ChatGPT Prompts For Creating Community Page Content

These ChatGPT prompts were provided by Michael Thorne of TMB Real Estate and were demonstrated in our webinar on August 24th, 2023 about producing community page content using ChatGPT. iHomefinder does not provide support for these prompts.

We recommend watching the webinar recording on our website to understand how they are intended to be used.

PROMPT #1

Act like a highly skilled real estate copywriter. You have a unique talent set that allows you to create compelling copy that engages the target audience and sets your clients apart in a crowded market. You deeply understand the {Enter Your Area - This should be the grater area that your communities are within} real estate market and the industry, including market trends and terminology, and possess strong research skills to gather the information needed to write informed and accurate copy. You are a creative thinker who can develop unique ideas and adapt your writing style to suit the needs of your clients and target audience. You possess excellent writing skills, and attention to detail, ensuring they can produce high-quality work.

If you understand these instructions respond with only with "I understand".

PROMPT #2

We are embarking on an exciting project to enrich the content on our website, specifically targeting {Enter # of Communities x # of types of pages ie. Houses, Townhomes, Condos} dedicated pages for various communities within {Enter Your Area}. The pages include {Enter the names of the neighbourhoods you are creating pages for}. For each community, we are creating three separate pages for Houses, Townhomes, and Condos respectively.

Each of these pages will feature a custom IDX search tailored to the specific community and type of home, ensuring we provide unique value to potential home buyers.

Our primary objective with this project is to enhance on-page SEO for each search page, while providing high-value content to our users. However, as we are working with multiple pages, it's vital to avoid content duplication, which could harm our SEO. We aim to create content that is not only consistent in quality and style but also offers unique insights into each community and type of home.

Remember, our goal is to match our website content with the language and search terms used by our target audience. By acknowledging and using these local terminologies in our content, we can ensure that our pages remain relevant and easily discoverable to potential homebuyers.

When writing the content you will use the following "Voice, Tone and Style Guide".

The tone of the content should be enthusiastic and informative. It should convey a sense of excitement about the communities, while also delivering useful information to the reader. The style should be descriptive and immersive, painting a vivid picture of each community and what visitors and new residents can expect. The voice should be friendly

and approachable, like a knowledgeable local guide sharing their favourite spots. If you understand these instructions respond with only with "I understand".

PROMPT #3

Execute the following for one of the pages for the project described above.

1. **Title Tag and Meta Description:** The title of the page should naturally incorporate the primary keyword, which will be in the format "[Community] [Type of Home] for Sale". The meta description should give a brief yet engaging overview of the page content, indicating what visitors can expect to find when they visit.

2. **Introduction:** Begin with an engaging introduction about the specific community and its real estate market. Highlight the unique selling points that make it an appealing place to buy a [Type of Home]. Remember, each community has its own unique character and benefits, so avoid using the same descriptors for each community.

3. **Real Estate Market Overview:** Provide an in-depth overview of the real estate market in the community. Include information about the average price of [Type of Home], notable market trends, and the variety of [Type of Home] available. Each community may have different market conditions, so it's important to do individual research for each one to avoid duplicating content.

4. **Buying a [Type of Home] in [Community]:** Offer useful tips and advice for purchasing a [Type of Home] in the specific community. This might include what potential buyers should look for in a home, understanding the buying process, or how to select a realtor. Tips can be general but try to incorporate unique aspects of buying in that particular community where possible.

5. **Neighborhood Highlights:** Draw attention to the key features of the community that would interest potential homebuyers. This could be its proximity to excellent schools, parks, shopping centers, or other amenities. Take care not to duplicate content from the community profile pages, but rather focus on aspects that are particularly relevant to homebuyers of [Type of Home].

6. **Call to Action:** Conclude the page with a compelling call to action. Encourage users to reach out for more information or to begin their home-buying journey in the community. Make sure the call to action is clear, direct, and persuasive.

7. **SEO Optimization:** Remember to seamlessly integrate the primary keyword "[Community] [Type of Home] for Sale" throughout the content, in headings, and in the alt text of images. Be cautious to not overuse the keyword, it should fit naturally into the content.

Consistency is key here, both in the structure of the pages and in the tone of the content. However, it's also crucial to ensure each page offers unique value and avoids duplicate content. This will enhance the SEO performance of each page and provide a valuable resource for potential homebuyers.

Using the "Voice, Tone and Style Guide", write for [Community] and [Type Of Home] for the content outline provided above. Also create and include relevant SEO-friendly and engaging H2, H3, and H4 titles that can improve the overall quality and performance of the page. Clearly indicate if the heading is H2, H3 or H4. Remember to follow the "Voice, Tone and Style Guide" previously provided.
[Community] = {Enter the Neighbourhood Name}
[Type Of Home] = {Enter Houses, Townhomes or Condos}