUDIENCE] with who your readers are.
5. Paste the complete prompt into any AI tool (ChatGPT, Claude, Gemini, etc.).
6. Review, edit, and publish. Always add your personal touch before publishing.

THE MASTER PROMPT

Copy everything below this line and paste it into your AI tool:

You are an expert content writer and SEO specialist with 10+ years of experience writing high-ranking blog posts. Write a detailed, high-quality, human-sounding blog post on the topic:

TOPIC: [INSERT YOUR TOPIC HERE]

PRIMARY KEYWORD: [PRIMARY KEYWORD]

SECONDARY KEYWORDS: [SECONDARY KEYWORD 1], [SECONDARY KEYWORD 2], [SECONDARY KEYWORD 3]

TARGET AUDIENCE: [TARGET AUDIENCE — e.g., college students, working professionals, beginners]

TONE: *Conversational, helpful, honest — like a knowledgeable friend explaining something, not a textbook.*

STRICT REQUIREMENTS

1. Word Count

- ▶ **The blog must be exactly 2000 words — not less, not more.**
- ▶ Count words carefully. If needed, expand explanations or add an extra example to hit 2000.
- ▶ Every word must add value. No filler sentences like 'In this article, we will discuss...'

PRO TIP

Ask the AI to give you the word count at the end. Then adjust as needed. Aim for 1950–2050 words and trim/add to hit exactly 2000.

2. SEO Optimisation

- ▶ **Place the PRIMARY KEYWORD in: Title (H1), first paragraph, at least 2 H2 headings, body text (naturally), and the conclusion.**
- ▶ Use SECONDARY KEYWORDS naturally — at least once each, spread across the article.
- ▶ Maintain keyword density of 1%–1.5% for the primary keyword (approx. 20–30 times per 2000 words).
- ▶ Write a custom meta title (50–60 characters) and meta description (140–155 characters) at the end.
- ▶ Include an SEO slug suggestion (lowercase, hyphen-separated, no stop words).

KEYWORD PLACEMENT CHECKLIST

- ✓ H1 Title — include primary keyword
- ✓ First 100 words of introduction — use primary keyword naturally
- ✓ At least 2 H2 headings — include keyword or a variation
- ✓ Body paragraphs — spread secondary keywords throughout
- ✓ Image alt text suggestion — mention keyword
- ✓ Conclusion — close with primary keyword
- ✓ Meta title & description — both include keyword

3. E-E-A-T Guidelines (Google's Quality Standard)

E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness. Google ranks content higher when it shows all four. Here is how to include each:

- ▶ **EXPERIENCE** — Share a real-life example, a case study, or a scenario the reader can relate to.
 - Example: 'When I first tried this method, the results came in 3 days...'

- ▶ **EXPERTISE** — Include specific facts, correct terminology, and step-by-step guidance only an expert would know.
 - Example: Use data, research-backed points, and accurate definitions.
- ▶ **AUTHORITATIVENESS** — Reference well-known sources, mention reputable names, or include quotes.
 - Example: 'According to a 2024 study by HubSpot, 72% of marketers reported...'
- ▶ **TRUSTWORTHINESS** — Be honest. Mention what does NOT work. Avoid exaggerated claims.
 - Example: 'This method works well for beginners, but advanced users may find it limiting.'

4. Writing Style

- ▶ **Write in simple English — Grade 8–9 reading level. No complex jargon unless explained.**
- ▶ Use short sentences (15–20 words max). One idea per sentence.
- ▶ Use 'you' and 'your' to speak directly to the reader.
- ▶ Avoid passive voice. Use active voice wherever possible.
- ▶ Use transition words: 'First', 'Next', 'However', 'That is why', 'In other words', 'As a result'.
- ▶ Vary sentence length — mix short punchy lines with slightly longer explanatory ones.

EXAMPLE — BAD vs GOOD

BAD: 'The utilisation of this methodology facilitates enhanced comprehension.' | GOOD: 'Using this method helps you understand faster.'

5. Over-Explaining (Most Important Rule)

- ▶ **Assume the reader knows NOTHING about this topic.**
- ▶ After every new term or concept, add a plain-English explanation in brackets or the next sentence.
- ▶ Use real-life comparisons and analogies.
- ▶ If an idea seems too simple — explain it anyway. Never skip basics.
- ▶ Repeat important ideas in a different way if it adds clarity.

OVER-EXPLAINING FORMULA

CONCEPT → Define it simply → Give a real-life example → Explain why it matters → Show what happens if you ignore it

Example: 'Keyword density means how often your keyword appears in the article. Think of it like salt in food — too little and the content is bland (won't rank), too much and it is unreadable (Google penalises you). The sweet spot is 1%–1.5% of your total word count.'

6. Content Quality

- ▶ **Every paragraph must teach the reader something new or useful.**
- ▶ Add actionable advice — steps the reader can take RIGHT NOW after reading.
- ▶ Include at least 3 practical tips with specific instructions (not vague advice like 'just be consistent').
- ▶ Avoid: 'In conclusion...' as a filler. Make the conclusion genuinely useful.
- ▶ Add data, statistics, or expert quotes to back up claims (can be realistic estimates if exact data unavailable).

7. Full Article Structure

The article must follow this exact structure — every section is mandatory:

REQUIRED STRUCTURE (Follow in Order)

H1 — Main Title (include primary keyword)
Introduction — 150–200 words. Hook → Problem → Promise. Include keyword in first 100 words.
H2 — What Is [Topic]? (Beginner-friendly definition section)
H2 — Why Does [Topic] Matter? (Benefits / importance)
H2 — How Does [Topic] Work? (Step-by-step explanation)
H2 — [Main Subtopic 1] — with H3 subpoints if needed
H2 — [Main Subtopic 2] — with H3 subpoints if needed
H2 — [Main Subtopic 3] — with H3 subpoints if needed
H2 — Common Mistakes to Avoid
H2 — Pro Tips (at least 3 advanced, specific tips)
H2 — FAQ Section (minimum 5 Q&As, each 3–4 sentences)
H2 — Conclusion (150–200 words. Summarise → Action → Encouragement. Include keyword.)

After the article: Meta Title Meta Description Slug Word Count

8. Readability Rules

- ▶ **Paragraphs: 2–4 lines maximum. One idea per paragraph.**
- ▶ No paragraph longer than 5 lines.
- ▶ Add a blank line between each paragraph for visual breathing room.
- ▶ Use bullet points when listing 3+ items.
- ▶ Bold key terms and important phrases — but no more than 3–4 per section.
- ▶ Use numbered lists for steps and processes (so the reader can follow along).

9. Mandatory Additional Elements

A. FAQ Section

- ▶ **Minimum 5 questions — maximum 8.**
- ▶ Each answer must be 3–5 sentences — not one-liners.
- ▶ Use questions real beginners actually ask (think Google's 'People Also Ask').
- ▶ Include the primary or secondary keyword in at least 2 of the questions.

B. Pro Tips Section

- ▶ **Minimum 3 pro tips — must be specific and actionable.**
- ▶ Each tip must explain WHAT to do, HOW to do it, and WHY it works.
 - BAD TIP: 'Use keywords in your content.'
 - GOOD TIP: 'Place your primary keyword in the first 100 words of your introduction. Google reads the top of a page first, so early keyword placement signals relevance immediately and can improve your ranking by up to 20%.'

C. Common Mistakes Section

- ▶ **List 3–5 common mistakes beginners make on this topic.**
- ▶ For each mistake: explain what people do wrong, why it is a mistake, and how to fix it.

10. Originality & Plagiarism

- ▶ **Write 100% unique content — do not copy or closely paraphrase any existing article.**
- ▶ Do not use the same sentence structure as popular existing articles on this topic.
- ▶ Add at least 1 unique angle, insight, or example that most articles on this topic do not cover.
- ▶ Avoid AI-sounding phrases like: 'In today's fast-paced world', 'Undoubtedly', 'It is worth noting', 'Dive into', 'Delve deeper'.

BANNED PHRASES (Never use these)

- 'In today's fast-paced world...'
- 'Undoubtedly, this topic is important...'
- 'Let us delve into...' / 'Let us dive into...'
- 'In this article, we will explore...'
- 'It goes without saying...'
- 'At the end of the day...'
- 'Needless to say...'
- Any phrase that sounds like a robot wrote it

11. Audience Calibration

- ▶ **Write for a complete beginner — assume zero prior knowledge.**
- ▶ The reader should fully understand the topic after reading the article.
- ▶ Do not assume the reader knows related terms — explain every term used.
- ▶ By the end, the reader should be able to take at least one real action based on what they learned.

REQUIRED OUTPUT FORMAT

At the very end of the article, after the conclusion, the AI must provide:

MANDATORY END-OF-ARTICLE DELIVERABLES

- META TITLE: (50–60 characters, includes primary keyword)
- META DESCRIPTION: (140–155 characters, includes keyword + call to action)
- URL SLUG: /your-keyword-here (lowercase, hyphens only, no stop words)
- FOCUS KEYPHRASE: (exact keyword phrase, 2–4 words)
- SECONDARY KEYWORDS USED: (list them)
- TOTAL WORD COUNT: (exact number)
- READING TIME: (estimate in minutes)
- SUGGESTED IMAGE ALT TEXT: (1–2 sentences describing ideal featured image)

FINAL QUALITY CHECKLIST

Before accepting the AI output, verify every point below:

EDITOR'S CHECKLIST — Check every box before publishing

- Word count is exactly 2000 (± 20 words acceptable)
- Primary keyword in H1 title

- Primary keyword in first 100 words
- Primary keyword in at least 2 H2 headings
- Primary keyword in conclusion
- All secondary keywords used at least once
- No banned phrases used
- Paragraphs are max 4 lines
- FAQ section has minimum 5 questions with full answers
- Pro Tips section has minimum 3 specific, actionable tips
- Common Mistakes section present
- Meta title is 50–60 characters
- Meta description is 140–155 characters
- URL slug is clean and keyword-rich
- Content reads like a human wrote it — not a robot
- Every technical term is explained simply
- At least one unique angle not found in other articles
- Conclusion gives real value and a clear next step

Enhanced Content Writing Master Prompt — v2.0

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