ChatGPT Webinar 2023

Tue, Jun 27, 2023 1:30PM • 56:32

**SUMMARY KEYWORDS**

ai, content, tool, write, sourcing, prompt, generated, writers, content strategist, people, work, talking, site, strategy, seo, questions, link, google, human, keyword

**SPEAKERS**

Maureen Condon, Kate Moore

**Maureen Condon** 00:04

Okay, so it's 12 o'clock and we're gonna dive right in to our our ChatGPT/AI Webinar. My name is Maureen Condon. I'm one of the owners of Precision Marketing Group. And I am here with Kate Moore, who is one of our senior content and SEO strategist at PMG. She'd been with our company for for several years and she spent a lot of time putting together the awesome content on ChatGPT. And we had a great response to this webinar. Definitely a lot of people clearly very interested in the topic.

**Maureen Condon** 00:45

So I wanted to put on my housekeeping perspective, I will be moderate monitoring any questions or comments people have, while cated presenting. So please use the q&a and the chat features at the bottom of your screen. And there are going to be some natural breaks in the content where we'll be able to address questions as they come in. I will say that it's possible we may have too many questions to cover in the time allotted, because we do want to get everybody finished on time. So we promise we will answer and address any questions that you have in our follow up email. That will be going out right away after the webinar along with the recording. So definitely feel free to use the q&a and the chat and I am going to hand it over to Kate to get started.

**Kate Moore** 01:41

Great. Can everyone hear me okay, Maureen good soundcheck. Excellent.

**Kate Moore** 01:48

Hi, everyone. My name is Katelyn Moore, very excited to be talking to you today about one of our most exciting and most asked about topics which is integrating ChatGPT with your content team. So we've got a lot of exciting content to go through today. But first, just a quick introduction to some of the humans. My name is Kate Moore. I work as content strategy and SEO Director for Precision Marketing Group. And before I got my incredible job here, I worked as a product specialist at HubSpot. And then of course, we'll have Maureen moderating, today. Thank you so much for taking all those questions in that q&a panel and bringing them up to me Maureen. And of course, we have ChatGPT, a super computer language model who will be here in and out of this presentation as well today.

**Kate Moore** 02:36

So without any further ado, I'll go ahead and dive in. So here's what we're hoping to cover. And we have an hour to go through quite a few things. Today, we're going to do a very high level overview of what ChatGPT is, then we're going to dive into some of the risks of using ChatGPT as part of your marketing strategy. But really the center of our presentation today will be effective ways and effective prompts to utilize ChatGPT in your marketing. We're going to talk about how to use ChatGPT outputs and apply it in an actual strategy that you can use for your business. And we'll save a good chunk of time at the end for q&a.

**Kate Moore** 03:20

I want to start off by reminding everyone that it feels really scary when something like ChatGPT comes out. And within two months, it had over 100 million monthly users. And when we compare that to other systems like Instagram, it takes years and years for platforms like Instagram to get hundreds of millions of monthly users. And ChatGPT got that in just a couple of months. So everyone is talking about ChatGPT. I know you guys cannot get onto LinkedIn without seeing ChatGPT. So we weren't surprised that the response to this webinar was so large. But just a quick reminder that AI is around us every day, if you pick up your cell phone autocorrect is AI, the facial recognition it uses to open your iPhone is AI, navigation and maps or AI your search results are completely tailored to you that uses AI anytime you're talking to Siri or using voice to text as AI, and of course your social media platforms, and your targeting in those in those areas are also utilizing AI. So maybe maybe some of you guys will remember to that little paperclip and Microsoft Word that would say, oh, it looks like you're writing a letter right? That was back in 1990. And that was AI as well. So hey, it's been here it's here to stay. So what we want to focus on is how to use these tools to do our jobs easier and better. So ChatGPT is a little bit different than some of those inherent background AI's.

**Kate Moore** 04:58

An advanced artificial intelligence language model that has the ability to crawl billions and billions of inputs and generate a human like response to a wide range of prompts. You could really ask ChatGPT anything. And I think many of you are here because you've tried it and you realize that the responses that you're getting from this tool are incredibly intelligent. So many of our clients are asking about this. They're wondering how it can be used for their marketing. The good news is here at Precision Marketing Group, we have been utilizing ChatGPT. And a lot of different ways since it was launched in December of 2022. We have a lot of experience, not only using this tool and generating prompts, but also applying it to content strategy. And we have some charts towards the end of this, where we'll show you some success we've had implementing this tool and integrating it with our teams.

**Kate Moore** 05:55

But the most important takeaway, and our hot take for this whole presentation is that copying and pasting AI generated copy, and using it on your site is neither an effective or ethical long term strategy. So if you came here, and you're wondering "how can I use ChatGPT to write all of my blog posts for me and fire all of my writers," we're here to tell you that that's not a good strategy. And we'll talk about all those reasons today. But this is not a negative ChatGPT presentation, there are ethical and strategic ways for you to use the AI to make your content team more efficient, and more creative. And so that's what we'll focus on today.

**Kate Moore** 06:40

But before we dive into all the ways you can use ChatGPT, we feel like it's prudent to spend a little time talking about the risks of ChatGPT and AI content on your site, I'm gonna whiz through these. But if you're a screenshot person, this is a great slide to screenshot. It has all of the risks that we know of today, I'm sure many more will come up down the road. But here's a quick summary for you. And we'll talk about all these in more detail.

**Kate Moore** 07:09

The first thing our clients want to know is how is the content that I get from these AI systems impacting my ability to rank? Basically, what people are wondering, is Google going to ding my website if I put AI copy on it. So we put a link in the top right corner to AI to Google statement on AI generated content. But basically, when it comes down to it automatically generated content, our guidance has been consistent for years using automation, including AI to generate content with the primary purpose of manipulating ranking and search results is a violation of our spam policies.

**Kate Moore** 07:49

With that said, they go on to say that it's important to recognize that not all use of AI and automation is spam. Right? Not all applications of utilizing AI for your content strategy is a violation of their policies. So this can be taken with a little bit of interpretation. But essentially, what we're generating, or what we're taking away from this is that AI generated content when it's copied and pasted, is not going to be a great strategy for Google in the long term. And there's a couple of reasons for that. The first is that maybe you knew this, and maybe you don't. But there are a number of AI classifier tools out there, including one that ChatGPT built for itself, that when you run it through the scanner, it will recognize whether that content was generated by an AI tool or not. It's important to note that this is also an AI tool, which means it's not perfect. Sometimes you write something as a human and it flags it as AI copy. Sometimes you put in a really, really creative, very specific prompt asking it to write you a bar song about marketing. And so it's not necessarily gonna recognize that output as AI copy. But the important thing to note is that if ChatGPT has access to crawlers that can identify AI generated copy, we should reasonably expect that Google can do the same thing. So if you're wondering whether your content is going to get deemed and whether it's not allowed by Google, it's really up for a little bit of interpretation. But the most important aspect too, is that whenever there's a new hack, a new trend, right, people get so excited about how they're going to trick the algorithm. So ChatGPT was a big one.

**Kate Moore** 09:39

When it came out in December 2022, we saw a lot of spammy agencies saying "we'll cut your content costs in half. We'll put all of it into ChatGPT, pretend like it's our own content, and we'll just publish it on our site." But anytime there's been a spammy hack like this before, Google updates, their algorithm to prevent that from affecting natural search rankings. And here are a few examples. Keyword stuffing, some of you may remember back in 2013, keyword stuffing was the choice of SEO experts, you would identify keywords with High search volume and low difficulty. And then you would stuff that keyword and to every aspect of your page, your meta description, your page titles, the h1 in the copy, it would appear 1000 times. And that strategy really worked in the short term because people were tricking Google into thinking a page was about a certain keyword, and they were getting big spikes in traffic. But when the Panda update was released, and then fine tuned over the next few years, we were actually seeing sites get penalized for keyword stuffing and not providing value to the user. So all of that effort that and energy that businesses took to stuff keywords into their pages, we saw them actually lose retroactively lose that traffic over time.

**Kate Moore** 11:03

Same thing with link building land and 2012. The more links you had into your content, the better your content was performing. So people would buy all of these spamming links from link generated sites and China and India and America. And then they would start to break because they were they were finding these shortcuts and buying all these links, and then the link building as well as the Panda update algorithm. They were like "No, no, no, we're actually going to penalize sites who have spammy links." So that's something that still exists today. And the most important one here is the helpful content update, which rolled out in 2020, to our clients, including our own sites, a lot of change in our rankings after this update. But this is where we want to center your attention the helpful content.

**Kate Moore** 11:53

Right now the content that performs best in Google is people first, not AI first content, which refocuses the goal of your copy away from on page SEO, keyword stuffing, linking, et cetera, and prioritizes content that's most helpful for the reader. So those are important things to keep in mind, right? Because anytime there's a new hack out there, we at Precision Marketing Group, and we as long term SEOs know that the only way to get traction sustainably over time is to use sustainable marketing tactics. Okay.

**Kate Moore** 12:29

So when it comes to ChatGPT specifically, there are a few concerns about the tool itself. And the first one, which you may have heard of is timeliness. So the super computer only utilizes data up to 2021, which poses specific concerns for anyone in finance and accounting, legal, medical, healthcare and technology. Because in order for your content to be the most helpful, and the most relevant, it has to be timely, and those industries and there are many more industries where this is the case. But that computer is not going to be able to comment on new news, new laws, new changes in medical care, none of that stuff is accessible right now. So the tool out of the box is not going to help those industries, specifically.

**Kate Moore** 13:18

Accuracy in sourcing. So you may have seen this if you've used the tool for a while, but sometimes the AI generated content is just plain incorrect. Now, we asked some of our contacts in this in the marketing space for examples of where their AI generated copy was just completely wrong. And here's what we heard back. So a manufacturing company was writing about the uses of one of its tools. And when they published the article, it was copied and pasted from ChatGPT, actually one of their floor workers pointed out that it had combined one machine with another which created an inaccurate summary of how that machine actually functioned. And that content ended up being published on their site for two weeks before the worker pointed that out.

**Kate Moore** 14:07

We got another use case where a blog article generated about a health care supplements incorrectly combined two studies together. So when we're talking about the importance of healthcare and law, and anything where compliance is really important, you need to be very careful because it combined the results of those two studies together. And then it had the wrong amount of mice and was queuing results and was just totally incorrect.

**Kate Moore** 14:34

And then if you actually asked ChatGPT for article sourcing, which you can do, but I would caution you against that the article about the healthcare space attribution was actually linked. They gave us source that was about cars. So it's not a perfect research tool. And you need to be very careful when you're asking it for information or asking it to do research for you. You need to make sure you're doing your legwork to do that.

**Kate Moore** 15:03

Here's a big one. Plagiarism. So AI generated copy has to come from somewhere, which means that ChatGPT and almost every other AI generated tool is infamous for plagiarizing. So we copied a single paragraph of ChatGPT text and put it into a plagiarism scanner. If you're interested in learning more about that scanner, it's linked in the top right corner there. And in that single paragraph, there were eight writing issues and significant plagiarism found. So please be careful again, copying pasting not a great strategy. But it's especially important if your industry and your business cares about plagiarism and accuracy. It's pulling in from multiple sources, sometimes it's just saying the same things slightly different. And so plagiarism runs rampant.

**Kate Moore** 16:01

Which brings us to our ethical and legal concerns, right. So there's a lot of ethical considerations when you're using a tool or any AI to replace a system or to replace an individual on your team. And replacing humans you paired with AI, in itself has its own ethical considerations for your business, recognizing that that AI is inherently plagiarizing in order to get that content. So you're taking from work that's already been done by some other site. Bias and discrimination—we could talk about that and its own webinar—cannot be filtered out of inputs or outputs. And then transparency and disclosure. If you're using a lot of AI generated content on your site, you need to take a step back and understand whether that's ethical because people expect to be getting content from your business and when you're taking it from other places. Now, transparency and disclosure are on the table. privacy and data security are big ones. In fact, the AI feeder was getting so much content that in Italy, they actually banned the use of it because private information about individual Italian citizens ended up becoming available on ChatGPT. So larger ethical considerations, I'm sure that's going to bubble back up in the news. And then future unintended consequences, right. So anytime a new tool or hack like this comes out, we start flooding all of these content spaces with AI content, what we're actually doing is making it harder for us as individuals and businesses to rank. So lots to think through here.

**Kate Moore** 17:44

With that in mind, you may be wondering, because we've talked a lot about ChatGPT, well, what about all these other AI tools? Right, it seems like every day, somebody's telling me about this new AI tool, which is solving for some limited capability for ChatGPT, whether that's timing, whether that's sourcing. So here's a great one, somebody was like, "Yeah, well, Perplexity is able to provide original sourcing, right. So I use this on my site."

**Kate Moore** 18:10

Fail, okay, Perplexity, not only stole all of that content and sourcing, it found significant plagiarism and for writing issues, so you guys have to be really careful. There's no perfect AI tool out there. I imagine things are going to change over time. I'm sure six months from now, maybe some of this will be different. But for today, you just need to use a lot of caution, okay, because these tools are only meant to help you make your job easier. They are not meant to replace your writers or the research that needs to be done as an individual.

**Kate Moore** 18:45

So, again, our number one takeaway here stop looking for ways that AI can replace your writers and start considering how these tools can act as an assistant for your current or new writers.

**Kate Moore** 18:59

Because ChatGPT is never going to know your long term marketing strategy like your humans do. Okay, so when you're going into ChatGPT, and you're asking questions, there are still so many limitations to this tool that your human marketing team can help you with, including what your current site ranks for, what your competitors are ranking for, how all of this fits into your larger content strategy. How that content strategy aligns with your business goals, how to link strategically using next steps, CTA is where your content gaps are how this aligns with your funnel, okay, or any of the data that a real human content strategist is doing when they're thinking about generating content for your site. No matter how creative your prompt is, all of this stuff that matters in the backend actually generates qualified traffic and qualified leads is not happening with any language model. So, again, AI will not proactively update your content over time as you start to gain or lose traction. So that's another important piece here. So while we're thinking about what content to actually generate, and once it goes live on your site, your content strategist is there to make sure that that content continues to perform and is continuously monitored and continuously optimized. So those are some of the main risks with ChatGPT. And I'll pause quickly if there's any pressing questions.

**Maureen Condon** 20:28

No, we're good. We don't have anything pressing to chat about now.

**Kate Moore** 20:32

Great. So I think it's it's a great segue into I mean, I think that was a lot caked on, you know, risks and potential problems using it. So I think what's really nice is now we are so not anti ChatGPT I think we found some really powerful ways to you that so I think, you know, it's exciting to kind of think about that now.

**Kate Moore** 20:56

Alright, awesome. So feel free to use that q&a. We'll have a big section at the end of this to answer any questions you have. But let's talk about the positives of ChatGPT. So when we're thinking about how to scale this tool, which is something we do here at Precision Marketing Group, every day, anytime there's a new technology, we're always wondering, how can we combine this innovative new technology with practices that are proven that have worked for our clients for decades, right, it's going to generate leads and traffic sustainably and ethically. So with that in mind, we're always reaching out to other SEOs and the industry SparkToro being one of them was founded by Rand Fishkin, who founded Moz. Maybe you recognize him by his big mustache, his famous mustache, he's given many talks at inbound and beyond, and SparkToro protect predicts that AI content is the new floor. So you can see this generated this generation of minimum bar for content over the past 20 plus years, and 1995. Plus, if you had any content on your site, you would rank.

**Kate Moore** 22:04

2002 to 2008, better SEO showed better than what's on page two of Google better than what both speed style content mills are spinning out better than what big tech platforms can zero click answer. And now we have this new floor to beat. And as content strategists in this space for 10 plus years, were used to this we're used to having to adapt our content strategy to how we can get more eyes on our content. And so this is something we've been implementing since December of 2022. Which is this idea that content is the new blower. So what does that mean? It means that now that more and more people are using ChatGPT. Remember, there's hundreds, there's hundreds of millions of users every single day and this platform.

**Kate Moore** 22:54

When that content starts to flood the space, you've got your competitors, and yourself and mommy bloggers and everyone out there using AI, right? And they're putting that content out into the ether. So no matter how creative your prompt is, essentially, this tool is drawing from the same source. So it's saying the same thing and potentially four different ways, right? So now that all that content is out there and flooded the space. That's the baseline. So our job now as content strategist is to say, how do we make our post stand out? So the new floor would be, we need to extensively research, we need high quality third party sources that are timely and relevant. We need quotes from industry experts, we need quotes from people who have degrees who know a lot about this space, we need custom graphics that is so so so important. Your Blog should never be without custom graphics. Now in this new floor, it has to be focused on human benefit. How is the human going to understand this concept? Not how is ChatGPT telling me about it, inbound linking, external linking still so so important, you need to have a really thoughtful linking strategy, your header tags, okay? Just because charged up is giving you a header tag does not mean it's optimized for SEO or Featured Snippets. And then, of course, building trust with your audience. And that starts by only using your AI tools to help guide you and support you through this process. But ultimately, the human is generating this content. And that's how we create net new high performance content in 2023 and beyond.

**Kate Moore** 24:39

So does this work? We have been using ChatGPT and other AI tools since December. And I think this jump speaks for itself. That's not because we were monumentally changing our approach or our strategy. We did not fire any writers with this account. But what we did is we used ChatGPT to the best of our ability to scale our content efforts. And you can see the moment where this happened. So when we talk about this strategy, it's not just fluff that we're reading on LinkedIn, we have actually used these strategies with ChatGPT. And it has worked. And we're so excited to share some of those hacks with you.

**Kate Moore** 25:20

So here's a bit about what we're doing. We are still using data, there is never going to be a time where we go into ChatGPT, where we have not done that really important SEO research in the back end using tools like Moz, SEMrush, ahRefs. We are using those tool to identify our content opportunities. We are still interviewing human beings. Okay, your subject matter experts at the company are so much smarter than the robot will ever be. And that also prevents us from those mistakes. Like when ChatGPT is combining two machines together, okay, nobody who works on the manufacturing floor is getting that wrong. And we are adopting overtime. Because like I said, an SEO world we are used to these changes, we are used to adapting our strategy. And we are fully competent, that the way we're doing this now may not be the way that we do it 6 to 12 months from today. But what's important to keep in mind is that we use that we always come back to that data, we're gonna let the data show us what's working, what's not working, and we're gonna adapt.

**Kate Moore** 26:24

What we're not doing is copying and pasting anything from ChatGPT and not touching that content. Okay, we're not working less. So I think sometimes there's this mindset of like, "oh, well, if your writers have access to ChatGPT, like, why do we need to pay them the same amount of money, because we're using that same time that it takes to write a blog post?" And we're scaling, where we're focusing that energy so that we can be more efficient, more effective, more data driven and create something that's better than we were able to create before this tool came out, we're talking again about that floor. And then when certainly not firing our writing staff, because we know that our writers our most valuable content, resources period, they know your business better than anyone else. They know how to tailor those prompts and to ChatGPT. And when we use this strategy, and we use it, well, it works.

**Kate Moore** 27:20

So with that in mind, here are some example prompts and strategy boosters you guys can adapt for your business. And the first one is just a quick summary of some of the ChatGPT capabilities. So again, if you're a screenshot queen, or king, or them, you can go ahead and screenshot this right now and keep that for later. But we'll go through some of these together. So prompt one a one, here's what every prompt that you put into ChatGPT, or other AI tools. We do not recommend going in and saying, "Can you think of some blog posts about our manufacturing product?" No. Okay, your business details, your target audience, your voice qualifiers about the length and style of the piece. And the goal of that content is going to give you the best and the juiciest response from ChatGPT and other tools.

**Kate Moore** 28:16

So here's a great example. I'm not going to read all of these prompts to you because they're in here, but this one just is so important to thinking about the amount of detail you can put into your prompts. And many of you know our business. "So we're a Boston based b2b digital marketing agency. Our clients are mostly in the manufacturing, professional services and SaaS space. Our target audience is medium to large companies who are looking to outsource aspects of their digital marketing to a team of seasoned professionals. Our company values our excellence, integrity, flexibility and fun. And we like for those values to shine through in our writing. Can you write us some compelling two sentence call to actions to add to the bottom of our blog content, the goal of the CTA should be to contact sales. But we don't want to be too pushy, please use a light fun voice and varied sentence structure." And from that, holy moly, we got some great CTAs that we were able to take from this tool gave to our writing team. And then they were able to adapt them so that they were more aligned with our business and more in line for their voice. And if you crawl through our blog, you might see some adaptations of these at the bottom of our posts. But you shouldn't be afraid to give ChatGPT detail. And I want to pause here too, because I just learned about this strategy from listening to hub spots podcast, which is that if you're not loving the responses you got from ChatGPT, you can actually ask ChatGPT what detail it needs in order to generate a more effective prompt.

**Kate Moore** 29:49

So you can ask it "Okay, what else can I provide to you so that these, these CTAs are more personalized to our business?" And it will say to you, "Oh, can you give us a little bit more about the feeling you want someone to generate from this, can you talk to us a little bit more about who you're trying to target?" And sometimes it will say, "No, we have enough. So here's just another go at it." Okay, so don't be afraid to ask the tool, like you would ask an SME, what more information it needs to generate a better prompt. So that's been a cool thing to experiment with over the past week.

**Kate Moore** 30:25

So now on to the nitty gritty of how we're using this tool. So the next few slides will show you a prompt, and then we'll show you how we are turning that into a strategy for ourselves and for our clients. So topic, idea, generations, when you had a blog for 10 plus years, as many of our clients have, it can be very challenging to think of New Blog Topic Ideas. So one of the ways we would combat that before ChatGPT is to interview clients interview sales interview, your service team, keyword research related content, the SERP right there were all of these ways we can get really creative. But a shortcut to that is to provide a really detailed prompt about what you want to write about and ask ChatGPT for some great ideas. So we asked ChatGPT for some ideas about automated storage and retrieval systems are really fun topic to write about, but something that we felt like, ah, we feel like we're saying the same things over and over again, we got these awesome ideas from ChatGPT. So we turn that into a strategy, not by taking those ideas and just using them.

**Kate Moore** 31:35

But by taking the target keyword and those topic titles, popping them into SEMrush, comparing the search volume and difficulty metrics, most importantly, we're analyzing whether that topic already has traction on your site, because we don't want to cannibalize existing content. And then we can choose our topic from there. So we've gone from, okay, we've got these great ideas from chopped up t. Now let's figure out how that fits into our marketing strategy. Okay, so that's one use case. Next up editorial outlines. So before ChatGPT, there were incredible AI tools already. We're talking about we've been using some of these tools for years, two plus years, I think Maureen, things like phrase.io, which was built by some of the the creators of HubSpot, and they would crawl the SERP the search engine results page, analyze the top 20 search results, and then help you build a thoughtful outline from there. So this outline feature not necessarily a new tool, but I think because ChatGPT is free and not specialize more people have insight into ways that your editorial outlines for content pieces can be scaled. So you can give it okay, we've chosen this topic because there's High search volume, low difficulty metric, can you help me write an outline for this piece? It's just a shortcut for your writers. Right? It's not taking away any of the research that they have to do off page, because there's still so much that has to go into that outline before it's effective. And that includes, what headers are other people using on the SERP? How many headers are in those pieces? How long is the piece? Thinking thoughtfully about how can we make our piece more valuable to our target audience? Right? So if AI copies the new floor, what's next? What is the search volume? What hunters will score as a featured snippet, you have to do Featured Snippet analysis, guys, if you want to end up in that spot zero with your content. What high value sources should we include? So so so important, I don't care if you use perplexity or any other thing, you need to read those sources and make sure that stuff is accurate. There is no shortcut, right and doing the accurate work in research when you're writing an article, and what custom graphics do we need? And then you can finalize your outline from there. Competitive Analysis? Yeah.

**Maureen Condon** 34:02

Okay, one quick question here. You're talking about using the tool and how you can use the tool at your company. So do members of one team, are members of one team able to share the same ChatGPT account? Or does everybody need their own account? You know, how did that work logistically? So could team member see how, you know queries other team members are doing and that kind of thing?

**Kate Moore** 34:25

Yeah, so if you have a single login, so a great example would be if you have a shared email address, you can see your own thread. Just be careful with that, because if you're utilizing the paid edition of ChatGPT I don't know what their policies are. So I don't want to speak on whether that's ethical. However, if you have access to the same email, you can see all of the threads that are there. And what's great about that, and we can talk more about the ins and outs of ChatGPT but we wanted this to be more intermediate Strategic presentation. But you can always return to a previous conversation and ChatGPT anything you put into that thread already is stored. So you don't have to re enter any details if you want to just ask for more examples of CTAs, right from that previous one, or if you want to change who you're targeting a little bit. But if you've already done that prompt legwork, you can return to that conversation. So having a single one for a team, I could see that being really valuable, because you're going to take again, even a little bit more legwork off your plate.

**Maureen Condon** 35:34

Right. Awesome. Great. Thanks.

**Kate Moore** 35:37

Of course. All right. Competitive analysis. This is so exciting. You guys, you can all do this. You can pop your competitors in and spy on them a little bit. There are way better tools for you to use then ChatGPT to spy on your competitors. Number One spyfu.com. They have free versions. And guess what that stuff was updated after 2021 SEMrush? Okay, we love SEMrush here sem rush super fans, they are not paying me to say that I just really love them. But if you just want high level insight, you're just quickly doing some analysis. You can ask ChatGPT to spy on your competitors. So we asked ChatGPT to give us some insight about the company realmushrooms.com. And they even preface this with as of my last knowledge update in September 2021. And they provide you with some key details about who they're trying to focus on what their key messaging points are. So this is really great if you're doing some brand research. And it's not super important for it to be timely and relevant. But if you're just looking for inspiration, and how your competitors are talking about their businesses, and you don't want to click through 15 Site Pages, this is a really great way to use the tool. So if you're looking to apply that to your own strategy, you could crawl for any points that resonate with you and your target audience, pop those terms or those variations into your SEO Tools, and then adopt and apply what's working well for your competitor to your own site. So we love competitive analysis, it's so important to do it every so often. So it's a great tool to streamline that.

**Kate Moore** 37:18

Keyword inspiration. I love using ChatGPT for keyword inspiration because I think we've all experienced this before. But sometimes how we think about our business and how we talk about our business is not necessarily how people are searching for your business. And one of the most valuable things we can provide as part of our keyword research deliverables is those different perspectives. A really fast way to get that instead of interviewing, sales and marketing and your customers, or in addition to doing that, especially if you're doing a new persona per profile, you would want to interview humans. If you already have some of that, you can streamline this and ask it for a little bit of keyword research assistance, right? So here's our main keyword. Here's what we're trying to accomplish. Can you provide us with 25 keyword options from here? Okay, if you're in the same thread, we're talking about how to use this in the best way. Let's say you wanted to use medicinal mushroom guide, you could ask ChatGPT for some variations of that same output. And then take all of those keywords, paste them into your SEO tool, get your search volume and difficulty metrics. And now all of a sudden, in a fraction of the time, you've been able to use AI to think through what's going to be the best keyword to use for your content piece. So it's really exciting to be able to do that. But I can't stress this enough. Just because you have access to all this information now doesn't mean that writing a net new piece of content is the best strategy. Make sure you don't have traction for a keyword already. Because you may be cannibalizing your content, you may cause your two content pieces to compete with each other in the SERP. Your content strategist can help you understand whether that's the best keyword if you don't have access to those SEO tools.

**Kate Moore** 39:12

Okay. So persona analysis, this is really exciting as well. We're never going to as a business substitute talking to a real person for your persona analysis. But if you just are looking for a quick profile or inspiration for questions to ask to this individual that you're hoping to interview, you can ask them to put together ChatGPT to put together a brief persona profile. So this is an example of one that we got and it is pages long. I mean, this thing scrolls forever. And as a follow up to this, you could then ask it "Okay, well, knowing that that's our persona. This all looks great. What are some questions we can ask a real persona?" and use that for your persona interview. Another great way to use this is if you've got a brand new persona, for example, maybe for our business, we're interested and targeting people who are really interested in using AI to scale their business, we could then include a really quick persona profile for our sales and customer service and marketing teams and see what they would add to it.

**Kate Moore** 40:28

So here comes the the old The old adage, I could just write this myself and ChatGPT, right, so I don't need to use a writer. You can, in theory, use ChatGPT to write blog posts. I think we've covered all the reasons why that's not a great strategy. But I think it's important to point this out as a functionality because people are doing it. But in order for you to make your ChatGPT content, scalable, ethical, and performance and human centric, you need to think about that AI for always make your content better. But we like to use ChatGPT generated copy as inspiration to break our writer's block, right? Sometimes it can be really hard to think through, how do we make this super complex topic really easy for somebody to read and to process and to learn about. So we're using copy, if we're generating it from the tool as a research guide, only, your writer can then take whatever outputs you're getting from those from those prompts. And they can use trusted sources, SMEs, new content pieces, strategic linking headers, all those things we talked about to generate a more thoughtful and more valuable piece of content than what that AI is going to generate. And so sometimes, I think, you know, we address this concern a lot with our clients, which is like, what the content is already so good from this, somebody could go into ChatGPT and get that same content. So whenever that's the case, your content is no longer competitive in Google.

**Kate Moore** 42:12

So we're thinking about using ChatGPT, to drive traffic and leads, I really, really caution you from copying and pasting, I listened to probably 10 or 15 podcasts, from every SEO expert in the world, I'm happy to send you that list if you're interested in it. And they're all saying the same thing. Copying and pasting body copy is not a good strategy for your business. So please don't get caught in that web. Try to make sure whatever that thing is generating for you, that you're making it more thoughtful and more better and more human centric with your humans, okay.

**Kate Moore** 42:51

So here's an example of a real life blog post that's getting hundreds of views per month, where we use ChatGPT to do a little bit of keyword research and a little bit of outline suggestion for us. But already, you can see how well this post is optimized. We've got a custom graphic in here, we've got a chart in here, none of those things ChatGPT's able to do. But we were able to make this process faster, more efficient and more creative, by utilizing ChatGPT to do our same job just faster. And because of that this article is now significantly longer than what we would have been able to do with that writer in the same amount of time that we have them for. So this guide is I think, almost 2000 words, whereas previous to ChatGPT, it would probably have been around 500. So this is what I'm talking about when we're talking about using AI copy as the floor. It doesn't necessarily just need to be longer to be better. It just needs to be more helpful and more thoughtful. And so those elements are in here now. And that strategy really, really works. And as a closer before we move into questions, I put in a prompt to ChatGPT to write a poem for all of you for being here today. And I'll read it to you quickly. In a realm where knowledge doesn't fold a webinar journey we lovingly hold with expertise we aim to impart leaving imprints on minds and hearts. We appreciate your attentive gaze in this enlightening learning phase our gratitude is heartfelt and deep for your presence will always keep me you carry our wisdom bright and clear long after the webinars final cheer with newfound insights now depart equipped to conquer with creative art. Remember us as a trusted guide in your endeavors side by side Together we've learned grown and thrived in this knowledge tapestry we've derived we've been farewell with utmost respect your presence will forever reflect thank you for being part of this memorable show may success and fulfillment on your path bestow So Chachi Beatty, thank you so much for this incredible poem. Very, very, very amazing and carefully thought out, so thank you Chachi btw. And of course now we're here to answer any questions you have.

**Maureen Condon** 45:15

So we do have one question that came in. And I think well, well, Kate, you're answering that, you know, in the chat or in the q&a If you guys want to. I know there's a lot of writers, I saw the participants on the webinar. So there's a lot of writers here. If you want to share your experience so far with ChatGPT, how it's been great or not so great for you? I think that's really valuable to share as well. So any questions or experiences that you've had, feel free to pop into chat or the q&a, but one of the questions we have is about other AI content generators? And if you have experience with them, like Jasper AI, or the AI content of the gentleman in them rush. Okay, have you used any of those there? You know, what's your take on those versus ChatGPT?

**Kate Moore** 46:08

Yeah, so we've tried a handful of of AI content tools on Jasper AI phrase has an AI writing tool. SEMrush has an AI writing tool, HubSpot just announced a beta AI writing tool, so we got access to that early and I did try it. They have perplexity is another one that provides sourcing. So that's a little bit more of a better research guide. But it's not really providing anything different than if you Googled your subject and found the top ranking sources. So with that in mind, the GPT three model, which is ChatGPT's newest update is by far the most powerful and most flexible that we've used. And the reason for that is because of the sheer volume of participation this tool has with humans, it's certainly the most interacted with, which means they've had a lot of data to streamline. But there, there are so many other tools. I can't remember the name of one that we tried early on. But yeah, ChatGPT is certainly the most robust tool, but I do understand that in the free iteration, it can be difficult to access. So we have found that the paid one works great. And we do utilize that almost on a daily basis. But we're always excited to hear about new ones and give them a try. It's just that ChatGPT, seems like the most beneficial one for what we do in our day to day.

**Maureen Condon** 47:50

Great. And, you know, one of our writers on the call, Greg here. Hi, Greg. He talked about, you know, just that whole concept of really being detailed in your prompts. You know, and, and writing, you know, the best prompt and Greg refers to just, you know, try to think like you're instructing a junior copywriter, you know, how to write something. So have you found that, Kate, you know, you've gotten better at this whole prompt generation process as you've gone? And as you've gotten to know the tool?

**Kate Moore** 48:25

Yeah, absolutely. And I think in the beginning, most people were just asking very high level questions, but where the prompting works best, is, in my experience, is whenever you have something unique, that you're trying to create content, for great example, would be that poem that we asked ChatGPT to write at the end of this presentation, we said, Here's what our presentation is about. Here's the takeaway we want. Here's the feeling we want people to feel when they read this poem. And then it gave it a first try. We didn't love it. We asked what else it needed. It said, "Can you give us online third qualifiers about what kind of poem it should be. And also some more details about who is in the audience," that the tool actually asked those questions back to us. And so with that input, we were able to get that incredible last poem, which had everything we could have dreamed about, nobody had to write it. Another great example would be social posts, email, follow up those kinds of secondary content pieces where you're providing it with really detailed examples of what that content that specific content piece is about. And then asking it for something unique. Where it becomes really concerning and challenging is when you're asking it to generate something about a topic that's very generic or easy. to Google. So for example, if we were writing a blog post about email marketing best practices, there's 1000s, and 1000s, and 1000s of content pieces out there. So that's when we start to get into plagiarism being an issue sourcing being an issue. So you can make your prompts as detailed as you want. But no matter how detailed your prompt is, you need to be really careful that that output isn't being taken from another source.

**Maureen Condon** 50:32

Great, great. Several more questions here. So I'm just looking at the time, so I think we can cover these. So Sam asks, now that Google is entering the AI race and looking to sweep ChatGPT. How will that impact SEO strategy and ranking for the content created by using Google's AI?

**Kate Moore** 50:54

You guys, we're so humble. We're very afraid of Google having access to tools like GBT three, because it's already so hard to rank. And it's gotten harder and harder over the past five years. When I started as a content strategist, I was very good at my job, because we were keyword stuffing. And since then, Google's goal is to keep people engaged with Google, because Google makes money when people stay on Google. So all of these new SERP features where you no longer have to click into, you know, a celebrity's website page to see how old they are. You just get that information right on the SERP. They applied those sorts of featured snippets to websites. So as little as two years ago, we were giving webinars on how to rank for featured snippets. So everyone in the SEO community is wary of Google having all of this AI power directly on the SERP. Because it's going to impact how our websites and our clients websites are found. I'm nervous because I feel like they're moving to more of a paid model. But all of the data we've seen is that people still scroll past those ads have to get to that organic content. So we're mindful of those changes, we are wary of them. And we're also very motivated to stay on top of those trends so that our clients and our own site is not losing traction. But I imagine over the next six months, we'll be back here with with new learnings and new insights. I have seen some cert pages with that, like people also ask it's similar to the language model, but they're starting to use AI. It's just very, it's very scary, I think for people who rely on organic traffic to scale their business.

**Maureen Condon** 52:59

Right? Sure, for sure. But I think you're right that people do scroll past those ads still, and to get to that organic stuff. And not that not that ads aren't valuable. I'm not here to ship who on PPC are best friends. So which AI text classifier do you use?

**Kate Moore** 53:24

Oh, there's a couple of great ones. But the ChatGPT one seems to be, I would say the strongest. But I still think it's only reliable 80% of the time, full transparency, because that's what we're about. If you put a very creative from into ChatGPT. And it's very detailed, it often will not recognize itself as AI content. So that's your ethics coming in there. Whether you feel competent in copying and pasting that content, but that does seem to be the best and the most updated one as the language model gets stronger. So when ChatGPT was first released in December, the scanners were looking for a sentence cadence like sentences were almost always the same length. They very rarely used. Like, oh my gosh, my English degree is failing me conjunctions. So like ca n, apostrophe T, they would say cannot instead of can't. So they were able to detect easily whether it was aI generated just because it didn't sound human. And now with hundreds of millions of users providing input, it's becoming more and more difficult to recognize AI content. Great.

**Maureen Condon** 54:41

Another question here. Have you used ChatGPT to help with alt text for custom blog graphics and images? That's from our friend, Renee.

**Kate Moore** 54:51

Oh, absolutely. Hi, Renee. Yes, if you I sometimes find that if you're able to describe the image to the tool you're on your way. After writing a descriptive text yourself, we'll always try to stay on top of new best practices. But describing the image can be helpful to streamline. If you ask it in the tool, just be careful because we have early on asset to write meta descriptions, etc. And it doesn't always follow those best practices. So always check.

**Maureen Condon** 55:22

Great. And, you know, our final question was just, you know, are we going to apply this information and a follow up that we absolutely will be sending out the material as a follow up to everyone. So that wraps up the questions that we have so far. Kate, I don't know if you have any final parting words of final thing we all do remember, as we're leaving here?

**Kate Moore** 55:46

No, but please, my email is always open. I'm, I'm really passionate about this topic and how it's going to affect our day to day, and also our strategy for ourselves and our clients. So if you see an exciting article, if you have a pressing midnight question, I hope you'll reach out because we're really excited to see where this takes us and excited to have you all on this journey too.

**Maureen Condon** 56:09

Great. Awesome. Well, thanks, everybody for joining and we will send a follow up probably within the next 24 hours. So

**Kate Moore** 56:17

great. Thank you, everyone.