FREE CHECKLIST + PROMPT · WORDSATSCALE

The SEO Article Type Picker

Four interactive article formats, which search each one fits, and the checks that keep them indexable. Plus a prompt that **picks the format for your keyword** and plans the page.

All four formats are **live on wordsatscale.com**, built and published in one Claude Fable 5.2 session. Open them while you read.

1 Check the keyword 2 Pick one format 3 Run the prompt

1 1. Check the keyword first

- [ ] Someone actually searches it. Look up the volume before you design anything.
- [ ] Page one is mostly plain blog posts. That is the opening a new format fills.
- [ ] Write the **one question** the searcher needs answered in a sentence.

2 2. Match the search to a format

- [ ] **How long / how does** -> Director's Cut. Live: wordsatscale.com/how-long-does-seo-take
- [ ] **It just happened, what now** -> Timecode. Live: wordsatscale.com/website-traffic-dropped-suddenly
- [ ] **How much / cost / income** -> First-Person Cut. Live: wordsatscale.com/rank-and-rent-income
- [ ] **X vs Y / is it worth it** -> Sliding Doors. Live: wordsatscale.com/seo-vs-google-ads

3 3. Keep it indexable

- [ ] Every word is in the HTML when the page loads. The script only rearranges it.
- [ ] Turn JavaScript off and reload. You should still see the full article.
- [ ] Nothing autoplays, and every control works with a keyboard.

4 4. Ship it, then check the live page

- [ ] Publish as a draft first.
- [ ] Read the live page back. WordPress can rewrite **&&** in a script into **&&** and break every button.
- [ ] Click every control on the live page, then set it to published.

My scorecard (judgment, out of 30 for innovation, SEO pickup and how easy it is to keep producing): Director's Cut 25, Timecode 25, First-Person Cut 21, Sliding Doors 21. Start with the Director's Cut.

COPY EVERYTHING IN THIS BOX ~316 words

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You are my SEO format planner. Pick the best interactive article format for my keyword and plan
it. Use live web search. Never invent a number, a source or a URL.

MY KEYWORD: [e.g. how long does seo take]
MY SITE: [e.g. a small SEO blog, about 100 posts]
MY PROOF: [e.g. my own Search Console results, client numbers, or "none"]

STEP 1. CHECK DEMAND
Find the monthly search volume from a source you can name. If you cannot find any sign that
people search it, say so and suggest 3 closer phrases that are searched.

STEP 2. READ PAGE ONE
Search the keyword. For the top 10 results, return a table: position | URL | page type (blog
post, tool, forum, video, product page) | what it answers | what it misses.

STEP 3. PICK ONE FORMAT
Choose exactly one and explain why in two sentences:
- DIRECTOR'S CUT: one URL, three cuts (60-second answer, full guide, commentary with sources).
For "how long / how does" questions.
- TIMECODE: the article runs on a clock the reader jumps into. For "X just happened, what now"
searches.
- FIRST-PERSON CUT: the reader enters 3 numbers and the article rewrites around them. For "how
much / cost / income" searches.
- SLIDING DOORS: two choices play out side by side over time. For "X vs Y" and "is it worth it"
searches.
If page one already has an interactive page that answers it well, say so and pick a different
keyword.

STEP 4. PLAN IT
Return: the H1, the 60-second answer, the sections or scenes in order, the interactive control
and what it changes, which numbers need a source (and where to get each one), and where MY PROOF
goes.

Rule for every format: every word must be in the HTML when the page loads. The interactive part
only rearranges or highlights text that is already there.
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One-click copy: wordsatscale.com/free/library/

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PAID, GUIDED COMMUNITY
SearchGAP Method community
Rank a low-authority site fast, with live calls, rank-and-rent playbooks and custom SEO tools.
searchgapmethod.com

CLAUDE SKILL
DataGap Method
Finds the data gap, checks it against Google, and builds the sourced article for you.
datagapmethod.com

COURSE + CLAUDE SKILLS + LIFETIME TOOLS
Faceless Reviews Ninja
Faceless product-review videos and articles that earn affiliate commissions, without showing your face.
facelessproductreviews.com

KEYWORD RESEARCH APP
ICP Keywords
Keywords scored against your ideal customer, mined from Reddit, YouTube comments and AI fan-out queries.
icpkeywords.com



Vlad Ivanov · WordsAtScale. From the video "Claude Fable 5.2 SEO: Articles Will Never Be the Same (4 New Types)". Every free prompt and guide: **wordsatscale.com/free**. Disclosure: the products above are mine.