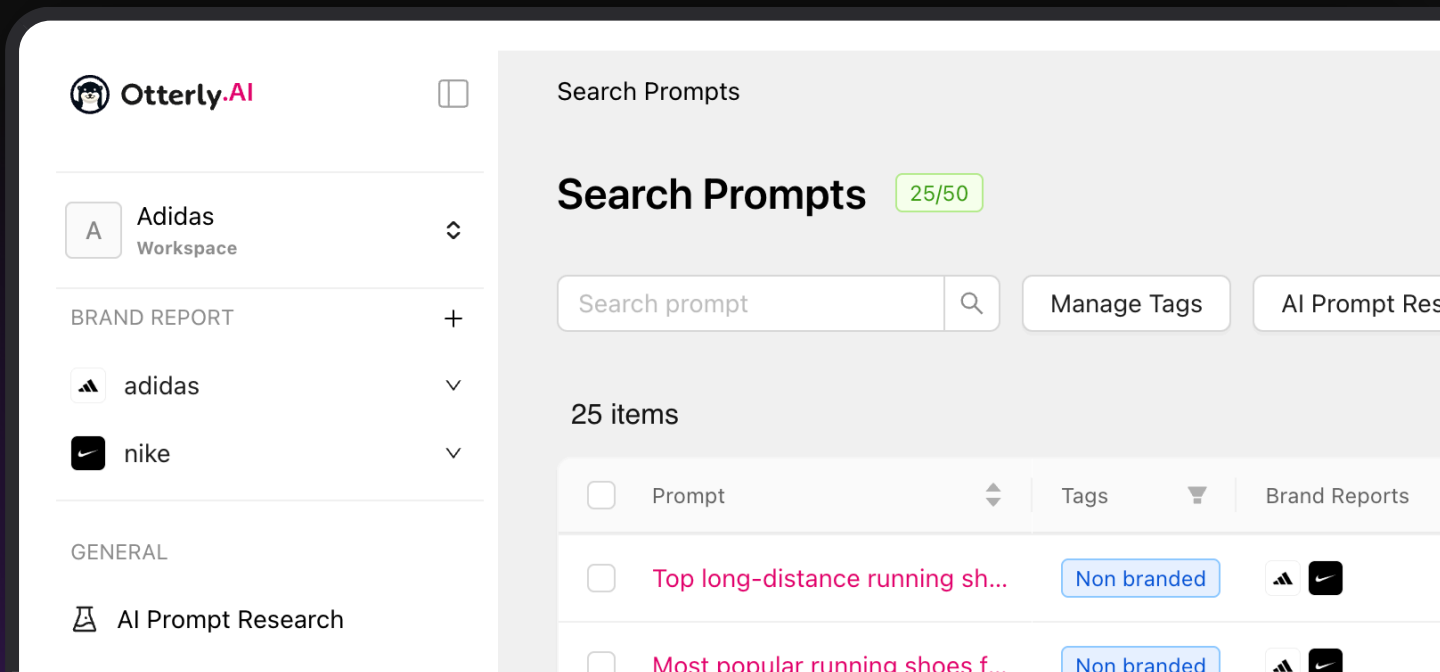
Otterly.AI

PROMPTS 101

Everything you need to know to build a prompt set that shows you the real picture of your brand in AI search.





Why prompts matter so much

If there's one thing to get right in OtterlyAI, it's your prompts. Every number you see (Brand Coverage, Share of Voice, Sentiment, Citations) is calculated from the prompts you track. **Great prompts give you the true picture. Weak prompts give you a blurry one.**



in plain words

Otters are great at fishing. But even the best otter catches nothing if it dives in the wrong spot. **Prompts are your fishing spots.** Pick the spots where your customers swim, and you'll quickly see where your brand gets caught, and where your competitors are catching all the fish.

What you'll learn

What a prompt is
And why it's not the same as a keyword.

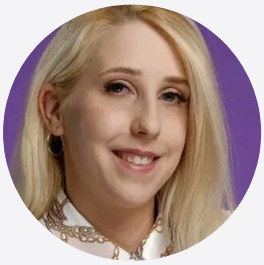
What makes it good
Simple rules and before and after rewrites.

Where to find them
17 sources, from our tools to your customers.

How to build a set
A ready framework for 100 prompts per product.

How to set it up
Adding, tagging and organizing in OtterlyAI.

How to keep it fresh
Spot weak prompts and improve them every month.



"Most questions I get after onboarding are about prompts. That's great news, because it means you care about getting the foundation right. I wrote this guide to answer all of them in one place."

Aleksandra Polak · Customer Success Manager, OtterlyAI

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What is a prompt?

A prompt is the question someone types into an AI tool like ChatGPT, Perplexity, Gemini or Google AI Overview. Instead of a list of links, the AI writes **one answer**. Your brand is either in that answer, or it isn't.



in plain words

Imagine asking a very smart friend: **"What's the best running shoe for a marathon?"** Your friend thinks, looks around, and names a few shoes. A prompt is that question. OtterlyAI checks, every day, which brands the "smart friend" names.

How AI answers a prompt

step 1

Understands

Reads the whole question, including who is asking and why.

step 2

Fans out

Splits it into smaller searches: "best marathon shoes 2026", "Adidas Adizero reviews"...

step 3

Collects

Reads web pages, reviews and sources it trusts for each search.

step 4

Answers

Writes one answer, names brands and often cites sources.

Step 2 is called **Query Fan-Out**. You can see these hidden searches in your OtterlyAI account under **GEO Audit → Query Fan-Out**, or with our free Query Fan-Out tool. Each one is a new prompt idea. Learn more in our Help Center.

Prompt vs. keyword

	Keyword (SEO)	Prompt (AI search)
Looks like	"marathon running shoes"	"What are the best running shoes for my first marathon?"
Result	A list of 10 blue links	One written answer
You win	A ranking position	A mention or citation in the answer
Stability	Rankings move slowly	Answers change between runs, engines and countries

Prompt vocabulary

The words you'll hear when we talk about prompts, explained simply.

Prompt set: all the prompts you track for one brand, product or market. Think of it as your list of fishing spots.

Non-branded prompt: a question with no brand name in it, like "best shoes for marathon training". This shows if AI recommends Adidas **on its own**.

Branded prompt: a question that names a brand, like "Is Adidas good for marathons?". Leave these out of your main set: they don't test if AI would find you. Curious anyway? Keep a few in a separate brand report.

Alternative prompt: a question asking for options instead of a competitor, like "best alternatives to Nike Alphafly for a marathon". We track these as their own category.

Funnel stage: how close someone is to buying. Top of funnel (TOFU) is just learning, middle (MOFU) is comparing, bottom (BOFU) is ready to choose.

Search intent: what the person really wants: to learn something, to compare options or to buy.

Intent Volume: OtterlyAI's estimate of how often a type of question is asked in AI search, on a 1 (very low) to 5 (very high) scale.

Country: every prompt is checked as if someone asked it from one country. The same question in two countries uses two prompt slots.

Query Fan-Out: the smaller questions an AI quietly asks itself behind the scenes to answer your prompt. Great for finding new prompt ideas.

Brand Coverage: the share of AI answers to your prompts that mention your brand. It's your main visibility score.

Estimated vs. real prompts: AI tools don't share what people type. "Estimated" prompts are researched with tools; "real" ones come from actual people, like customer surveys.

The three types of prompts

People ask AI different questions depending on how close they are to buying. Here's how it looks for a runner shopping for marathon shoes. A good prompt set covers these three types.

PROBLEM BASED

The runner knows their problem, but not yet which product solves it.

"My knees hurt after long runs. What shoes help when training for a marathon?"

CATEGORY BASED

The runner knows what kind of product they need, but not which brand.

"What are the best carbon plate running shoes for a marathon?"

ALTERNATIVES

The runner knows a competitor's product and wants other options.

"Best alternatives to Nike Alphafly for a marathon"



Where should you focus?

Put most of your prompts in the **middle and bottom of the funnel**: problem, category and alternative questions. That's where people are choosing, so that's where AI names brands.

Top of funnel questions like "How long is a marathon?" get a factual answer with **no brand at all**, so they tell you very little about your visibility.

what about prompts with my brand name?

The main rule: **don't put your own brand in your prompts**. A prompt that names Adidas will almost always mention Adidas, so it tells you nothing about your real visibility. Just curious what AI says about you? Track a few with a "Branded" tag or in a **separate brand report**, and read them apart from the rest.

The golden rules

Use these every time you write or review a prompt.

1. **Leave your own brand out**
   Don't name Adidas in the prompt. Then AI has to decide who to recommend, and that's exactly what you want to measure. (Alternative prompts that name a competitor are the exception: track them as their own category.)
   ~~Is Adidas good for marathons?~~ → Best running shoes for a first marathon

2. **Ask "who" or "which", not "what should I look for"**
   Ask for providers, brands or products. Questions about criteria get a checklist with no brand names.
   ~~What should I look for in a marathon shoe?~~ → Which brands make the best marathon shoes?

3. **Talk like a real person**
   Write the way people speak to AI, not like a headline. A mix of short prompts and full sentences works best.
   ~~marathon shoe comparison 2026~~ → What are the most comfortable shoes for running a marathon?

4. **Be specific**
   Add who is asking or what they need: team size, budget, use case, location.
   ~~best running shoes~~ → best marathon shoes for flat feet

5. **One question at a time**
   Long, multi-part prompts get a generic answer. Split them into short, single-intent questions.
   ~~How do I train for a marathon, what should I eat and which shoes should I buy?~~ → Which shoes are best for marathon training?

6. **Turn "X vs. Y" into alternative prompts**
   Head-to-head comparisons give inconsistent answers. Ask for alternatives instead, and track them as their own category.
   ~~Nike Alphafly vs. Adidas Adios Pro~~ → Best alternatives to Nike Alphafly for a marathon

7. **Think by market and language**
   Write prompts in the language your customers use, set the right country, and use local references (local stores, local races).
   Germany: "Beste Laufschuhe für den ersten Marathon"



the 5-second test

Read your prompt out loud. **Would a real customer say this?** And **would the answer have to name brands?** Two yeses means it's a keeper.

Before and after: rewrites that work

These are the patterns we see most in customer prompt reviews. Small wording changes often move a prompt from **no brands in the answer to brands showing up every day**.

BEFORE · CRITERIA
What should I look for when choosing marathon running shoes?

→

AFTER
Which brands make the best marathon running shoes?

"What should I look for" gets a checklist (cushioning, weight, drop) and no brands. Ask "which brands" instead.

BEFORE · INFORMATIONAL
How often should I replace my running shoes?

→

AFTER
Which running shoes last the longest for marathon training?

A how-to question gets a number of kilometers. Asking for shoes brings brand names and citations.

BEFORE · NO BRANDS
Are carbon plate shoes worth it for a first marathon?

→

AFTER
Are carbon plate shoes worth it for a first marathon, and which brands are recommended?

Quick fix: adding "and which brands are recommended" is often enough to pull brands into the answer.

BEFORE · BRANDED
Is Adidas a good brand for marathon shoes?

→

AFTER
What's the best brand for marathon running shoes?

A prompt that names Adidas will almost always mention Adidas, so it inflates your score. Remove the name to test real visibility.

BEFORE · TOO LONG
How should I train for my first marathon, what should I eat and which shoes and watch should I buy?

→

AFTER
Which running shoes are best for training for a first marathon?

Multi-part prompts get a generic training plan. Split into short, single-intent questions.

BEFORE · WRONG MARKET
Best marathon shoes to buy at Dick's Sporting Goods (tracked in Germany)

→

AFTER
Where can I buy the best marathon running shoes in Germany?

Stores or products that don't exist in that country give off-topic answers.

How many prompts?

Aim for **50 to 100 prompts per country, language and product category**. Just starting? Begin with your 25 best prompts with clear buying intent, then grow from there.



in plain words

Flip a coin 3 times and you might get heads 3 times. Does that mean the coin always lands on heads? No! Flip it 100 times and you see the real 50/50. AI answers change a little every time too. **More prompts, checked every day, show you the real picture** instead of a lucky (or unlucky) moment.

How prompt slots work

1 country = 1 slot

The same question in the US and the UK uses two prompts.

Shared pool

Split your prompts between brands and reports however you like.

Reuse for free

Connecting one prompt to several reports still counts as one.

Plan	Prompts included	Extra prompts
Lite	15	-
Standard	100	+100 packs available
Premium	400	+100 packs available
Enterprise	Custom	Contact us

Fewer than 15 prompts in a country? OtterlyAI will flag it in your **Recommendations**, because the data is too thin to trust. A focused list you act on beats a huge list you only watch.

Free Prompt Calculator: how many prompts do I need?

The 100-prompt framework

Not sure what to track? Here's a simple recipe for **one product**: 100 prompts, split into **two buckets of 50**.



in plain words

Picture a shoe shop. Some shoppers ask **"Which brands are the best?"** Others ask **"Which shoe is best for my flat feet?"** Bucket 1 is the first kind of question, Bucket 2 is the second. You want both, because they show you different things.

BUCKET 1 · 50 PROMPTS

Who is the best?

Questions where AI answers by naming brands. Shows who AI sees as the market leaders.

Theme (10 each)	Adidas example
Best overall	best running shoe brands
Price	most affordable running shoe brands
Who it's for	best running shoe brands for beginners
Where	best running shoe brands in Germany
Trust	most trusted running shoe brands

BUCKET 2 · 50 PROMPTS

Which product fits my need?

Questions about features and needs. Shows if AI links your product to what people care about.

Theme (10 each)	Adidas example
Quality	most durable marathon running shoes
Service	running shoes with the best return policy
Value	marathon shoes with best price for quality
Comfort	most comfortable marathon shoes
Special needs	marathon shoes for flat feet

Build it in 3 steps

STEP 1

Pick one product. For example: marathon running shoes.

STEP 2

Write 10 prompts per theme using the templates on the next page.

STEP 3

Check each one against the golden rules. Done: 100 prompts.

Alternative prompts? Add them on top as their own group with an "Alternatives" tag.

Your set

Fill-in-the-blank templates

Swap the words in [brackets] for your own. The pink line shows how it looks for Adidas marathon shoes.

Bucket 1 · Best overall

best [product] brands

which [product] brands are recommended most often?

top 5 marathon running shoe brands

Bucket 2 · Quality

highest quality [product]

[product] that lasts the longest

which marathon shoes last the longest?

Bucket 1 · Price

most affordable [product] brands

which [product] brand offers the best deals?

best value running shoe brands for marathons

Bucket 2 · Service

[product] with the best customer service

[product] with the easiest returns

running shoes with free returns and long trial

Bucket 1 · Who it's for

best [product] brands for [persona]

[product] brands for [first-time buyers]

best running shoe brands for first-time marathoners

Bucket 2 · Value

[product] worth the money

[product] with best price for quality

are expensive marathon shoes worth it, and which ones?

Bucket 1 · Where

best [product] brands in [country]

most popular [product] brands in [country]

most popular running shoe brands in the UK

Bucket 2 · Comfort & ease

most comfortable [product]

[product] easiest to [use / break in]

marathon shoes that need no breaking in

Bucket 1 · Trust

most trusted [product] brands

[product] brands with the best reviews

running shoe brands recommended by coaches

Bucket 2 · Special needs

[product] for [situation]

[product] that works for [situation]

marathon shoes for heavy runners

Get the full template with 150 examples

Where to find prompts

the most important thing to know

Nobody knows exactly what people type into AI search engines.

AI search engines don't share their search data. There's no "Search Console" for AI. Not for us, not for any tool. **That's why you need to cast a wide net.**



in plain words

An otter can't see the fish under the water. So instead of one hook, it uses **a wide net**, in several spots. Prompts work the same way: collect them from **many sources**, and together they show you where your customers really are.

Use at least three of these four nets

OtterlyAI tools

AI Prompt Research, Query Fan-Out (under GEO Audit), Advanced Prompt Research, Marketplace workflows.

Fastest way to lots of ideas. Start here.

Your own data

Google Search Console, your website's search box.

Real questions from real visitors.

Real people

Customer surveys, sales calls, Reddit threads.

The exact words your buyers use.

AI and search hints

ChatGPT autocomplete, Google "People also ask", brainstorming with AI.

Fills the gaps and adds variety.

Want every option? We collected **17 ways** after talking to 100+ marketing teams. Read the 17 ways

The truth about prompt data

Two questions we hear in almost every onboarding. Here are the honest answers.

question 1

Do OpenAI, Google and others share prompt data or search volume?

No.

None of the AI search engines publish what people type or how often. Not to us, not to any tool. What does exist only gives hints:

Source	What it shows	What it doesn't show
ChatGPT, Gemini, Perplexity, Claude, Copilot	Nothing public	Prompts, volumes, which brands get recommended
Google Search Console	Your queries, including some from AI Mode and AI Overview	Which queries came from AI; only queries where you already appear
Google's generative AI report	Which of your pages appear in AI Overview and AI Mode	Any queries at all
Bing AI Performance	How often Copilot cited you, plus "grounding queries"	What the user typed (grounding queries are what the AI searched)

question 2

Then where does Intent Volume come from?

It's an **estimate**. OtterlyAI starts from Google search volume for related searches, then factors in how much each AI engine is used and how fast it's growing. That's why we show it as a simple 1 to 5 scale, not as an exact number.



in plain words

If someone tells you they have the exact list of what people ask ChatGPT, be careful. That list doesn't exist publicly. The next page explains where those "real prompt" lists usually come from.

"Real prompts" from clickstream data

Some vendors sell lists of "real prompts" with search volumes. These usually come from **clickstream data**. It's worth knowing what that is before you trust it.



what is clickstream data?

Some people install browser extensions or apps that record what they do online. That recording is sold to data companies. If those people use ChatGPT in their browser, their prompts end up in the data. Vendors then take this small group and **scale it up** to guess what everyone asks.

The pros

- Real wording from real people
- Shows how long and personal prompts can be
- Can spark topic ideas

The cons

- **Tiny, skewed sample.** A small panel of people who installed certain extensions doesn't represent everyone using AI.
- **Desktop browsers only.** It misses the ChatGPT mobile and desktop apps, voice, and AI built into other tools, where much of the usage happens.
- **Volumes are guesses.** Numbers are scaled up from the small sample, so they look exact but aren't.
- **Privacy questions.** People often don't know their AI conversations are being collected and sold, and prompts can contain personal details.
- **Thin for niches and small markets.** B2B topics, smaller countries and languages often have little or no data.
- **Hard to check.** You usually can't see how the data was collected or scaled.

our advice

Use clickstream lists as **inspiration at most**, never as the truth. Almost every real prompt is unique, so what matters is the **intent** behind it. Build your set from many sources, focus on buying intent, and let daily monitoring show you what's really happening.

Method 1: the AI Prompt Research tool

The fastest way to build your first list. Open **AI Prompt Research** in the left menu and pick a starting point. **Run all three**: each one finds different prompts.

Start from SEO keywords

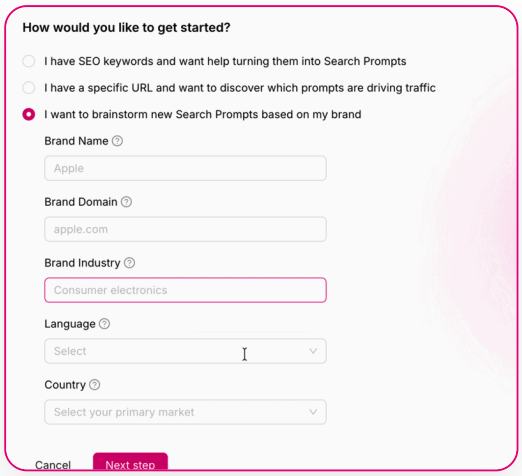
Paste up to 20 of your best keywords. OtterlyAI turns them into natural questions, in 40+ languages. **Gives you volume.**

Start from a URL

Add a key page (yours or a competitor's). OtterlyAI reads its topics and suggests prompts. **Gives you topic coverage.**

Start from your brand

Enter brand, domain, industry and country. You get prompts across all intent stages, including competitors. **Gives you the competitive angle.**



Every idea comes with an **Intent Volume** estimate, so you can see which questions carry the most demand.

How to choose from the suggestions

- **Check the Intent Volume** bars: higher means more demand.
- **Apply the golden rules:** skip anything top of funnel or naming your brand.
- **Select, tag and add** the keepers straight to tracking.



see it in action

You type the keyword **"marathon running shoes"**. OtterlyAI turns it into questions like: *"What are the best running shoes for a first marathon?"*, *"Which marathon shoes are best for flat feet?"* and *"Most comfortable shoes for long-distance running"*.

These are **estimated** prompts, and they're only as good as what you put in. Use good keywords and key pages, then add real customer phrasing from the next pages.

Method 2: Google Search Console

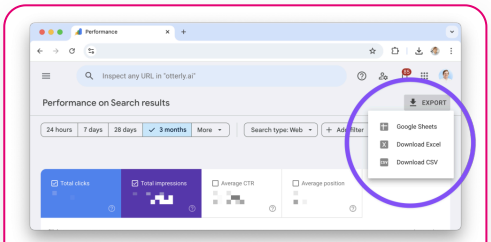
Since Google launched AI Mode, Search Console shows many long, conversational questions. They come from real people, so they're one of the best free prompt sources you have.

1. **Open Search Console** → Performance → Queries.
2. **Filter for questions.** Add a query filter, choose "Custom (regex)" and paste:

```
^(how|who|what|where|when|why|which|can|could|do|does|did|is|are|was|were|should|would|will|may|might)\b
```

3. **Export** the queries to Google Sheets or CSV.
4. **Find the longest ones.** Add a column with `=LEN(A2)` and sort from longest to shortest. The longer the query, the more it looks like an AI prompt.
5. **Clean and prioritize** with the ChatGPT prompt below, then **import** the CSV into OtterlyAI and tag it "Search Console".

```
I have a list of search prompts where [my website]
appeared in Google.
1. Remove prompts unrelated to [my product topics].
2. Pick the 50 most relevant prompts: high commercial
or buying intent and strong fit for [my brand].
3. Return a table: Search Prompt, Search Intent, Reason
for inclusion.
4. Rank from highest to lowest conversion potential.
Give me a CSV.
```



Look for queries with **high impressions but few clicks**: strong interest, and AI may already be answering them for you. One limit: you only see questions where your site already appears.

Extract prompts from GSC | Analyze real prompts

Method 3: real people and search hints

Ask your customers

Your customers' own words beat any tool. Send a two-minute survey with three questions:

1. Where did you first hear about us? (Add "ChatGPT or another AI assistant" as an option.)
2. Did you use an AI assistant while researching tools like ours?
3. If yes, what did you ask it?

Even 20 to 30 answers can give you 10 to 15 very authentic prompts. Ask your sales team for the questions they hear on calls, too.

Google and Copilot

Search your category on Google. Read the **AI Overview**, then copy every question in **"People also ask"**. Click them to reveal more. 6 to 8 searches give you 40 to 50 raw prompts.

Ask Copilot: *"List 20 questions people ask when searching for the best [product] providers."*

Check **ChatGPT autocomplete** and **Reddit threads** for natural phrasing.

Three more quick wins

Reddit

Search "[your category] recommendation" on Reddit. Thread titles are often perfect, honest prompts.

ChatGPT autocomplete

Start typing "best [category] for..." in ChatGPT and note what it suggests.

Sales calls

Ask sales for the 10 questions they hear most. Turn each into a "which / best" prompt.

Real words beat guesses. Even a handful of customer questions will make your set sound much more like real people.

Advanced prompt research: free tools

Ready to go deeper? These free OtterlyAI tools help you build a bigger, smarter prompt set.

Advanced AI Prompt Research

For a complete prompt set built around your business

Answer 8 short steps (brand and domain, description, competitors, topics, personas, Search Console queries, SEO keywords, email) and get a full prompt list across **6 prompt types**: brand, competitor, persona, topic, SEO keyword and Search Console. It arrives by email, ready to import as a CSV.

Open Advanced Prompt Research

PromptFinder CustomGPT

A ChatGPT assistant trained for prompt research. Tell it your brand, industry and audience and get starter prompts in seconds.

Open PromptFinder

Query Fan-Out

See the hidden searches Google AI Mode, AI Overview and ChatGPT make from one prompt. Find it in your account under **GEO Audit**, or use the free version.

Try it · How it works

Prompt Calculator

Find out how many prompts you need for statistically reliable AI visibility data.

Open the calculator

All free GEO tools

Content checks, crawlability, AI referral traffic, industry benchmarks and the GEO email course.

Explore all tools

The advanced tool is perfect when you have **clear personas** (like "first-time marathoner" or "trail runner") and want prompts written from their point of view.

Automate it: Marketplace, API & MCP

A lot of prompt research can run on autopilot. The **OtterlyAI Marketplace** has 100+ ready-made workflows, and **11 of them are just for prompt research**. Most work through our API or MCP.

Prompt research workflows in the Marketplace

Review my prompt set
Flags prompts you should remove or rewrite

Google Search Console Prompt Research
Turns your GSC queries into prompts

Prompt Research with Bing, GSC and OtterlyAI
Combines all three data sources

Copilot grounding queries into prompts
Uses your Bing AI Performance data

Query Fan-Out simulator
The hidden searches behind a prompt

Prompt Calculator, PromptFinder GPT, AI Prompt Research
Plus the advanced research tool

See all prompt research workflows

Public API

Pull your prompts and their results into any tool. With a **read & write** key you can also create prompts and tags, and run Query Fan-Out, without opening the dashboard.

Create your key in Admin → API Keys. Available on Standard, Premium and Custom plans.

MCP

Connect OtterlyAI to **Claude, ChatGPT, Cursor** or any MCP-compatible assistant, and ask about your prompts in plain English.

Log in with your OtterlyAI account and start asking.

Try asking your AI assistant

```
Which of my prompts have 0% Brand Coverage, and how should I rewrite them?
Which prompts did competitors win this month that we didn't?
Suggest 20 new non-branded prompts based on my best-performing ones.
```

Marketplace | MCP | API docs

Real vs. estimated prompts

We compared hundreds of **real** prompts (from people telling us what they type into ChatGPT) with **estimated** prompts (from research tools and Search Console). Here's what we found.

71%
LONGER: REAL PROMPTS AVERAGE 15 WORDS VS. 9

52%
OF REAL PROMPTS USE "I", "MY" OR "ME" (VS. 19%)

3x
MORE OFTEN REAL PROMPTS DESCRIBE A PROBLEM

79%
OF REAL PROMPTS ARE ABOUT FINDING A TOOL OR PRODUCT

What this means for your set

- **Estimated prompts are a great base**, but they lean on "best ..." phrasing.
- **Add some longer, personal prompts** that describe a situation: "I'm training for my first marathon and have flat feet. Which shoes should I get?"
- **Include problem-based questions**, not just "best [category]".



in plain words

Tools guess what people ask. Real people tell you. The best prompt set uses both: tools for lots of ideas quickly, and real people for the words they actually use.

Read the full study

Adding prompts in OtterlyAI

There are three ways to add prompts. All of them start in **Search Prompts** in the left menu.

Type them in

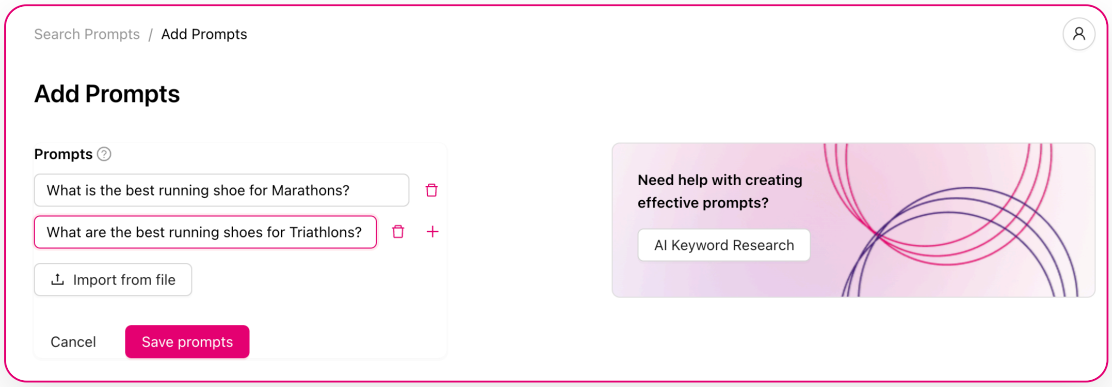
Click Add Prompts, type or paste your prompts, choose a country, add tags and a brand report.

Import a file

Click Add Prompts, then Import from file. Upload a CSV or TXT with one prompt per line.

From research

In AI Prompt Research, pick the ideas you like and add them straight to tracking.



The Add Prompts screen in OtterlyAI

Know this before you add

Data starts on day one

There's no history from before you add a prompt. Add important ones early.

Text can't be edited

To reword a prompt, delete it and add a new one. Its history won't carry over.

Country is fixed

To track another country, add the same prompt again with the new country.

Deleting is permanent

All data for that prompt is erased. To remove it from one report only, unlink it.

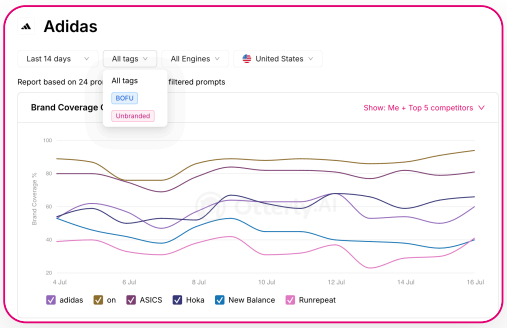
Tags and brand reports can be changed anytime. CSV imports don't carry tags, so add them right after importing.

Organize with tags

Tags are labels, like sticky notes on your prompts. One prompt can have many. Later, use the **tag filter** in your Brand Report to see results for just one group.

A simple tag system that works

Tag group	Examples
Branding	Non-branded, Branded
Funnel	TOFU, MOFU, BOFU
Intent stage	Problem, Category, Alternatives
Product	Marathon shoes, Trail shoes
Source	Search Console, Survey, Research tool



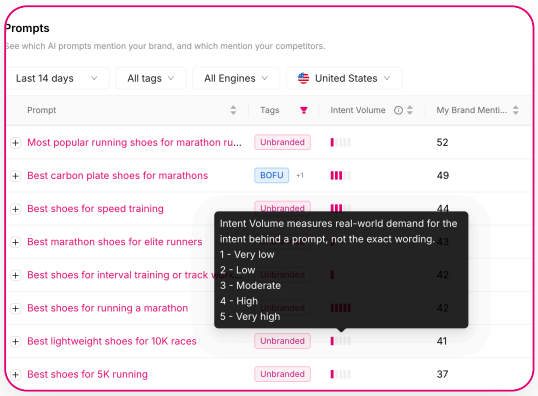
Keep names short and agree on them as a team before you scale (decide "Competitor" or "Competitors" up front).

Understand Intent Volume

AI tools don't share search numbers, so OtterlyAI estimates demand using Google search volume and AI engine usage. You see it as **five bars** next to each prompt:

1 Very low · **2** Low · **3** Moderate · **4** High · **5** Very high

Prompts at levels 4 to 5 are strong candidates to prioritize.

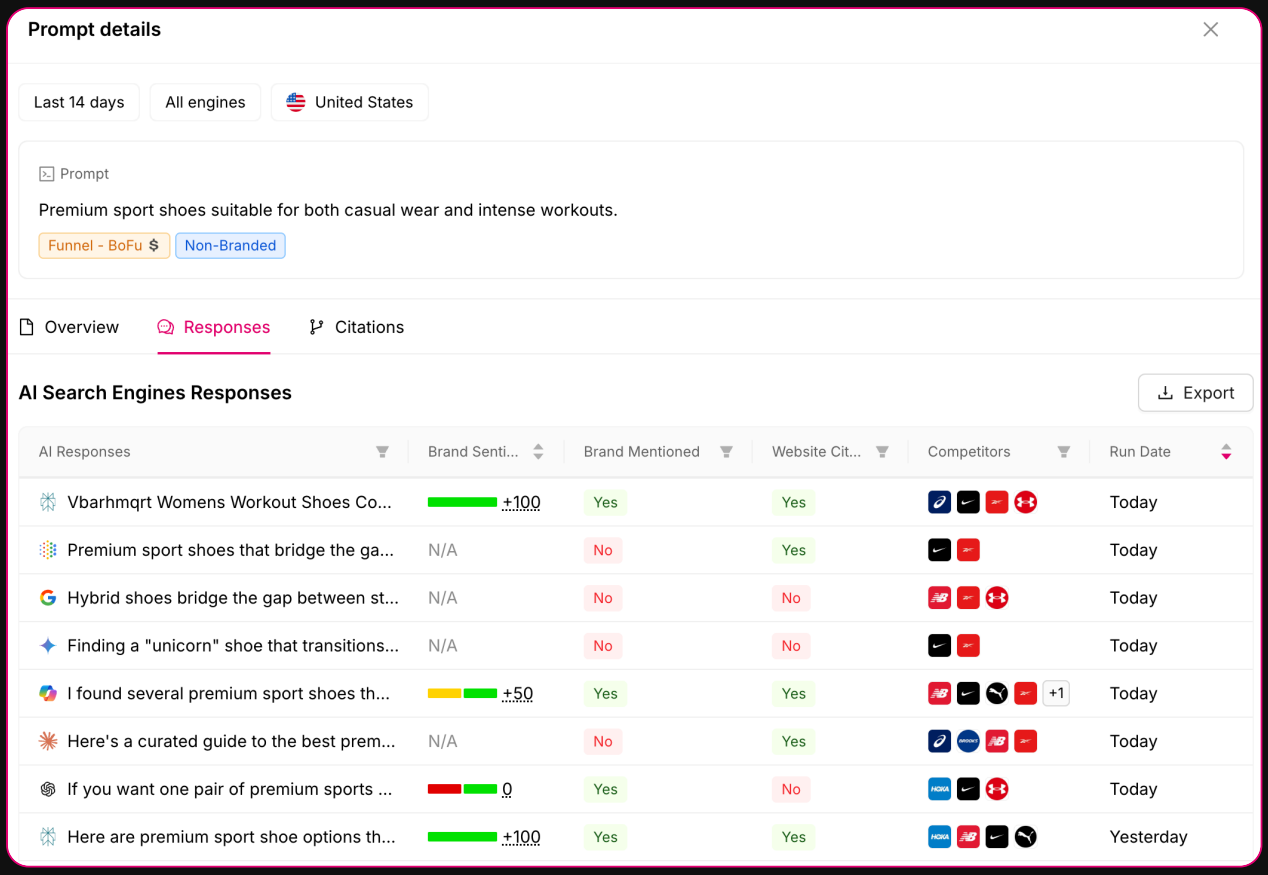


don't panic about low volume

Very specific, bottom-of-funnel questions (common in B2B and niche markets) often show "Very low". That's normal. **Value matters more than volume**: one buyer-ready question can be worth more than a popular general one.

Spotting weak prompts

After a week or two of data, open your **Prompts** tab and click any prompt. You'll see each AI engine's full answer, the competitors named, sentiment and citations. Then ask these questions.



Stuck at 0% and no brands in the answers?

The prompt is probably informational or about criteria. Rewrite it as "which brands / providers ..." or add "and which brands are recommended".

Competitors appear, you don't?

Good prompt! That's a real gap. Check which pages AI cites and use them as your content and PR brief.

Always 100%?

Check it's not a branded prompt. If it names you, tag it "Branded" and read it separately.

Cited but not mentioned?

AI trusts your page but doesn't name you. Make your brand name clearer on that page and get mentioned on third-party sites.

OtterlyAI's **Recommendations** also flag prompt issues for you: fewer than 15 prompts per country, branded prompts in your set, or more than 10% top-of-funnel prompts.

Keep your set fresh

Your prompt set isn't "set and forget". Run this loop once a month and review your prompts every one to two weeks.

1. **Discover**
   Run AI Prompt Research on your keywords, top URLs, brand and two competitor URLs.
2. **Enrich**
   Add Search Console questions and phrases from customers, sales calls and Reddit.
3. **Clean and tag**
   Remove duplicates and near-duplicates. Tag by funnel, intent stage and product.
4. **Prioritize**
   Keep prompts with clear buying intent, real fit with what you sell, and good Intent Volume.
5. **Track**
   Add your shortlist to a Brand Report and let OtterlyAI monitor it daily.
6. **Act on the gaps**
   Where competitors appear and you don't, study the cited pages and build better content.
7. **Repeat**
   Retire prompts that no longer matter, rewrite weak ones, add new ones.

Your prompt calendar

EVERY 1 TO 2 WEEKS
Check prompts trending down and read their AI answers.

MONTHLY
Run discovery, rewrite weak prompts, add new ones.

QUARTERLY
Check your mix: funnel, intent stages, markets, products.

Also revisit your prompts when you...

- launch a product
- enter a new market
- spot a new competitor

A focused list you act on beats a huge list you only watch. Small monthly improvements add up.

Final checklist

Keep or remove?

Keep ✓	Remove ✗
Sounds like a real person asking	Reads like an article title or headline
Makes AI name providers or products	Names your own brand (unless tagged "Branded")
Middle or bottom of funnel: choosing	Purely educational, "what is..."
Specific to your product or category	So vague it fits any industry
One clear question	Long, multi-part question
Fits the country it's tracked in	Names stores or products not sold there
Unique in your set	Nearly identical to another prompt

Before you go live

- [ ] I have 50 to 100 prompts per country, language and product (or my 25 best to start).
- [ ] Most prompts are non-branded and middle or bottom of funnel.
- [ ] Alternative prompts are tagged separately, and any branded prompts live in their own tag or brand report.
- [ ] I've covered problem, category and alternative questions.
- [ ] I have a mix of short and conversational prompts, plus a few longer personal ones.
- [ ] Each prompt has the right country and is in my customers' language.
- [ ] Every prompt is tagged (funnel, product, source).
- [ ] I've added brand variations and competitors in my Brand Report.
- [ ] I've put a monthly prompt review in my calendar.

want a second pair of eyes?

Export your prompts as CSV and send them to me. I'll review your set and suggest rewrites.



All prompt resources

Tools

AI Prompt Research
Inside your OtterlyAI account

Advanced Prompt Research
Prompts built around personas and topics

Query Fan-Out
See AI's hidden sub-questions

PromptFinder GPT
Custom GPT for prompt brainstorming

Prompt Calculator
How many prompts do you need?

100-prompt framework
Full template with 150 examples

Marketplace: Prompt Research
11 ready-made workflows

OtterlyAI MCP
Ask about your prompts in Claude, ChatGPT or Cursor

Videos

Mastering Prompt Research
Onboarding video 3/7

Blog guides

How to do prompt research for AI search
The complete method and monthly workflow

17 ways to find prompts
Every source, with pros and cons

Real vs. estimated prompts
Our study on how people really prompt

Extract prompts from Search Console
The regex trick

Intent Volume explained
How we estimate AI search demand

Help Center

Finding relevant prompts
help.otterly.ai

How to add prompts
Manual, CSV and research tool

Organizing with tags
Create, filter and best practices

Contact

Need a hand with prompts?

Send me your prompt list and I'll review it with you. That's what I'm here for.



your go-to otter
Aleksandra Polak
Customer Success Manager, OtterlyAI
aleksandra.polak@otterly.ai

Prompt review

Reply to any of my emails with your prompts (or a CSV export) and I'll send back suggestions.

Book a session

Let's build your prompt set together: otterly.ai/onboarding

Live chat

Open the chat bubble on any page of OtterlyAI for a quick answer.

Help Center

help.otterly.ai · support@otterly.ai

