

Best AI for SEO: the cheat sheet

From thejayant.in/blog/best-ai-for-seo by Jayant Solanki · tested 11 October 2026 on Claude Opus 5.5 and GPT-6.1 Sol (medium reasoning)

Which AI for which SEO task

Task	Use	Why (from the tests)
Keyword research & clustering	Claude, then ChatGPT	Claude grouped 30 keywords into 10 buildable pages; GPT over-split into 28
Content briefs & long-form drafts	Claude	More concrete outline and quotable answers
Titles, metas, quick variations	ChatGPT	Exact character counts; always verify with a counter
Content refresh audits	ChatGPT, then Claude	GPT found both real formatting bugs plus accuracy issues
Technical audits	Crawler + either model	Crawl with Screaming Frog; both models quoted every number correctly
Schema markup	Either	Near-identical output; validate in the Rich Results Test
Link building outreach	ChatGPT + a human	AI drafts and researches; a person edits and sends
Search Console & GA4 analysis	Connector + Claude	Live data through an MCP connector beats pasted exports

Scorecard: Claude 2 · ChatGPT 4 · Tie 3

Claude was better when the job was to plan or write; GPT-6.1 Sol was better when the job was to check something against the facts. One run per model, judged by the author: not a benchmark.

Plans (list prices, 11 October 2026)

Plan	Price	What an SEO gets
Claude Free	\$0	Sonnet + Haiku; no Claude Code or Research
Claude Pro	\$20/mo (\$17 yearly)	Opus, Claude Code, Research
Claude Max	from \$100/mo	5x or 20x Pro usage, API credits
ChatGPT Free / Go	\$0 / regional	GPT-6 Luna; limited deep research and Codex
ChatGPT Plus	\$20/mo	GPT-6.1 Sol, Astra, Codex, ChatGPT Work
ChatGPT Pro	from \$100/mo	Astra Pro reasoning, Dots, max limits
Gemini Free	₹0	3.5 Flash-Lite, Deep Research
Google AI Pro	₹1,950/mo (\$19.99 US)	3.1 Pro, Deep Research, 5 TB

Start with one ~\$20 plan. Better: pay for Claude Pro one month and ChatGPT Plus the next on the same work, then keep the one you used more.

Reasoning level

Level	Use it for
Low	Titles, metas, rewording, alt text, tagging a list
Medium	Briefs, keyword clustering, outreach drafts, schema
High	Technical audits, content refresh audits, data analysis
Max / Pro	Migrations, strategy across many data sources, code changes

Seven rules

1. Give it data, not a question: a crawl, an export or a page.
2. Say what not to do, e.g. "do not invent search volumes".
3. Count characters with a tool, never with the model.
4. Check every number and every link before it reaches a client or a page.
5. Match the reasoning level to the job.
6. Draft with AI, send as a human, especially outreach.
7. Turn off model training on personal plans before pasting client work.

The nine prompts

Each follows Aleyda Solís's six-part structure: task, location, format, audience, timing, purpose.

1. Keyword clustering

You are an SEO strategist. Group the keywords in inputs/keywords.txt into topic clusters for a blog that helps SEO practitioners choose AI tools.

Rules:

- Cluster by search intent, not by shared words. Two keywords belong together only if one page could fully satisfy both.
- For each cluster give: a cluster name, the primary keyword, the supporting keywords, the dominant intent (informational / commercial / transactional / navigational), and the page type that should target it (guide, comparison, tool page, template, etc.).
- Flag any keyword that should get its own page, and any you would drop, with a one-line reason.
- Do not invent search volumes or difficulty scores.

Output: a Markdown table, then a short "Pages to create first" list of at most 5 items, ordered by priority. Keep the whole answer under 350 words.

Attach or paste your keyword list.

2. Content brief

You are a senior content strategist. Write a content brief for a blog post targeting the keyword "best AI for SEO" in 2026.

Audience: beginner to intermediate SEO practitioners deciding which AI subscription to pay for.

Purpose: rank in Google and be cited by AI answers (AI Overviews, ChatGPT, Perplexity), and convert readers into newsletter subscribers.

Include:

1. Search intent in one sentence, and what the reader must leave knowing.
2. Recommended title (under 60 characters) and meta description (under 155 characters).
3. An H2/H3 outline (max 10 H2s) with one line on what each section must prove.
4. The 3 questions an answer engine is most likely to lift from this page, each with a 40-60 word answer written to be quoted.
5. First-hand evidence the writer must add that a competitor cannot copy.
6. What to leave out.

Do not invent statistics. Keep the brief under 500 words.

3. Title tag and meta description rewrite

You are an SEO copywriter. Rewrite the title tag and meta description for this live page.

URL: <https://thejayant.in/blog/llms-txt-explained>

Current title (81 characters including the site name suffix): "LLMs.txt Explained: Useful AI Standard or the New Meta Keywords? | Jayant Solanki"

Current meta description (255 characters): "Google says Search does not use llms.txt and that it neither helps nor harms visibility. So what is the file for, who reads it, and how does it differ from robots.txt and sitemap.xml? A practical answer, plus the AI crawler decisions that actually matter."

Page summary: Google Search does not use llms.txt; no major AI provider has committed to reading it; it is not robots.txt; robots.txt is the file that governs AI crawler access; publishing one is harmless but buying one as a ranking product is not.

Give 3 options. Each title must be 60 characters or fewer including " | Jayant Solanki" if you keep the suffix, and each meta description 150-155 characters. Show the character count for each. Then pick one and explain why in two sentences. Do not use clickbait or claims the page does not support.

4. Content refresh audit

You are an editor doing a content refresh audit. Read inputs/llms-txt-explained.md (a Markdown copy of a live blog post published in 2026).

Return:

1. The 5 highest-impact improvements, ranked, each with the exact section it applies to and a concrete instruction (not generic advice like "add more detail").
2. Any factual claim that needs a source or re-verification, quoted exactly.
3. Any formatting or rendering errors you can see in the text.
4. One paragraph rewritten to be more quotable by AI answer engines (show before and after).

Do not rewrite the whole article. Keep the answer under 450 words.

Attach or paste the page (a Markdown or text copy works best).

5. Technical audit from a crawl export

You are a technical SEO consultant. inputs/crawl.csv is a crawl of every URL in a website's XML sitemap (54 URLs) with these columns: url, status, final_url, ms (response time), title, title_len, meta_desc_len, h1_count, canonical, canonical_matches, robots_meta, word_count, img_missing_alt, img_empty_alt, internal_links, jsonld_types.

Analyse the crawl and return:

1. A one-paragraph health summary with the numbers that support it.
2. A prioritised issue table: issue, how many URLs, example URL, impact (high/medium/low), and the fix.
3. Anything that looks fine and should NOT be changed.
4. What this crawl cannot tell you, and the next 3 checks you would run with other tools or data.

Base every number on the file. Do not guess about things the columns do not show. Keep the answer under 450 words.

Attach your crawl export (Screaming Frog: Internal > HTML, exported as CSV). Rename the columns in the prompt to match yours.

6. LocalBusiness schema

You are a structured data specialist. Using only the facts in `inputs/business.txt`, write JSON-LD for the page <https://www.example.com/dentist-indore>.

Requirements:

- Use the most specific schema.org type that fits.
- Include address, geo only if you are given coordinates (you are not), opening hours, phone, services as an `OfferCatalog` or `makesOffer`, the lead dentist as a `Person`, and `priceRange`.
- Decide whether to include `aggregateRating` for the Google review count shown in a widget, and explain the decision in one sentence based on Google's review snippet guidelines.
- Output valid JSON-LD in one code block, then at most 4 bullet notes on what to verify before publishing.

Paste the business facts. Use only facts that appear on the page.

7. Internal linking plan

You are an SEO editor. I am publishing a new post titled "Which AI Should SEOs Use in 2026? ChatGPT vs Claude vs Gemini for Content, Audits and Link Building".

`inputs/blog-posts.csv` lists every existing post on the site (title, url).

1. Suggest the 6 best existing posts to link FROM the new post, each with the exact anchor text (descriptive, 2-6 words, no "click here"), and the sentence context where it belongs.
2. Suggest the 4 existing posts that should link TO the new post, with the anchor text and where in that post the link would naturally sit.

Only use URLs from the file. Keep the answer under 350 words.

Attach a list of your posts (title, URL), e.g. exported from your sitemap.

8. Link building prospects and outreach draft

You are a digital PR specialist. I published a study called the "AI Search Visibility Benchmark 2026: India & UAE" at <https://thejayant.in/blog/ai-search-visibility-benchmark>. It tests 120 commercial prompts across ChatGPT, Gemini, Perplexity and Google AI Overviews and publishes the prompt set openly.

1. List 5 types of sites that would plausibly link to this study and why each would care (no made-up site names).
2. Write one outreach email (under 120 words) to a journalist who covers AI and marketing in India. It must: reference a specific reason this is useful to their readers, offer something concrete (data cut, quote or chart), contain no flattery, no fake familiarity, and no link request in the subject line.
3. Write a 7-word subject line.
4. List 3 things a human must check or personalise before sending.

9. Search Console quick wins

You are an SEO analyst. `inputs/gsc-demo.csv` is a 3-month Google Search Console export (query, page, clicks, impressions, ctr, position) for a local plumbing business in Indore. It is a demo dataset.

Find the quick wins:

1. Queries in positions 4-20 with high impressions and low CTR, ranked by opportunity. Explain your ranking rule in one sentence.
2. For the top 5, the specific change to make on the page (title, section, FAQ, internal link, new page).
3. Any query that is ranking on the wrong page (cannibalisation or intent mismatch).
4. One thing you would NOT change.

Use only the data in the file and show the numbers you used. Keep the answer under 400 words.

Attach a Search Console export with query and page dimensions, or connect Search Console through an MCP connector.

Prices and plans change; check each provider's pricing page before buying. Full outputs from both models for every prompt:
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