

### What You'll Learn:

- How to prompt ChatGPT to write a meta description in 2 ways
- How to prompt ChatGPT to write alt text

### Meta Description Prompt:

Hi ChatGPT, please act as an expert blog writer and SEO. I wrote a blog and now I need you to write a meta description for it. To start, please read the blog and say 'read' when you're done: [feed sample blog post or outline]

Meta descriptions are maximum 160 characters long, include the primary keyword of the post - for this one it's '[keyword]', and contain one hint at the content inside to make the user click.

Here are some examples: [insert examples]

Note: if the Link Reader comes back or works in the coding again, you'll be able to just feed the link of the post to ChatGPT to read the post.

'Rewrite it in a more concise way' to get it shorter

### Alt Text Prompt:

Hey ChatGPT, please act as an expert in SEO. We are going to write alt text for some pictures for a blog post. Alt text is the text to describe an image for visually impaired people. The best structure for alt text is 'what is in the picture? how does it relate to the post at large?'

This post is about [topic] and the picture is of [describe photo]. Please include the keyword "[keyword]" or a variation in the alt text

### Action Steps:

- Add meta descriptions and alt text to all posts