

Prompt Bank and Prompt Map Worksheet

Nobody can see what people type into AI, so you collect it: from your enquiries, your team and your search data. This sheet turns those questions into a prompt bank, a 16-cell prompt map and a standard set you'll test every month.

From lesson 2.2 · The full course and the GEO audit: reyse.co.uk/geocourse · October 2026 edition · General education, not legal advice

LESSON 2.2 · REYSE.CO.UK/GEOCOURSE/PROMPT-RESEARCH

What People Actually Ask AI: Your Prompt Bank and Prompt Map

DO THIS FIRST Copy 30 real questions from your last month of enquiry emails and calls, word for word.

CHECK

Your own enquiries · The most reliable source you have: real people, in their own words.

- ☐ Read the last 30 enquiry emails, web forms, valuation requests and phone notes.
- ☐ Copy each question word for word into a sheet, with names removed.
- ☐ Add a column for the audience (buyer, tenant, seller, landlord).

Your team

- ☐ Ask every negotiator and the lettings manager for the ten questions they answer most each week.
- ☐ Ask for the exact wording people use, not a tidied-up version.
- ☐ Compare with your enquiry list. The overlap is your core.

Search Console: the long questions · People often type to AI the way they type long searches.

- ☐ Open Performance, then Search results, then the Queries tab.
- ☐ Filter for queries containing "how", "what", "should" or "best".
- ☐ Note 20 that are questions or six words or longer.

Bing's grounding queries · The closest thing anyone offers to the searches an AI actually ran.

- ☐ In Bing Webmaster Tools, open AI Performance.
- ☐ Read the sample of grounding queries: the phrases Copilot used to find your cited pages.
- ☐ Add any you haven't got.

Ask AI to sort them

AI PROMPT Here are 30 customer questions from a UK estate and lettings agency, with names removed. Group them by audience (buyer, tenant, seller, landlord) and by stage (awareness, research, choosing an agent, ready to act). Then list the ten most common themes. Don't add questions that aren't in my list.

FIX

Build a prompt bank · One sheet, one row per prompt, and you'll never test from memory again.

- ☐ Columns: the prompt in the customer's words, audience, stage, where you heard it, date, value (high, medium, low).
- ☐ Mark anything you can't trace to a real person as a guess, and keep guesses out of your standard set.
- ☐ Add to it every month.

Fill the 16-cell prompt map · Four audiences across four stages shows where you have nothing to test, and nothing on your site.

- ☐ Make a 4 by 4 grid: audiences down the side, stages across the top.
- ☐ Put up to four real prompts in each cell. The starter map under Go deeper fills the gaps until your own data does.
- ☐ Mark value: choosing-an-agent and ready-to-act prompts from sellers and landlords lead to instructions, so they come first.

Pick a standard set of 10 to 20 · A small set you repeat every month beats hundreds you never repeat.

- ☐ Choose 10 to 20 prompts across all four audiences, weighted to sellers and landlords.
- ☐ Include two or three with your town or postcode, and three branded ones ("Tell me about [agency] in [town]").
- ☐ Freeze the wording. Lesson 2.3 explains why.

Plan for the next question · People don't stop after one answer. "How do I sell?" becomes "what does it cost?" then "who's best?" then "how do I book?"

- ☐ For each audience, write the chain of four or five questions a customer asks in a row.
- ☐ Check each of your main pages answers the next question, on the page or one link away.
- ☐ Add a short "next questions" set of links at the end of each guide.

Keep collecting

- ☐ Add "How did you hear about us, and what did you ask?" to your enquiry form and call notes.
- ☐ Ask your CRM or website supplier whether enquiry messages can be exported to a spreadsheet.

Then: Avoid fantasy prompts. "Which agency is the leading expert in Edwardian terraces?" is something nobody types. If you can't say where a prompt came from, it doesn't go in the standard set.

A starter prompt map (replace with your customers' words)

Sellers, awareness: "How much is my house worth?" "Is now a good time to sell in [town]?" Research: "How much does an estate agent charge in [town]?" "Sole agency or multi-agency?" "Online or local agent?" Choosing: "Who is the best estate agent in [town]?" "What should I ask an estate agent before I sign?" Acting: "How do I book a valuation in [postcode district]?"

Landlords, awareness: "How much rent can I charge for a 2 bed flat in [town]?" "What changes for landlords under the Renters' Rights Act?" Research: "Should I use a letting agent or manage it myself?" "Let-only or fully managed?" Choosing: "Who is the best letting agent in [town] for landlords?" "Which letting agents in [town] have client money protection?" Acting: "How do I move my property to a new letting agent?"

Buyers, awareness: "Which parts of [town] are best for families?" "What are house prices like in [area]?" Research: "How long does buying a house take in England?" Choosing: "Which estate agents in [town] sell the most homes?" Acting: "How do I book a viewing with [agency]?"

Tenants, awareness: "Where's the best place to rent in [town]?" "What fees can letting agents charge tenants?" Research: "How much deposit do I pay when renting?" Choosing: "Is [agency] a good letting agent?" Acting: "How do I apply for a rental property?"

Your prompt bank

Write each question exactly as the customer did. Names removed. If you can't say where it came from, it's a guess: keep it out of your standard set.

The question, in their words	Audience	Stage	Where heard	Value

Your prompt map

Up to four real prompts per cell. Empty cells show where you have nothing to test, and often nothing on your site.

	Awareness	Research	Choosing an agent	Ready to act
Sellers				
Landlords				
Buyers				
Tenants				

Rather have us do this for you? Our managed GEO service takes it off your hands: reyse.co.uk/products/geo