

YRFlow: The Complete Guide to Content & SEO Generation

Introduction

Content is not an expense; it is a sales asset. At **YRFlow**, we have designed this system to move businesses away from "content for the sake of content" and toward "content for the sake of conversions." This guide explains how to use our proprietary prompt pack to dominate search engines and close deals.

Who This System Is For

- **B2B Marketing Managers:** Who need to justify content spend with lead data.
- **SaaS Founders:** Who need to build organic authority against venture-backed competitors.
- **Agencies & Consultants:** Who want to provide high-value strategic content instead of low-cost writing.

Step-by-Step Implementation

1. **Identify the Intent:** Are you trying to attract new traffic (Top of Funnel) or close a lead who is comparing prices (Bottom of Funnel)?
2. **Select the Tool:** Choose the corresponding prompt from prompts.txt.
3. **Data Injection:** Fill in the [Inputs] with high precision. If you are targeting "SaaS CFOs," specify that.
4. **Refinement:** Use the AI to generate the first draft, then apply the "YRFlow 20% Rule"—add 20% human insight, real-world data, or specific client anecdotes to finalize the piece.

Best Practices

- **Never Settle for First-Draft AI:** Use the prompts to build the skeleton and the strategy, then polish the voice to match your brand's premium tone.
- **Internal Linking as Sales Pathing:** Always ensure your content leads the reader to a contact form or a product page.

Mistakes to Avoid

- **Generic Keywords:** Don't target "Marketing." Target "Retention Marketing for Mid-Market E-commerce."
- **Ignoring SEO Metadata:** High-quality content is useless if the search engine doesn't understand the context. Use Prompt 01 for every new page.