

The Smart Creator's AI SEO Toolkit

Boost your visibility, content quality & traffic using free AI tools – even if you're not a SEO expert.

Inside:

- ✓ The 5-step AI-powered SEO workflow
- ✓ Free tools for smarter keyword research & content planning
- ✓ 10 ready-to-use ChatGPT prompts for SEO
- ✓ What to automate with AI – and what to do yourself
- ✓ A real 1-hour SEO content example you can copy



Scandiz
Training Academy

Simplifying SEO for Real People



[illegible]

- 👍 Free tools you can start using today
- 👍 SEO workflows that save time and get results
- 👍 AI prompts that create real value — not fluff
- 👍 Clear boundaries on what to automate (and what not to)

- ✔ You're a content creator, business owner or marketer
- ✔ You're tired of SEO feeling slow, vague, or overwhelming
- ✔ You want a smart, modern way to grow online visibility

Rookie SEO Roadmap

Step 1: Set Up the Basics (No AI Needed Yet)

Make sure your website is ready for search engines.

- ✓ Submit your site to Google Search Console (free)
- ✓ Connect Google Analytics
- ✓ Create a clean, easy-to-navigate site
- ✓ Install an SEO plugin (e.g. Yoast SEO for WordPress)



Step 2: Find the Right Keywords for Your Audience

Use AI to brainstorm long-tail keywords based on what your audience searches for.

- ✓ Tool: ChatGPT
- ✓ Prompt: "Give me 10 long-tail keywords about [topic] for a beginner audience."
- ✓ Optional Tool: Ubersuggest to check search volume and difficulty



Step 3: Plan Content That Answers Real Questions

People search for problems, not products. Use AI to find and answer them.

- ✓ Tool: AlsoAsked or AnswerThePublic
- ✓ Prompt (in ChatGPT): "What questions do people ask about [keyword]?"

Step 4: Create and Optimize Content

Use AI to speed up writing — but make sure you add your personality and expertise.

Tool: ChatGPT for outlines, titles, meta tags

SEO Plugin: Use Yoast to check your on-page SEO

Pro tip: Answer 3+ real questions per blog post for better rankings



Step 5: Link It All Together

Add internal links between pages and blog posts

Tool: ChatGPT prompt: "Suggest internal links for a blog post about [topic]."

Link to your own products, services, or other blog posts



Step 6: Monitor and Improve

Don't just publish and forget — track what's working

Tool: Google Search Console to see what keywords you're showing up for

Adjust your content or try new posts based on what gets clicks

CONTENT STRATEGY



CREATE



ANALYZE



PLANNING



PROMOTION



CONTROL



PUBLISH



SUCCESS

The Smart SEO Workflow (AI-Powered)

1. Keyword Discovery

Use ChatGPT + Ubersuggest to find long-tail, niche keywords

Prompt: "Suggest 10 long-tail keywords related to [your topic] that have buyer intent."



2. Competitor Insights

Use free tools like AlsoAsked or Google search to explore what others rank for

Prompt: "What are the top-ranking article titles for [keyword]?"



3. AI Content Planning

Let AI help you outline and structure your content

Prompt: "Create a blog post outline for '[keyword]' based on top-ranking posts."



4. On-Page Optimization

Use ChatGPT to generate meta tags, FAQs, and CTA suggestions

Prompt: "Write a meta title and description for this blog post: [paste content or outline]."



5. Monitor & Improve

Use Google Search Console (free) to track clicks and position over time

Free AI Tools That Actually Help

Tool	Best Use	Cost
ChatGPT (Free or Plus)	Prompts, outlines, content ideas, meta tags	Free / \$20
Ubersuggest	Keyword research, traffic insights	Free with daily limits
AlsoAsked	Find "People Also Ask" queries	Free
AnswerThePublic	Visual keyword research	Free limited use
SurferSEO	Content scoring vs competitors	Free trial
Google Search Console	Traffic + ranking tracking	Free

Tip: Combine ChatGPT with insights from Ubersuggest or Google to create content that's both creative and data-driven.

AI vs Human SEO – Know the Line

Task	Let AI Handle It?	Human Input Needed?
Keyword Ideas	✓ Yes	✗
Blog Outlines	✓ Yes	✓ Review for tone & structure
Meta Tags	✓ Yes	✓ Check accuracy
Competitor Analysis	✓ Partial	✓ Strategic insight
Writing Full Articles	⚠ Only Drafts	✓ Final voice & polish
SEO Strategy	✗	✓ 100% Human insight

Use AI to accelerate, not replace. Human-led SEO is still unbeatable long-term.

1-Hour AI SEO Sprint (Example)

Topic: "Best AI tools for content creators"

Goal: Create and publish a high-quality, SEO-optimized blog post.

Keyword Research

It is crucial for any online strategy, whether for SEO or marketing campaigns, because it helps to understand what your target audience is searching for.



Workflow:

- Ask ChatGPT for long-tail keywords - choose: "best free AI tools for content creators 2025"
- Research top competitors (Google search + Ubersuggest)
- Prompt ChatGPT for blog outline
- Use AI to draft intro, subheadings, meta description, FAQs
- Add personal insight, tweak tone, and publish
- Track results in Google Search Console

Total time: 60 minutes

Result: SEO-friendly, AI-assisted content that still sounds like you

Beyond the Basics

Smart Long-Term SEO Strategy

Now that your first posts are live and optimised, here's how to build on that success over time:

1. Create a Consistent Content Calendar - Aim for 2-4 SEO-

friendly posts/month - Focus on low-competition, long-tail keywords

Use AI to plan:

"Give me a 3-month content plan targeting [audience] interested in [topic]."

2. Build Backlinks the Smart Way

- Guest post on relevant sites

- Share your posts in online communities

Use AI to help write outreach emails: *"Draft a friendly email asking for a backlink to my post on [topic]."*

3. Update & Repurpose Content Every 3 Months - Use Google Search

Console to find posts with impressions but low clicks - Improve tags, add FAQ, or update outdated info

Repurpose content with AI:

"Turn this blog post into a LinkedIn carousel + short Instagram caption."

4. Group Related Content (SEO Clusters)

- Pick one core topic
- Write supporting articles that link back to it
- Improves authority and rankings

Prompt: "Suggest 5 supporting blog ideas for a pillar post about [main topic]."

5. Start Using Free Structured Data Tools

- Tools like Schema.org markup generator
- Add FAQs, ratings, or product info to improve click-through rate

Bonus: Some SEO plugins support this visually (like RankMath)



What is next

You don't need more tools.

You need a simple process you can repeat.

If you want to keep building on what you've started, here are a few simple next steps:

- **Learn step by step**

Explore our practical, one-day crash courses designed to help you move fast without feeling overwhelmed.

- **Keep learning for free**

Get access to simple guides, tools, and short email courses designed for real-world use.

- **Use what works**

Go back to this guide anytime — the goal is not perfection, just progress.

Keep it simple — and keep going.



Scandiz
Training Academy

Simplifying Skills for Real-World Results