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1. The Business Reality Check (Fractional CMO Diagnostic)

Use Case

Founder feels busy. Marketing activity exists. Results feel unclear.

This prompt diagnoses before prescribing.

Prompt (Founder-Ready Version)

Act as a fractional CMO for my business.

Based on the information below:

1. Identify my top 3 digital marketing problems
2. Explain the likely root causes
3. Recommend the fastest high-impact fixes (next 30–60 days)
4. Outline 3 longer-term strategic improvements (6–12 months)
5. Highlight any misalignment between my goals, budget, and current strategy

Business Goals (6–12 months):
Target Audience:
Core Offer(s):
Current Marketing Channels:
Monthly Budget:
KPIs We Track:
What's Not Working:
What We've Tried:

Structure your response in order of priority.

Smart Variations

- "Act as a board-level advisor and challenge my assumptions."
- "Evaluate whether my marketing approach matches my sales cycle length."
- "Identify where I may be wasting budget."

Data to Load for Best Results

- Revenue targets
- Lead volume targets
- Current conversion rates
- Cost per lead (if known)
- Sales cycle length
- Average deal value

The more numbers provided, the stronger the diagnosis.

2. The Visibility & Ranking Diagnostic

(Technical + Local SEO Reality Check)

Use Case

Founder says: "We have a website, but we're not ranking."

This mirrors real audit findings where businesses scored 0/4 on critical SEO foundations

Prompt (Founder-Ready Version)

Act as a senior SEO strategist.

Based on my website URL and industry, analyze why my business may not be ranking on Google.

Evaluate:

- Meta titles and descriptions
- Keyword targeting and backend integration
- Mobile optimization
- Page speed
- Local SEO signals
- Google Business Profile optimization
- Presence of structured data (JSON-LD)
- Connectivity to Google services (Search Console, Tag Manager)
- Overall technical health

Provide:

1. Top 5 issues holding us back
2. Severity level (High / Medium / Low)
3. Prioritized fixes
4. Expected impact of each fix

Website URL:
Industry:
Primary Location:
Top Services:

Smart Variations

- "Evaluate this site using a technical audit framework."
- "Assess local visibility for 'near me' search intent."
- "Analyze this from both SEO and AI-search (AEO) perspective."

Data to Load for Best Results

- Google Search Console data (impressions + clicks)
- Current rankings (if known)
- Screenshot of homepage + service page
- Access to Google Business Profile details

This prompt educates founders on the difference between "having a website" and "being optimized."

3. The Revenue-Driven Keyword & Content Strategy

(Traffic That Converts)

Use Case

Founder is getting traffic — but not leads.

This shifts from vanity traffic to buying-intent visibility.

Prompt (Founder-Ready Version)

Create a revenue-driven keyword and content strategy for my business.

Focus on:

1. High-intent commercial keywords
2. Local search terms (if applicable)
3. Keywords aligned to buying stages
4. Content topics designed to convert
5. Suggested CTAs tied to revenue

Organize by:

- Top-of-Funnel
- Middle-of-Funnel
- Bottom-of-Funnel

Industry:
Primary Location (if local):
Target Audience:
Primary Offer:
Average Deal Value:
Sales Cycle Length:

Smart Variations

- "Focus only on bottom-of-funnel buyer-intent keywords."
- "Create a 90-day content plan tied to these keywords."
- "Identify keywords competitors likely rank for that I don't."

Data to Load for Best Results

- Revenue goals
- Service margins
- Top-performing past content
- Geographic targets
- Competitor URLs

Keyword research aligns with business objectives — not just search volume

4. **The Funnel & Conversion Optimization Diagnostic**

(Traffic → Leads → Revenue)

Use Case

Website traffic exists. Conversions are weak.

SEO brings traffic.
LPO ensures it converts.

Prompt (Founder-Ready Version)

Act as a landing page and funnel optimization expert.

Analyze my digital marketing funnel and identify:

- Where prospects are dropping off
- Messaging gaps
- Trust-building gaps
- Offer clarity issues
- Weak CTAs
- Missing conversion assets

Then recommend improvements for:

- Top-of-Funnel
- Middle-of-Funnel
- Bottom-of-Funnel

Traffic Sources:
Website Conversion Rate:
Lead Magnet (if any):
Email Sequence (if any):
Sales Process:
Primary Service Page URL:

Prioritize recommendations by expected impact.

Smart Variations

- "Focus on mobile UX and speed-related drop-offs."
- "Evaluate this specifically for high-ticket sales."
- "Audit only the homepage for conversion optimization."

Data to Load for Best Results

- Conversion rate
- Bounce rate
- Heatmap insights
- Sales close rate
- Average time to close

This prompt forces system thinking — not isolated fixes.

5. The Positioning & Differentiation Refinement

(Messaging Clarity = Growth Multiplier)

Use Case

Founder struggles to explain what makes them different.

Most digital performance problems are positioning problems.

Prompt (Founder-Ready Version)

Help me refine my core marketing message.

Based on the information below:

1. Identify my true unique value proposition
2. Clarify who I serve best
3. Define the primary problem I solve
4. Rewrite my positioning statement
5. Create 3 homepage headline variations
6. Suggest one differentiating angle competitors are not emphasizing

Business Description:
Target Audience:
Competitors:
Why Customers Choose Us:
Primary Offer:
Proof Points (testimonials, stats, certifications):

Keep messaging clear, specific, and differentiated.

Smart Variations

- "Position this for a premium/high-ticket audience."
- "Simplify messaging for non-technical buyers."
- "Rewrite this using stronger emotional drivers."

Data to Load for Best Results

- Customer testimonials
- Win/loss sales notes
- Competitor taglines
- Market niche focus
- Pricing position

Clear positioning improves:

- SEO relevance
- Conversion rates
- Ad performance
- Brand memorability