99 ChatGPT Prompt Codes

Copy-ready shortcuts for tone, thinking, writing, planning, formatting and code. A free guide by Mansoor Bhanpurawala, Digital Mansoor.

How to use these codes

1. Type the code first, then your request. Example: `/PLAIN Explain what schema markup does for a bakery website.`

2. Add a second code to adjust the answer, such as `/TIGHT` or `/STEP`.

3. Keep it to two or three codes per message. Replace [paste] with your own text.

4. Save your favorites in ChatGPT: Settings, Personalization, Custom Instructions.

These codes are plain-text tags, not official ChatGPT features. ChatGPT reads each tag as an instruction, so results vary by model and version. Retest your favorites after major updates. Note: /SCHEMA here means a data structure. For structured data markup, write "JSON-LD schema" in full.

1. Tone and Length

Code	What it does	Copy-ready example
/PLAIN	Uses simple words, no jargon	`/PLAIN Explain schema markup to a shop owner.`
/TIGHT	Keeps the answer short	`/TIGHT What is a citation in local SEO?`
/LONGFORM	Gives a full, detailed answer	`/LONGFORM How do I audit a Google Business Profile?`
/ONELINE	Answers in a single sentence	`/ONELINE What is E-E-A-T?`
/FIVE	Explains for a five-year-old	`/FIVE How does Google rank pages?`
/KIDSAFE	Explains at a ten-year-old level	`/KIDSAFE What is a backlink?`
/JARGON	Defines every technical term it uses	`/JARGON Summarize this crawl report: [paste].`
/SIMPLIFY	Cuts filler and keeps the core	`/SIMPLIFY [paste a long paragraph]`
/CALM	Keeps the tone steady and measured	`/CALM Reply to this angry client email: [paste].`
/STEP	Breaks the answer into numbered steps	`/STEP Set up Google Search Console.`
/BRIEF	Writes a short executive summary	`/BRIEF Summarize this audit for the CEO: [paste].`

2. Roles and Personas

Code	What it does	Copy-ready example
/PRO	Answers as a domain expert	`/PRO Review my meta title strategy.`
/FOUNDER	Thinks like a business owner	`/FOUNDER Should I add a second service page?`
/COACH	Guides and encourages	`/COACH Help me plan my first 30 days in SEO.`
/TEACHER	Explains with clear teaching steps	`/TEACHER Teach me how crawl budget works.`
/SKEPTIC	Questions your claims	`/SKEPTIC I think blogging doubles leads. Check me.`
/ROLEPLAY	Plays a scenario with you	`/ROLEPLAY Play a client who rejects my SEO quote.`
/PERSONA	Describes the target buyer	`/PERSONA Describe the buyer for a dental implant page.`
/NEGOTIATE	Prepares your negotiation points	`/NEGOTIATE Prep me to raise my retainer.`
/PITCH	Turns an idea into an elevator pitch	`/PITCH Pitch my local SEO audit service.`
/ALLIN	Gives its strongest answer	`/ALLIN Rewrite my homepage headline.`
/GUT	Gives a fast, instinct-based take	`/GUT Is this logo too busy?`

3. Deep Thinking

Code	What it does	Copy-ready example
/DIG	Analyzes the topic in depth	`/DIG Why did my traffic drop in March?`
/FIRSTPRINCIPLES	Breaks a problem down to basics	`/FIRSTPRINCIPLES What makes a page rank?`
/ROOT	Finds the root cause	`/ROOT Leads fell 30 percent. Find the root cause.`
/ASSUMPTION	Lists the assumptions behind a plan	`/ASSUMPTION Review my content plan: [paste].`
/REFRAME	Looks at the problem another way	`/REFRAME My blog gets traffic but no leads.`
/ZOOMOUT	Shows the big picture	`/ZOOMOUT Where does this task fit in my SEO plan?`
/ZOOMIN	Focuses on fine detail	`/ZOOMIN Check this title tag word by word: [paste].`
/PATTERN	Finds trends in data	`/PATTERN Review these 12 months of rankings: [paste].`
/REVERSE	Works backward from the goal	`/REVERSE I want 50 leads a month. Plan it.`
/LONGGAME	Thinks long term	`/LONGGAME Is link building worth it for a new site?`
/FINALCHECK	Reviews the answer one last time	`/FINALCHECK Check this draft before I publish: [paste].`

4. Challenge and Risk

Code	What it does	Copy-ready example
/DEVIL	Argues the opposite side	`/DEVIL I want to drop my blog.`
/COUNTER	Gives the opposing argument	`/COUNTER Paid ads beat SEO. Counter that.`
/PUSHBACK	Raises objections to your plan	`/PUSHBACK Here is my pricing plan: [paste].`
/DEBATE	Shows both sides of an issue	`/DEBATE Is AI content safe for SEO?`
/WORSTCASE	Describes the worst outcome	`/WORSTCASE I am migrating my site on Friday.`
/BESTCASE	Describes the best outcome	`/BESTCASE I am launching a new service page.`
/RISK	Lists what could go wrong	`/RISK Review this redirect plan: [paste].`
/TRADEOFFS	Lists what you gain and give up	`/TRADEOFFS Subdomain or subfolder for my blog?`
/VERIFY	Fact-checks the claims	`/VERIFY Check these stats before I post: [paste].`
/SECURE	Checks for security issues	`/SECURE Review this contact form code: [paste].`
/FORECAST	Predicts what happens next	`/FORECAST How will AI Overviews affect clicks?`

5. Creative and Content

Code	What it does	Copy-ready example
/REMIX	Rewrites in a new way	`/REMIX Remix this About page intro: [paste].`
/TWIST	Adds an unexpected angle	`/TWIST Blog post on local citations.`
/MASHUP	Combines two ideas	`/MASHUP Mash local SEO with email marketing.`
/WILD	Gives the boldest version	`/WILD Homepage headline for a roofer.`
/SAFE	Gives the cautious version	`/SAFE Same headline, conservative.`
/NAME	Brainstorms names or titles	`/NAME Name my SEO checklist.`
/OPENERS	Writes ten opening lines	`/OPENERS Intro for a post about reviews.`
/STORY	Turns a point into a story	`/STORY Show why NAP consistency matters.`
/METAPHOR	Explains through an analogy	`/METAPHOR Explain topical authority.`
/SERIES	Plans a content series	`/SERIES Series on AI search for dentists.`
/HOOK	Writes a scroll-stopping hook	`/HOOK LinkedIn hook on zero-click search.`

6. Learning and Improvement

Code	What it does	Copy-ready example
/TEACHME	Teaches step by step	`/TEACHME Teach me JSON-LD.`
/QUIZ	Writes practice questions	`/QUIZ Quiz me on technical SEO.`
/RECAP	Summarizes what the chat covered	`/RECAP Recap this chat in five points.`
/GAPS	Finds what you are missing	`/GAPS Here is what I know about SEO: [paste].`
/SOURCES	Suggests where to learn more	`/SOURCES Where can I learn Core Web Vitals?`
/HISTORY	Explains how a topic developed	`/HISTORY History of Google algorithm updates.`
/EXPLAIN	Describes what something does	`/EXPLAIN Explain this robots.txt file: [paste].`
/FRAME	Builds a structured framework	`/FRAME Framework for a monthly SEO report.`
/HABIT	Turns a goal into a daily habit	`/HABIT Habit plan to publish weekly.`
/REUSABLE	Makes the output repeatable	`/REUSABLE Turn this audit into a reusable process.`
/IMPROVE	Upgrades what already exists	`/IMPROVE Improve this service page: [paste].`

7. Business and Planning

Code	What it does	Copy-ready example
/GOALS	Turns ideas into goals	`/GOALS Turn "get more leads" into goals.`
/BUDGET	Breaks down costs	`/BUDGET Budget for a 6-month local SEO push.`
/MARKET	Analyzes the market and rivals	`/MARKET Market for local plumbers.`
/ROADMAP	Builds a step-by-step plan	`/ROADMAP 90-day SEO roadmap for a new site.`
/KPI	Defines success metrics	`/KPI KPIs for a new blog.`
/SCALE	Plans growth	`/SCALE Grow my agency from 3 to 10 clients.`
/EXIT	Plans an exit strategy	`/EXIT Exit plan for my side business.`
/PRIORITY	Ranks tasks by importance	`/PRIORITY Rank these 12 audit fixes: [paste].`
/AUTOMATE	Finds tasks to automate	`/AUTOMATE Automate my weekly reporting.`
/DATA	Pulls insights from numbers	`/DATA Review this Search Console export: [paste].`
/DECIDE	Recommends the best option	`/DECIDE Pick one of these 3 keyword targets: [paste].`

8. Structure and Format

Code	What it does	Copy-ready example
/OUTLINE	Turns notes into an outline	`/OUTLINE Outline a post on schema markup.`
/CHECKLIST	Creates an action checklist	`/CHECKLIST Checklist for a site launch.`
/TEMPLATE	Builds a reusable template	`/TEMPLATE Template for client onboarding.`
/TABLE	Organizes content into a table	`/TABLE Compare 5 rank trackers.`
/MATRIX	Builds a decision matrix	`/MATRIX Score 4 vendors on cost and fit.`
/TIMELINE	Arranges items by date	`/TIMELINE Timeline for a site migration.`
/BULLETS	Compresses text into bullet points	`/BULLETS [paste meeting notes]`
/JSON	Formats the output as JSON	`/JSON List these 5 products as JSON: [paste].`
/FORM	Turns content into a fillable form	`/FORM Client intake form for an SEO audit.`
/SCRIPT	Converts text into a script	`/SCRIPT 60-second video script from this post: [paste].`
/GRID	Lays options out in a grid	`/GRID Content ideas by funnel stage.`

9. Coding and Comparison

Code	What it does	Copy-ready example
/CODE	Writes clean code	`/CODE Python script to rename files.`
/DEBUG	Finds what is broken	`/DEBUG Why does this function return null? [paste]`
/REFACTOR	Restructures existing code	`/REFACTOR Refactor this loop: [paste].`
/COMMENT	Adds comments to code	`/COMMENT Comment this script: [paste].`
/TEST	Writes test cases	`/TEST Tests for this form validator: [paste].`
/OPTIMIZE	Speeds up code	`/OPTIMIZE Make this query faster: [paste].`
/CONVERT	Moves code to another language	`/CONVERT Convert this to JavaScript: [paste].`
/SCHEMA	Designs a data structure	`/SCHEMA Schema for a bookings table.`
/API	Shows an API structure	`/API Endpoints for a review tool.`
/COMPARE	Compares options side by side	`/COMPARE WordPress or Webflow for a clinic site?`
/PROSCONS	Lists pros and cons	`/PROSCONS Pros and cons of programmatic SEO.`

Get the full guide, FAQ and Custom Instructions steps: **digitalmansoor.com/chatgpt-prompt-codes/**