

A FREE TOOLKIT FROM CONNOR WALBERG

7 AI Prompts to Get Your Photography Site Found on Google

A practical, copy-paste toolkit for photographers who want better SEO without learning SEO. Real prompts. Real results. No fluff.

How to use this toolkit

These prompts are built for Claude or ChatGPT (the free versions work fine). Each one is structured to give you a usable result on the first try — no prompt engineering experience required.

A few things that'll make every prompt in this toolkit work better:

- **Be specific about your niche.** "Photographer" is too broad. "Denver family photographer specializing in outdoor sessions" gives the AI something to work with.
- **Paste your real copy when asked.** Don't summarize it. The AI needs to see how you actually write so it can match your voice.
- **Run the prompt, then push back.** If the output feels generic, reply with "make it more specific to my city or my style or my client" and it'll sharpen.

You can copy any prompt below and paste it directly into Claude.ai or ChatGPT. The bracketed sections **[like this]** are where you'll fill in your own info.

Read top to bottom, this toolkit takes you from *"I need keywords"* to *"my homepage is optimized"* to *"I have location pages"* to *"I have a content engine"* to *"my service pages convert"* to *"my FAQs rank and book clients"* to *"every blog post fuels five channels."*

That's a real SEO system. Let's go.

The Niche Keyword Expander

WHAT IT DOES

Generates a structured keyword list for your specific niche and service area — head terms, long-tail phrases, location modifiers, and question-based keywords — all in one pass.

BEFORE YOU RUN IT

Have your niche, your top 1–2 service areas, and a one-sentence description of your ideal client ready.

THE PROMPT

You are an SEO strategist who specializes in photography businesses. I need you to generate a structured keyword list I can use to optimize my website and plan content.

My business:

- Niche: [e.g., family photographer]
- Primary service area: [e.g., Denver, Colorado and surrounding suburbs]
- Ideal client: [e.g., families with kids under 10 who want relaxed outdoor sessions, not posed studio work]
- Style/approach: [e.g., documentary, lifestyle, candid]

Generate keywords in four categories:

1. **HEAD TERMS** (5-7 keywords): High-volume, competitive terms that describe my core service. Include monthly search volume estimates if you can.
2. **LONG-TAIL KEYWORDS** (15-20 keywords): 4+ word phrases that are easier to rank for and signal stronger intent. Mix service-based and style-based terms.
3. **LOCATION MODIFIERS** (10-15 keywords): Combine my service with specific neighborhoods, parks, landmarks, or sub-regions in my service area. Be specific – "Wash Park family photographer" not just "Denver family photographer."
4. **QUESTION-BASED KEYWORDS** (10 keywords): Real questions my ideal clients type into Google before booking. Format as full questions.

For each keyword, mark intent as: INFORMATIONAL (researching), COMMERCIAL (comparing), or TRANSACTIONAL (ready to book).

Return as a clean table I can copy into a spreadsheet.

PRO TIP FROM CONNOR

Don't try to target every keyword on the list. Pick 3–5 from the LONG-TAIL and LOCATION categories that match the pages you already have — those are your quickest wins. Save the head terms for later; they take 12+ months to rank for and aren't where photographer bookings actually come from.

The Homepage Hero Rewriter

WHAT IT DOES

Rewrites your homepage hero section (headline + subhead) to include your target keyword without sounding like a robot — while keeping your voice intact.

BEFORE YOU RUN IT

Have your current hero copy, one target keyword from Prompt 1, and 2–3 sentences from your About page so the AI can pick up your voice.

THE PROMPT

You are a conversion copywriter who specializes in photography websites. I need you to rewrite my homepage hero section to be both SEO-optimized and emotionally compelling — without losing my voice.

My current hero copy:

Headline: [paste current headline]

Subhead: [paste current subhead]

Target keyword: [e.g., Denver family photographer]

My voice — here's how I actually write (from my About page):

[paste 2-3 sentences from your About page]

About my work:

- Niche: [e.g., family photography]
- Style: [e.g., documentary, candid, outdoor]
- What makes me different: [1 sentence — e.g., "I shoot in real locations my clients love, not generic parks"]
- Who I serve: [e.g., Denver families who want photos that feel like memories, not stock images]

Rewrite the hero with these rules:

1. The headline must include the target keyword OR a natural variation of it. Don't force it — if it sounds awkward, rephrase the keyword.
2. The headline should make a specific promise or evoke a specific feeling. No generic phrases like "capturing your story" or "timeless memories."
3. The subhead should clarify the offer in one sentence: who it's for, what they get, where it happens.
4. Match my voice from the About page sample. If I'm warm and conversational, don't make me sound corporate. If I'm direct, don't make me flowery.
5. Avoid: "let me," "I'd love to," "memories that last a lifetime," "your story told beautifully."

Give me 3 versions, each with a different angle (emotional, practical, distinctive). For each version, briefly explain the angle.

PRO TIP FROM CONNOR

Pick the version that makes you slightly uncomfortable in a good way — usually the most specific one. Generic copy feels safe but doesn't book clients. If all three feel "too much," your current copy is probably underselling you.

The Location Page Generator

WHAT IT DOES

Generates a full outline for a location-specific landing page — H2s, internal linking suggestions, local proof points, and FAQ ideas — built to rank for "[your service] in [specific location]" searches.

BEFORE YOU RUN IT

Pick one specific sub-location in your service area (a neighborhood, suburb, or notable location like a park or venue). Don't try to do "all of Denver" — pick "Wash Park" or "Highlands Ranch" or "Red Rocks."

THE PROMPT

You are an SEO strategist who specializes in local SEO for photography businesses. I need you to generate a complete outline for a location-specific landing page on my website.

My business:

- Niche: [e.g., family photographer]
- Primary service area: [e.g., Denver metro]
- Style: [e.g., outdoor, candid, documentary]

Specific location for this page: [e.g., Wash Park, Denver]

Why I want to rank here:

- [e.g., it's where 30% of my clients are based, and it's a popular shoot location]

Generate a full page outline with these sections:

1. PAGE TITLE TAG (under 60 characters, includes primary keyword)
2. META DESCRIPTION (under 155 characters, conversion-focused)
3. H1 HEADLINE (includes primary keyword, sounds human)
4. INTRO PARAGRAPH (2-3 sentences, signals local relevance immediately)
5. H2 SECTIONS — propose 4-6 H2s that cover:
 - Why this location is great for [my type of photography]
 - Specific spots, parks, or landmarks within this location worth shooting at (be specific — name actual places)
 - What makes my approach right for clients in this area
 - Logistics (parking, permits, best times of day, seasonal considerations)
6. INTERNAL LINKING SUGGESTIONS (3-5 other pages on a typical photographer's site this page should link to)
7. LOCAL PROOF POINTS (what kind of social proof I should include — testimonials from local clients, recognizable shoot locations in my portfolio, etc.)
8. FAQ SECTION (5 location-specific questions a client would ask before booking)

For the specific spots/landmarks section, give me real, specific places. If you don't know the area well, tell me which categories of locations I should research and add myself.

PRO TIP FROM CONNOR

Don't publish until the page genuinely feels useful to someone unfamiliar with the location. Thin location pages — ones that just swap city names — get penalized by Google and don't convert. The goal is one strong location page per quarter, not ten weak ones.

The Blog Post Idea Engine

WHAT IT DOES

Generates 20 blog post ideas mapped to search intent, so you stop writing posts no one searches for. Each idea is tied to a real keyword opportunity and tagged by where it fits in the booking journey.

BEFORE YOU RUN IT

Have your niche, your service area, and 3–5 topics you already write about (or want to). If you're starting from zero, just leave the seed topics blank — the prompt still works.

THE PROMPT

You are an SEO content strategist who specializes in photography businesses. I need 20 blog post ideas that real people are actually searching for – not generic "5 tips for great family photos" filler.

My business:

- Niche: [e.g., family photographer]
- Primary service area: [e.g., Denver, Colorado]
- Style: [e.g., outdoor, documentary]
- Ideal client: [e.g., families with kids under 10 looking for relaxed sessions]

Topics I already write about or want to write about (optional):

[list 3-5 topics, or leave blank]

Generate 20 blog post ideas across three intent categories:

1. INFORMATIONAL POSTS (10 ideas): Posts that answer questions my ideal client Googles BEFORE they're ready to book. These build trust and capture top-of-funnel search traffic. Examples of the format I want: "What to wear for a fall family photoshoot in [city]," "Best parks in [city] for family photos."
2. COMMERCIAL POSTS (6 ideas): Posts that capture clients who are comparing options. These are higher intent and convert better. Examples: "How much does a family photographer cost in [city]," "Lifestyle vs. posed family photos: which is right for you."
3. LOCATION/EXPERIENCE POSTS (4 ideas): Posts tied to specific locations, events, or seasons in my service area. These rank fast because competition is low. Examples: "Family photos at [specific local park]," "Best time of year for outdoor family sessions in [city]."

For each idea, provide:

- The proposed blog post title (write it as a real headline, not a topic)
- The target keyword or phrase
- One-sentence reasoning for why this post is worth writing
- Estimated difficulty: EASY (write this month), MEDIUM (write this quarter), or HARD (skip unless you have authority)

Sort the final list by difficulty, EASY first.

PRO TIP FROM CONNOR

Write the EASY ones first, even if the HARD ones feel sexier. Ranking for one easy keyword teaches Google what your site is about and makes the harder ones easier later. Most photographers do this backwards — they write one ambitious "ultimate guide" post, it doesn't rank, and they quit blogging.

The Service Page Optimizer

WHAT IT DOES

Rewrites a single service page (e.g., your Family Sessions page, your Weddings page) for both SEO and conversion in one pass. The output is structured copy you can paste directly into your site.

BEFORE YOU RUN IT

Pick one service page you want to improve. Have the current copy ready, plus the target keyword you want it to rank for.

THE PROMPT

You are a conversion copywriter and SEO strategist who specializes in photography websites. I need you to rewrite my service page so it ranks better AND books more clients.

My service page is currently for: [e.g., family photography sessions]

Target keyword: [e.g., Denver family photography]

URL slug: [e.g., /family-photography or /services/families]

My current page copy:

[paste the full current copy of the page, including all sections]

About my business:

- Niche: [e.g., family photographer]
- Service area: [e.g., Denver metro]
- Style: [e.g., outdoor, candid, documentary]
- Pricing approach: [e.g., starts at \$850 for a 60-min session, includes all edited images]
- What makes me different: [1-2 sentences]

Rewrite the page with this structure:

1. PAGE TITLE TAG (under 60 chars, includes target keyword)
2. META DESCRIPTION (under 155 chars, includes a benefit and a call to action)
3. H1 (includes target keyword, sounds human)
4. OPENING SECTION (2-3 short paragraphs): speak directly to the visitor's actual concern (not "welcome to my page"); naturally include the target keyword in the first paragraph; end with what they'll get from booking
5. WHAT'S INCLUDED (bulleted list – be specific: number of images, session length, locations, deliverables, timeline)
6. THE EXPERIENCE (3-4 short sections describing what working with me looks like – pre-session, during, after)
7. PRICING TRANSPARENCY (one paragraph – even if you don't list exact prices, address the price question; clients who hide pricing lose bookings)
8. FAQ (5 questions clients actually ask before booking – pulled from real photographer client objections)
9. CALL TO ACTION (one clear next step – e.g., "Check availability" or "Book a discovery call")

Rules:

- Match the voice from my current copy. Don't make me sound corporate if I'm warm.
- Don't keyword-stuff. The target keyword should appear 3-5 times naturally across the page, no more.
- Replace any vague phrases ("capturing memories," "telling your story") with specific, concrete language.
- Each section should be skimmable – short paragraphs, clear subheads.

Return the full rewritten page in clean copy I can paste directly into my site.

PRO TIP FROM CONNOR

The biggest mistake on photographer service pages is hiding pricing. You don't have to list exact numbers, but you have to address price somewhere — "sessions start at \$X" is enough. Clients who can't find pricing assume you're expensive and leave; clients who see a starting number self-qualify before they ever email you.

The FAQ Section Drafter

WHAT IT DOES

Drafts a complete FAQ section (8–10 questions) for any service page, written to capture "People Also Ask" search traffic AND answer real booking objections. The output is ready to drop into FAQ schema markup for extra SEO value.

BEFORE YOU RUN IT

Decide which page the FAQ is for (homepage, a specific service page, or a location page). Have your typical price range and 2–3 common client objections in mind.

THE PROMPT

You are an SEO strategist and conversion copywriter who specializes in photography businesses. I need you to draft an FAQ section that does two jobs: ranks for "People Also Ask" results in Google, and answers the real objections that stop people from booking.

My business:

- Niche: [e.g., family photographer]
- Service area: [e.g., Denver metro]
- Page this FAQ is for: [e.g., my main Family Photography service page]
- Typical price range: [e.g., \$850-\$1,800 depending on session length]
- Style: [e.g., outdoor, documentary, candid]

Common objections or hesitations my clients have before booking:

1. [e.g., "We have a toddler who won't sit still"]
2. [e.g., "We've never done a professional photoshoot before"]
3. [e.g., "It seems expensive"]

(Add 2-3 real ones – if you don't know, leave blank and I'll work with what you generate)

Generate 8-10 FAQ questions with answers. Mix three types:

1. SEARCH-DRIVEN QUESTIONS (4-5): Real questions people Google before booking a photographer in my niche. Phrase them the way someone would actually type them into Google. These are your "People Also Ask" capture plays.
2. OBJECTION-HANDLING QUESTIONS (3-4): Questions that address the hesitations listed above. Answer them honestly – don't dismiss the concern, address it.
3. LOGISTICS QUESTIONS (1-2): Practical questions about how booking and the session itself work (timing, deliverables, what to expect).

For each question:

- Write the question as a full, natural-sounding question (not "Pricing?")
- Write the answer in 2-4 sentences. Conversational, specific, no fluff.
- The answer should include the target keyword or a natural variation when it fits naturally – don't force it.

Format the output so I can paste it directly into my site, AND so I can use it for FAQ schema markup.

PRO TIP FROM CONNOR

FAQ schema is one of the highest-ROI SEO additions you can make to a photography site — it gives you extra real estate in Google search results and signals to Google what your page is about. Most modern site builders (Squarespace, Showit with apps, WordPress with Yoast) handle the markup automatically when you use their FAQ block. Just make sure your FAQ is in actual structured format, not buried in a paragraph.

The Blog-to-Social Repurposer

WHAT IT DOES

Takes one blog post and turns it into a full week of social content — Instagram, Facebook, and Pinterest — without you having to think. Every output is keyword-aware and matches your brand voice.

BEFORE YOU RUN IT

Have one published blog post ready (or paste the draft). The longer and more detailed the original post, the better the social content will be.

THE PROMPT

You are a social media strategist who specializes in photography businesses. I need you to turn one blog post into a full set of social media content – written in my voice, ready to publish.

My business:

- Niche: [e.g., family photographer]
- Service area: [e.g., Denver metro]
- Style: [e.g., outdoor, candid]

My voice – paste 2-3 sentences from my About page or a recent IG caption:
[paste sample]

The blog post:

Title: [paste post title]

URL: [paste post URL]

Full post content: [paste the full blog post]

Generate the following pieces of content, all derived from this post:

1. **INSTAGRAM FEED CAPTIONS** (2 versions, different angles): 100-150 words each. First line should hook the reader – no "Hi friends!" openers. Include a clear takeaway or emotional moment. End with a soft call to action ("Read the full post – link in bio"). Suggest 5-8 relevant hashtags for each, mixing niche-specific and location-specific tags.
2. **INSTAGRAM REELS HOOK + CAPTION**: One opening line (under 8 words) designed to stop the scroll. 3-5 short bullet points or beats for the Reel script. A 50-80 word caption to pair with the Reel.
3. **FACEBOOK POST**: 80-120 words. More conversational and personal than IG. Include a question at the end to drive comments.
4. **PINTEREST DESCRIPTION**: 150-200 characters. Keyword-rich (include the target keyword from the blog post if possible). Action-oriented – Pinterest is a search engine, not a social network.
5. **EMAIL NEWSLETTER BLURB**: 100-150 words. Conversational opener that doesn't repeat the blog post intro verbatim. Tease the value of the post, then link out.

Rules:

- Match my voice from the sample above. Don't make me sound generic.
- No emoji unless my voice sample uses them.
- Each piece should stand alone – don't assume the reader saw the others.

WHAT TO DO NEXT

Seven prompts. One real SEO system.

You now have prompts that cover the entire SEO workflow for a photography business — from keyword research to homepage copy to ongoing content to social repurposing. That's a real system disguised as a prompt pack.

A few suggestions on how to actually use this toolkit:

- **Don't try all seven in one weekend.** Pick one prompt per week. Start with Prompt 1 because everything downstream gets sharper when you know what to optimize for.
- **Save your filled-in prompts.** Once you've adapted a prompt with your niche, voice, and business details, save it somewhere you can re-use it. The second time you run any of these is way faster than the first.
- **The output is a starting point, not a finished product.** AI gets you 80% of the way. The last 20% — your voice, your judgment, your specific knowledge of your clients — is what makes the result actually yours.

If you want help going deeper — turning the keyword list into a real content calendar, auditing your existing site against what these prompts produce, or building out the technical SEO stuff that prompts can't do — that's what I do.

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