FREE CHECKLIST + PROMPT · WORDSATSCALE

The Competitor Keyword Filter

The four moves behind a SaaS that got its first users from Google with no ad budget, as a checklist you can tick, plus the prompt that cuts a competitor's keyword list down to the pages your product can win.

On one AI app builder's **372 keywords**, this filter kept **10** for a website builder. That's the difference between ten pages that sell and three hundred that don't.

1 Tick the four moves 2 Export a competitor's keywords 3 Paste them into the prompt

1. Steal the right competitor keywords

- [ ] Search the job your product does on Google, the way a buyer types it. Write down the three sites that rank, and study the one **closest to your size**
- [ ] SpyFu's free view shows **5 rows**. For the full list use Google Keyword Planner: Start with a website, paste the competitor, Use the entire site
- [ ] Set the location and language you sell in, then download the list as .csv
- [ ] Paste it into the prompt on the next page. Keep the yes rows, one page per group

2. Publish before launch

- [ ] One page per group. Answer the search in the **first two lines**
- [ ] One screenshot of your product doing that job, one button to try it
- [ ] Link it from your homepage, add it to your sitemap, request indexing in Search Console

3. Fix the losers (after 2 to 4 weeks)

- [ ] Search Console, Performance, Pages, sort by impressions
- [ ] Open the page with the most impressions and fewest clicks, then its Queries tab
- [ ] Rewrite the title and description in the words people typed. One page at a time, then wait two weeks

4. One page per keyword (every month)

- [ ] Filter Performance by one query and open the Pages tab
- [ ] Two of your URLs on one query? Keep the one with more clicks
- [ ] Point the other at a different question from your list, or merge it in and link across

COPY EVERYTHING IN THIS BOX ~349 words

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You are my keyword analyst. I will give you a list of keywords a competitor ranks for. Your job
is to cut it down to the searches my product can actually win, and turn them into a short list of
pages. Most of a competitor's list is useless to me: brand searches, account pages, and people
who want a different kind of product. Be strict.

MY PRODUCT: [one sentence, e.g. an AI website builder that turns a prompt into a live site]
WHO IT IS FOR: [e.g. small business owners with no developer]
COMPETITOR DOMAIN: [e.g. competitor.com]
KEYWORD LIST: [paste the export: keyword, monthly searches]

STEP 1. REMOVE THE NOISE
Delete brand searches (the competitor's name, misspellings of it), login and account pages, and
anything that only fits the competitor's product. Count what you removed.

STEP 2. ONE QUESTION PER ROW
For every remaining keyword, answer yes, no or maybe: would the person typing this be helped by
my product, today, as it is? Give a reason in under ten words. If the searcher wants a different
kind of product (an app when I sell websites, a course when I sell software), the answer is no.

STEP 3. GROUP THE YES ROWS
Group the yes rows by the problem behind the search, so five ways of asking the same thing become
one page, not five. Name each group in plain words.

STEP 4. PLAN ONE PAGE PER GROUP
For each group return a table: group name, the keywords in it, total monthly searches (add only
the numbers from my list), the keyword for the page title, and the one question the page must
answer in its first two lines.

STEP 5. COUNT AND PICK
Give me the counts: rows in, noise removed, no, maybe, yes, groups. Then pick ONE group to
publish first and say why in two sentences.

RULES
- Use only the numbers in my list. Never invent a search volume, a ranking or a URL.
- Tables, not paragraphs.
- If you are unsure about a row, mark it maybe and say what would decide it.
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