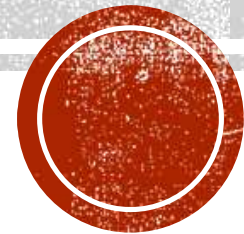


# PRODUCT DESCRIPTION

Internet exercise  
Using ChatGPT



# KEY CONCEPTS

- **Keyword Cluster** : Keyword clustering is the process of clustering keywords into themes that are relevant to your website pages. A single cluster includes a core topic and several related subtopics, which support and point back to the core topic. Keyword clustering allows you to target many keywords per page, rather than only one or two keywords, creating additional opportunities for content to be found online.
- **Short-tail keywords** are much more general search queries consisting of one or two words, while **long-tail keywords** consist of three to five or even more words.
- **Search intent**
  - ✓ **Informational** - Someone looking to find general/high-level information.
  - ✓ **Commercial** - Someone who is interested or knows what they want and is looking for more detailed information.
  - ✓ **Transactional** - Someone who has decided to act and is looking for a particular specification



# THE PROMPT 1

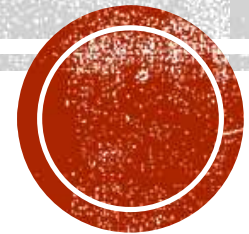
**FIRST STEP.** YOU ARE ASKED TO WRITE THE FOLLOWING PROMPT IN CHATGPT.

- Act like a global SEO expert
- Create a table with a list of keywords for your “Phone accessories” on Shopify
- Column 1: "Keyword Cluster"
- Column 2: long-tail keywords
- Column 3: search intent (commercial, transactional or informational)
- Column 4: Title: a catchy, SEO-friendly title
- Column 5: product description optimized for a high SEO, with an optimal length of 120 characters



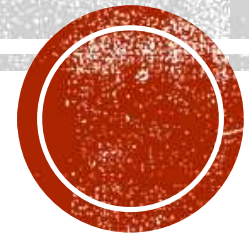
## **SECOND STEP / THE PROMPT 2 :**

**I DON'T UNDERSTAND THE CONTENTS OF COLUMNS 1 AND 2. COULD YOU GIVE ME A MORE DETAILED EXPLANATION?**



# **THIRD STEP / ASSIGNMENT.**

**YOU ARE GOING TO PARAPHRASE AND SUMMARIZE ALL THE LINES IN THE LAST COLUMN (COLUMN 5) IN YOUR OWN STYLE, MAKING SURE TO HIGHLIGHT THE KEY WORDS.**





## **FOURTH STEP. / IN-CLASS DISCUSSION**

**HOW DID YOU FIND THE KEYWORD AND PRODUCT DESCRIPTION WORK ON CHATGPT?**

**HOW DID YOU FIND THE COMPLEXITY OF PARAPHRASING AND SUMMARIZING IN YOUR OWN WORDS?**

**WHAT ARE THE MISTAKES TO AVOID WHEN WORKING ON CONTENT MARKETING WITH THE ASSISTANCE OF CHATGPT?**

**5th step.** As an expert in SEO, give me three examples of a SERP that I can obtain for research on "Smart Watches" relative to every research intention: Informational, Commercial, and transactional.

What is the query to write for each research intention with long tail keywords?

# 6TH STEP

**HTTPS://CLUSTERKEYWORDS.COM/#**

**Use this free tool to cluster your keywords.**

***Reminder : A keyword clustering tool groups together semantically similar keywords, enabling more efficient organization and analysis.***

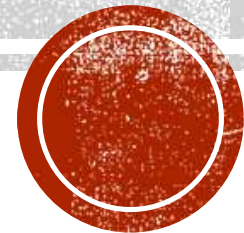
***What's the difference between the results given by Chat GPT and the tool above?***



**7 TH STEP**

**BUILD YOUR « BUYER PERSONA »**

<https://www.semrush.com/persona/edit/92575c27-28cf-4fc3-9a6b-65bc5e185156/>





# THE PROMPT

- As a "Buyer Persona" expert, you'll build your "Buyer Persona" for a "smart watch" that you'll sell in your online store on Shopify. Please write me these components :
- Bio
- Quote
- Frustrations (pain points)
- Motivations (goals)
- Demographic info
- Brands and influencers
- Communication
- Factors influencing buying decisions



- **Bio:**

Name: Alex Tech Enthusiast

Age: 28

Occupation: Software Developer

Location: San Francisco, CA

Lifestyle: Alex is a tech-savvy professional with a passion for innovation. Working long hours in the tech industry, Alex is always on the lookout for the latest gadgets and solutions to streamline daily life and enhance productivity.

- **Quote:** "Efficiency is my mantra, and technology is my toolkit. I need a smartwatch that can keep up with my demanding lifestyle and help me stay connected and organized."

- **Frustrations (Pain Points):**

- I. **Limited Time:** Alex's demanding job often leaves little time for personal activities, making time management a crucial challenge.
- II. **Multiple Devices:** Managing multiple tech devices can be overwhelming. Alex seeks a solution that can consolidate some functions.
- III. **Battery Anxiety:** Frequent charging disrupts productivity. Alex desires a smartwatch with exceptional battery life.
- IV. **Style vs. Function:** Finding a smartwatch that balances both style and functionality is often a struggle.
- V. **Data Security:** As a tech professional, Alex is concerned about data security and privacy.



- **Motivations (Goals):**

**Efficiency:** Alex aims to simplify and optimize daily tasks, from managing work emails to tracking fitness progress.

**Connectivity:** Staying connected with notifications and calls is crucial, especially during important meetings and workouts.

**Health and Fitness:** Tracking health metrics and achieving fitness goals is a top priority.

**Style:** A smartwatch that complements professional attire while being suitable for the gym is ideal.

**Tech Integration:** Integration with other tech devices and ecosystems, like smartphones and smart home devices, is highly desirable.

- **Demographic Info:**

**Gender:** Male

**Education:** Bachelor's degree in Computer Science

**Income:** Above-average income

**Relationship Status:** Single

**Tech-Savvy:** Early adopter of tech trends

**Urban Dweller:** Lives in a metropolitan area

**Active Lifestyle:** Enjoys occasional outdoor activities and workouts



- **Brands and Influencers:**

Brands: Apple, Samsung, Garmin, Fitbit

Influencers: Alex follows tech and fitness influencers on social media, such as Marques Brownlee, Dave Lee, and MKBHD.

- **Communication:**

Social Media: Active on platforms like Twitter, Instagram, and YouTube for tech and fitness updates.

Online Forums: Engages in tech forums to discuss and research gadgets.

Email: Subscribed to tech newsletters and product updates.

- **Factors Influencing Buying Decisions:**

Reviews and Recommendations: Alex heavily relies on reviews from tech websites, YouTube channels, and trusted friends.

Features and Compatibility: The smartwatch's features, compatibility with existing tech devices, and the availability of apps influence the decision.

Design and Build: A sleek and stylish design that can transition seamlessly between professional and casual settings is a significant factor.

Battery Life: Exceptional battery life for uninterrupted usage.

Data Security: Ensuring that the smartwatch offers robust data security and privacy measures is crucial.

