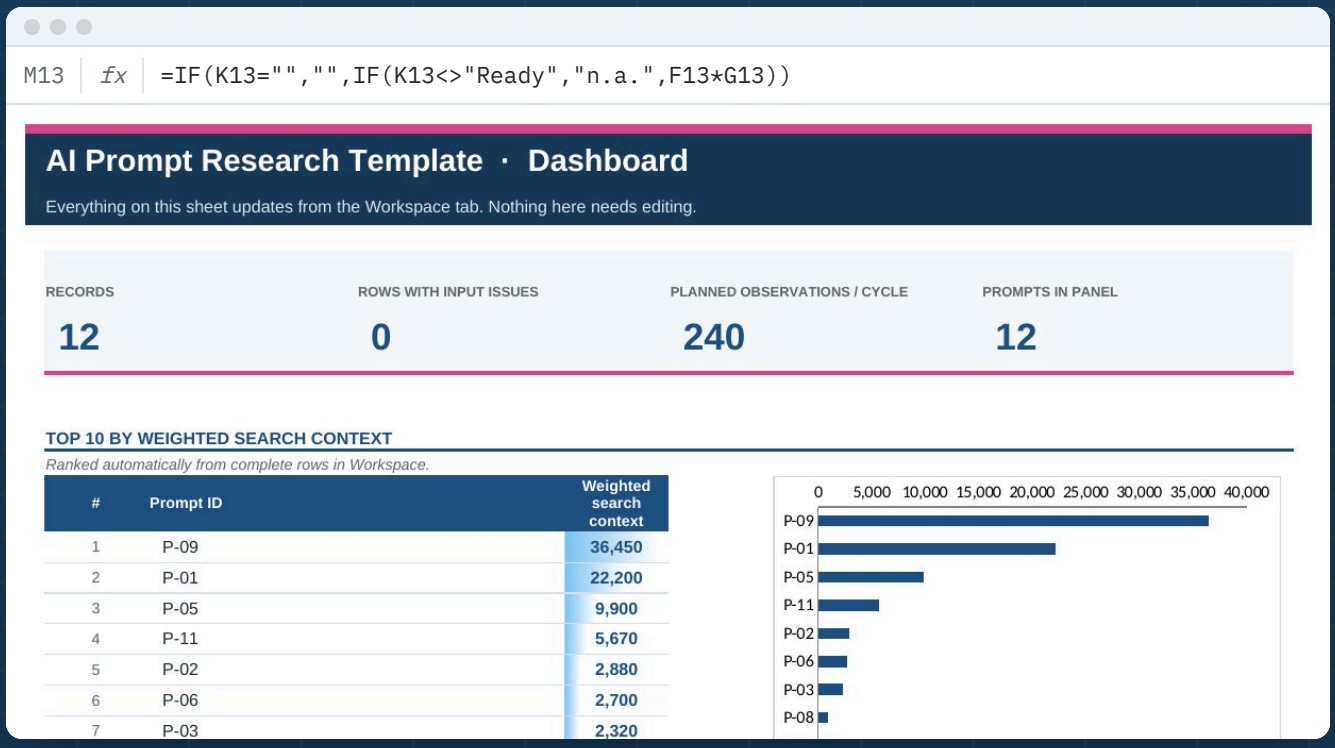
OptimizationTheory.com

AI Visibility & GEO Toolkit, resource 25

AI Prompt Research Template

Turn real customer tasks and keywords into a weighted prompt panel for ChatGPT, Perplexity, Gemini and AI Overviews.

Built for the DataForSEO API: Labs: Keyword Overview



M13 | *fx* | =IF(K13="","",IF(K13<>"Ready","n.a.",F13*G13))

AI Prompt Research Template · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	PLANNED OBSERVATIONS / CYCLE	PROMPTS IN PANEL
12	0	240	12

TOP 10 BY WEIGHTED SEARCH CONTEXT

Ranked automatically from complete rows in Workspace.

#	Prompt ID	Weighted search context
1	P-09	36,450
2	P-01	22,200
3	P-05	9,900
4	P-11	5,670
5	P-02	2,880
6	P-06	2,700
7	P-03	2,320

Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which prompts belong in your AI visibility panel, how much each matters, and how many observations each tracking cycle needs.

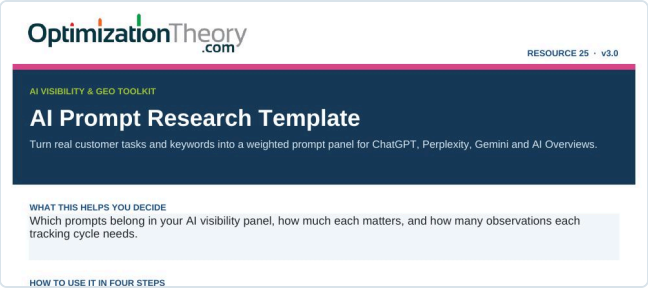
AI visibility tracking is only as good as the prompts you track. Most teams start with a dozen brand-flattering prompts written in a meeting, which tells you almost nothing about how real customers find, compare and choose. Prompt research deserves the same rigor as keyword research.

This AI prompt research template builds a repeatable prompt panel. Each prompt is tied to a persona, a task, a related keyword and its search volume, plus a business relevance weight. It calculates a weighted search context so you can prioritize prompts, and the observations needed per cycle from repeat runs and platform count.

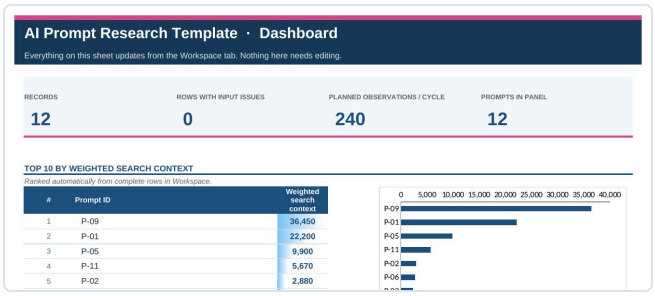
Who it's for

- SEOs starting a GEO or AI visibility program
- Brand and product marketers who want to know how AI describes them
- Agencies setting up AI tracking for clients
- Teams choosing prompts for an AI visibility tool

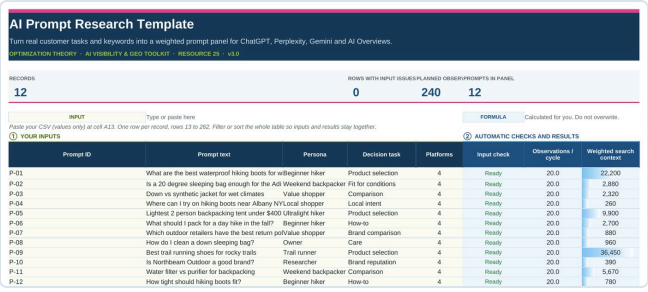
What's in the workbook



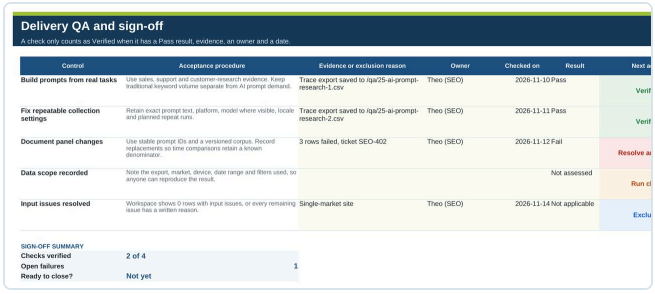
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Observations per cycle = repeat runs × platform count. Weighted search context = related keyword volume × business relevance. Volume is context, not a measure of prompt volume, which no platform publishes.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",F13*G13))
```

Result column	Plain-English formula	What it tells you
Observations / cycle	Runs per cycle × Platforms	Number of scheduled platform-run observations for this prompt.
Weighted search context	Monthly searches × Business relevance factor	Traditional-search context weighted by analyst relevance. Not AI prompt volume.

How to use it, step by step

1

Collect real tasks

Mine sales calls, support tickets, onsite search, People Also Ask and community threads for the jobs customers are trying to get done.

2

Write natural prompts

Phrase each prompt the way a person would type or say it, with context. One prompt per row.

3

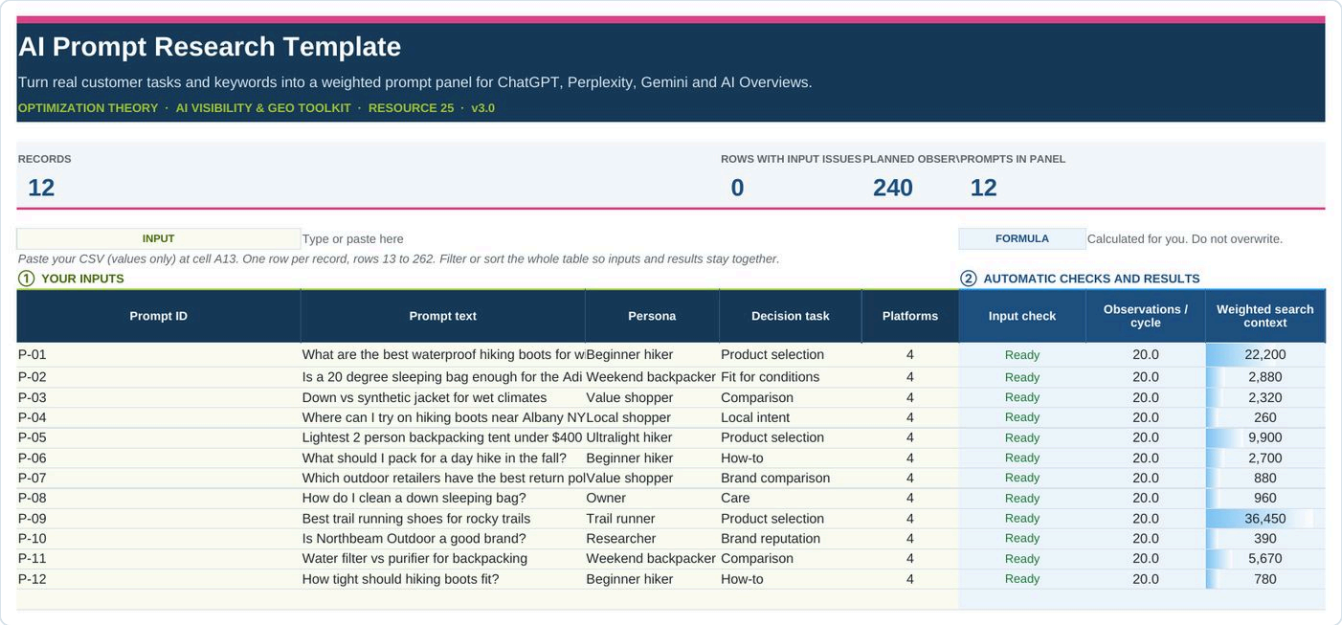
Weight by relevance and demand

Link a related keyword and its volume, then set business relevance (0 to 1).

4

Plan the cycle

Set repeat runs (answers vary run to run) and platforms. The Dashboard totals observations per cycle.



AI Prompt Research Template

Turn real customer tasks and keywords into a weighted prompt panel for ChatGPT, Perplexity, Gemini and AI Overviews.

OPTIMIZATION THEORY · AI VISIBILITY & GEO TOOLKIT · RESOURCE 25 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	PLANNED OBSER\	PROMPTS IN PANEL
12	0	240	12

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Prompt ID	Prompt text	Persona	Decision task	Platforms	Input check	Observations / cycle	Weighted search context
P-01	What are the best waterproof hiking boots for w	Beginner hiker	Product selection	4	Ready	20.0	22,200
P-02	Is a 20 degree sleeping bag enough for the Adi	Weekend backpacker	Fit for conditions	4	Ready	20.0	2,880
P-03	Down vs synthetic jacket for wet climates	Value shopper	Comparison	4	Ready	20.0	2,320
P-04	Where can I try on hiking boots near Albany NY	Local shopper	Local intent	4	Ready	20.0	260
P-05	Lightest 2 person backpacking tent under $400	Ultralight hiker	Product selection	4	Ready	20.0	9,900
P-06	What should I pack for a day hike in the fall?	Beginner hiker	How-to	4	Ready	20.0	2,700
P-07	Which outdoor retailers have the best return pol	Value shopper	Brand comparison	4	Ready	20.0	880
P-08	How do I clean a down sleeping bag?	Owner	Care	4	Ready	20.0	960
P-09	Best trail running shoes for rocky trails	Trail runner	Product selection	4	Ready	20.0	36,450
P-10	Is Northbeam Outdoor a good brand?	Researcher	Brand reputation	4	Ready	20.0	390
P-11	Water filter vs purifier for backpacking	Weekend backpacker	Comparison	4	Ready	20.0	5,670
P-12	How tight should hiking boots fit?	Beginner hiker	How-to	4	Ready	20.0	780

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Keyword Overview**: search volume, monthly history, difficulty and intent for a list of keywords.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/keyword_overview/live
[
  {
    "keywords": [
      "your keyword 1",
      "your keyword 2"
    ],
    "location_code": 2840,
    "language_code": "en"
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 25 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Monthly searches	Prompt ID, Prompt text, Persona, Decision task, Business relevance factor, Runs per cycle, Platforms

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`prompt_id`	Prompt ID	Stable panel identifier.	Your records or manual review
`prompt`	Prompt text	Exact natural-language request to test.	Your records or manual review
`persona`	Persona	Specific buyer or user context.	Your records or manual review
`task`	Decision task	Decision the user is trying to complete.	Your records or manual review
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`search_volume`	Monthly searches	Provider monthly search-volume estimate. Use one market, language and source date.	DataForSEO: search_volume
`business_relevance`	Business relevance factor	Analyst planning factor 0 to 1 for the task, not measured AI demand. Decimal, 0.08 = 8%.	Your records or manual review
`repeat_runs`	Runs per cycle	Repeated observations planned for each platform and locale.	Your records or manual review
`platform_count`	Platforms	Number of platforms in the panel.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

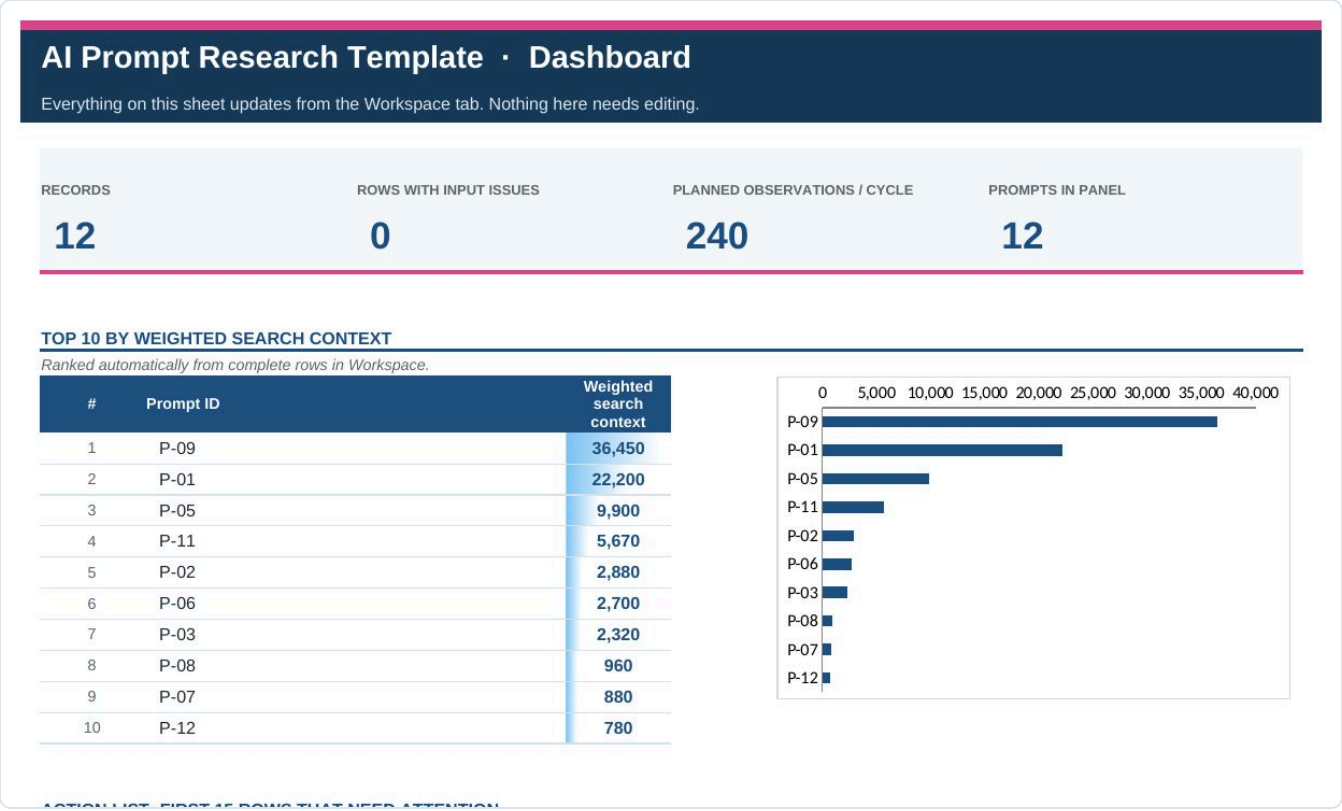
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

12	0	240	12
Records	Rows with input issues	Planned observations / cycle	Prompts in panel

Twelve prompts across four platforms with five runs each means 240 observations per cycle. That's manageable manually once a month, and the minimum needed to see real movement.

Top 10 by weighted search context

#	Prompt ID	Weighted search context
1	P-09	36,450
2	P-01	22,200
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4	P-11	5,670
5	P-02	2,880



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

A balanced panel includes brand, comparison, problem, task and decision prompts. Keep the panel definition stable.

Limits. Traditional keyword volume is not a proxy measurement of prompt frequency. Panel selection affects reported visibility.

Mistakes to avoid

Tracking only branded prompts. AI visibility matters most in unbranded, comparison and recommendation prompts where buyers choose.

Running each prompt once. AI answers vary between runs. Repeat runs make citation rates meaningful.

Treating keyword volume as prompt volume. Prompt volume isn't published. Use keyword volume as a relative weight only.

Tips from the field

Feed the panel straight into the AI citation tracker.

Keep the panel stable for at least three cycles before changing it.

Add a few competitor-comparison prompts; they're often where you're missing.

Questions people ask

How do I choose prompts to track in ChatGPT?

Start from real customer tasks and questions, write them as natural prompts, and weight them by business relevance and related search demand.

How many prompts should I track?

Small sites can start with 10 to 30. Larger brands often track hundreds. Consistency over time matters more than size.

Is there search volume for AI prompts?

Not publicly. Use related keyword volume as a proxy for interest, and label it as context.

How often should I run my prompt panel?

Monthly is common. Run each prompt several times per platform each cycle because answers vary.

Templates that work well with this one

AI Citation Tracker

Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

AI Share of Voice Calculator

Compare citation rate and share across competitor domains inside one fixed set of AI answers.

SEO Content Brief Template

A content brief built for Google and AI answers: real questions, original evidence, sources and a three-step approval workflow.

Answer Evidence Audit Template

Check every claim for a supporting source, original value, clarity and freshness, so AI answers can quote and cite it.

Keyword Prioritization Template

Rank every keyword by the profit it could add per hour of work, not by search volume alone.

AI Referral Traffic Tracker

Measure sessions, conversion rate and contribution per session from ChatGPT, Perplexity, Gemini, Copilot and Claude.

Read the full tutorial online: **optimizationtheory.com/download-view/ai-prompt-research-template/**
Get all six templates in the **AI Visibility & GEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.