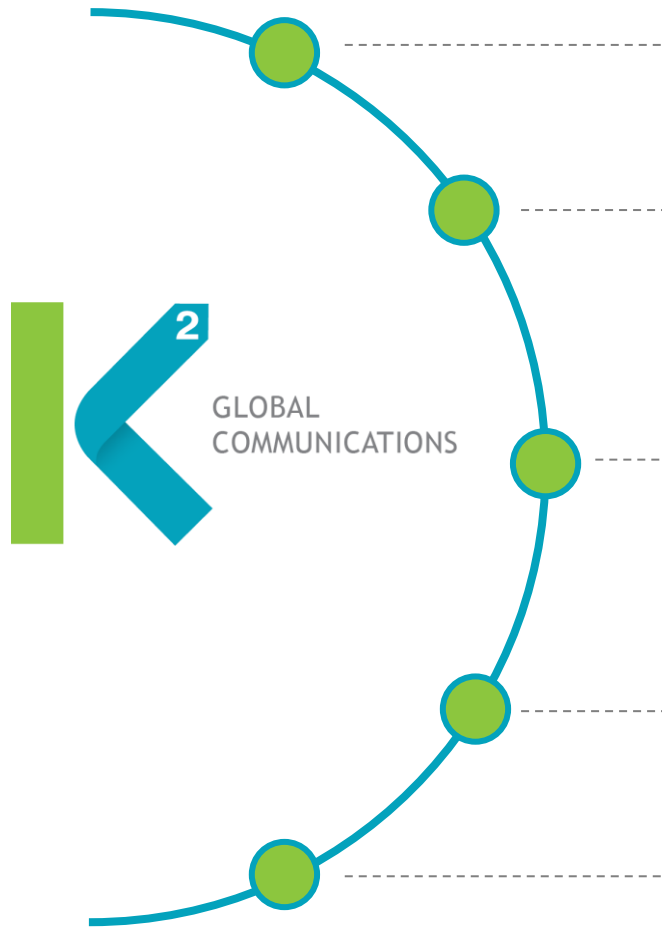**SEO & Content in the Age of AI**

K2 Global Communications

Marketing, comms, & PR strategies with tactical implementation, including inbound & content marketing, global PR, social media, and marcom for Israeli and international companies

Focus on corporate value and driving investment – **Client acquisitions by Huawei, SailPoint & CheckPoint**

30+ years of combined experience introducing 250+ new technologies in specialized markets

Local availability with **global reach**

Clients in **cybersecurity, AI, IoT, cloud, agtech, healthcare, big data, SaaS, software development, storage, biotech,** & more

Larry Kenigsberg
Co-founder & CEO K2

Amy Kenigsberg
Co-founder & COO K2

KeyScouts Company Highlights

- Founded in 2005
- Operating mostly in Israel, marketing to the global market (primarily US)
- Portfolio: B2B tech companies and startups in Israel
- Team: 10 members, each with 10+ years of experience. No newbies
- Main services: SEO, PPC, Content Marketing, Analytics
- HubSpot certified agency
- Average Customer Retention Rate: 38 months

General AI Overview

Overview

1. ChatGPT was trained using databases from the Internet that include a massive 570 GB of data sourced from books, Wikipedia, research articles, webtexts and websites.

2. Approximatley 300 billion words were fed into the system.

3. General things it can do:
   - Conduct a conversation.
   - Write content.
   - Write code.
   - Answer questions.
   - Adjust its answers / content based on tone, sentiment, writing style, etc

4. Microsoft invested $13 Billion into ChatGPT, buying a 49% stake in OpenAI (ChatGPT parent company) .

5. Current OpenAI valuation: ~30 Billion

Overview (cont.)

Since ChatGPT 3.5 was released to the public in Nov. 2022:

- Microsoft integrated ChatGPT 4.0 into Bing and Skype, now with full Intenet access.
- Microsoft announced at its 2023 Build conference that it is integrating it ChatGPT-based Bing experience into Windows 11.
- Google introduced Google Bard
- Numerous vertical AI implementations are rapidly spreading.
- Strong calls (mostly from AI developers) to regulate AI to avoid major risks to humanity.

Limitations

- ChatGPT 3.5 is based on a database from 2021 and with no Internet access (doesn't apply to ChatGPT 4 and Google Bard).

- It's a robot – ask stupid questions and you'll get stupid answers.

- The content you create may be identified as AI content in the future. Editing is always required. Use QUILLBOT!

- It can only communicate through a chat box. Can't perform any actions outside of this interface, such as booking a flight ticket or sending an email...

- More regulations and limitations are piling up quickly.

Inconsistent Quality

Blog 1: Using AI for Automated Content Creation in Marketing

The marketing landscape has evolved significantly over the past decade, and businesses are constantly seeking ways to stay ahead of the curve. One of the most effective ways to do so is by leveraging artificial intelligence (AI) for automated content creation. AI-powered content creation can help businesses save time and resources while improving the quality and relevance of their content.

One area where AI can be particularly effective in automated content creation is social media. Social media platforms are an essential component of modern marketing strategies, but creating and managing social media content can be time-consuming and challenging. AI algorithms can analyze customer behavior on social media to generate personalized and relevant content for businesses. This includes text-based content like captions and tweets, as well as visual content like images and videos.

Another area where AI can be used for automated content creation is blog posts. AI-powered content generators can create blog posts on a variety of topics, using natural language processing algorithms to ensure the content is engaging and informative. This can help businesses create a steady stream of fresh and relevant content for their audience.

In addition, AI-powered content generators can create high-quality product descriptions that are tailored to individual customers. This includes analyzing customer data to suggest products that customers may be interested in and generating descriptions that highlight the unique features and benefits of each product. This can help businesses increase customer engagement and drive sales.

Finally, AI-powered content generators can create email marketing campaigns that are tailored to individual customers based on their behavior and preferences. This includes analyzing customer data to generate personalized subject lines, content, and calls-to-action that are more likely to convert. This can help businesses improve their email marketing effectiveness and increase their ROI.

Overall, the use of AI in automated content creation can help businesses create high-quality, personalized, and relevant marketing content more efficiently and effectively.

Blog 1: Using AI ~~to Create~~ ~~for Automated Marketing~~ Content ~~Creation in Marketing~~

~~The marketing landscape has evolved significantly over the past decade, and businesses are constantly seeking ways to stay ahead of the curve. One of the most effective ways to do so is by leveraging artificial intelligence (AI) for automated content creation. AI-powered content creation can help businesses save time and resources while improving the quality and relevance of their content.~~

No one can deny that AI has become the latest "buzzword" in marketing communications. Organizations are starting to leverage tools like ChatGPT to generate content quickly in their quest toward ever increasing efficiency.

One area where AI can be particularly effective in automated content creation is social media, which takes a significant amount of time to generate – sometimes writing shorter is much more difficult than writing longer. ~~Social media platforms are an essential component of modern marketing strategies, but creating and managing social media content can be time-consuming and challenging.~~ As long as the AI is tuned to analyze current social media trends, it can be used ~~AI algorithms can analyze customer behavior on social media~~ to generate personalized and relevant content, whether text, image, or videos ~~for businesses~~. ~~This includes text-based content like captions and tweets, as well as visual content like images and videos.~~

~~Another area where AI can be used for automated content creation is blog posts.~~ If used correctly and well, AI-powered content generators can be used to create a steady stream of fresh ~~create~~ blog posts on a variety of topics, using natural language processing algorithms, which may or may not be able to ensure the content is engaging and informative. ~~This can help businesses create a steady stream of fresh and relevant content for their audience.~~

Product descriptions are another "quick-and-dirty" area for AI. If you are using AI within a secure platform (don't forget that any proprietary data you put into an AI engine becomes "theirs" for training purposes), you can analyze your own customer data to generate descriptions that highlight the unique features and benefits of each product and ~~In addition, AI-powered content generators can create high-quality product descriptions that are tailored to individual customers. This includes analyzing customer data to~~ suggest other products that customers may be interested in. ~~and generating descriptions that highlight the unique features and benefits of each product. This can help businesses increase customer engagement and drive sales.~~

Finally, AI-powered content generators can create email marketing campaigns ~~that are~~ tailored to individual customers based on their behavior and preferences. This includes analyzing customer data to generate personalized subject lines, content, and calls-to-action that are more likely to convert.

AI Isn't the Be All & End All

⚠️ Ownership issues   Potential copyright/plagiarism issues

❓ Credibility

Training Materials….

Any proprietary information you enter into ChatGPT becomes part of the training database. It becomes shared content that could end up in someone else's materials…

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 24 Version

Learning Limitations

As an AI language model, I do not have personal interactions with users, nor do I have the capability to provide false information intentionally. My primary function is to provide information to the best of my knowledge based on the data and parameters I have been trained on. However, there have been instances where my responses have been inconsistent or generated unexpected results due to limitations in the training data or programming errors. In such cases, it is important to verify the information provided by me with additional sources and exercise critical thinking.

⌄ **Law & Policy**

Home / Copyright and Artificial Intelligence

Copyright and Artificial Intelligence

The Copyright Office has launched an initiative to examine the copyright law and policy issues raised by artificial intelligence (AI) technology, including the scope of copyright in works generated using AI tools and the use of copyrighted materials in AI training. After convening public listening sessions in the first half of 2023 to gather information about current technologies and their impact, the Office will publish a notice of inquiry in the *Federal Register*.

Announcements

March 16, 2023 - Copyright Office Launches New Artificial Intelligence Initiative

Can AI-generated content be copyrighted?   ⌃

According to the US Copyright Office, **works containing AI-generated content can only be given copyright protection if the 'elements of authorship in the work' are done by a human and not a machine.** 5 days ago

SEO Most Common Use-Cases

1. Content generation: generate high-quality, unique, and keyword-rich content for your website, which can help improve your search engine rankings.
   - Content briefs: generate content briefs including outlines the goals, target audience, and keywords to include in your article.
   - Blog post: generate blog post that are highly informative, interesting, and keyword-rich, which can help attract more visitors to your website and improve your search engine rankings.
   - FAQ section, glossary pages, already optimized.
2. Meta descriptions: generate meta descriptions for your website pages, which are used by search engines to summarize the content of a page and can help improve your click-through rates.
3. Title tags: generate title tags for your website pages, which are used by search engines to display the title of a page in search results and can help improve your click-through rates.
4. Keyword research: generate a list of relevant keywords for your website, which can help you optimize your content for search engines (topical, long-tail, FAQs)

More Advanced Use-Cases

1. Create a link bait: a tool or a calculator that you can embed on your clients websites: https://youtu.be/I5q_QesBnsM
2. Create Schema markup for any web page.
3. Keyword clustering / grouping: take any content and ask ChatGPT to "cluster the following keywords based on relevancy".
4. Want a feature snippet? Ask ChatGPT to answer a question in an NLP friendly format.
5. Write an email, tweet or post to promote content on various channels.
6. Create an SEO strategy and a content strategy.
7. Outrank another article.
8. Create AI-powered video clips (text to video).

Content & AI

Topic Areas

- HTML
- SEO
- Email marketing
- Sales-enablement content
- Social media
- Inbound marketing
- More complex prompts

AI is Great For

Preventing you from starting with a blank page

Writing "generic" content quickly, which requires minimal customization

Effectively summarizing existing content

How can ChatGPT help marketers?

It can be used for general research

We can use it for tasks like creating new-hire press releases

It can handle those small tasks that prevent us from focusing on the bigger picture

It can break down longer pieces of content for social, bite-size digestion

It can increase our productivity by being able to produce more content in a shorter period of time

It is Just Another Tool We Must Master

Focus on Strategy	Outline your goal, purpose, and channels
Remember Who You Are	Clearly define your messages, targeting the right personas, delineating their "What's in it for me"?
Plan Your Content	Decide on your key areas of focus and topics
Select Your Channels	How will you be delivering your messages?
Determine the Types of Content	Be ready to ask ChatGPT for a variety of content formats to ensure you deliver the right content the right way.
Clarity is Key	Make sure your prompts are as clear and concise as possible
Leverage Familiarity	At first, choose topic areas with which you are familiar so you can fact-check the information appropriately
Decide What to Tell It	You need to elaborate about the product itself to generate a custom-built campaign. Consider simply cutting and pasting information from your website or ask it to "learn" your website as it is already "public knowledge" versus accidentally including proprietary details.

Create Your Prompts

Be as clear and concise as possible

At first, choose topic areas with which you are familiar so you can fact-check the information appropriately

You need to elaborate about the product itself to generate a custom-built campaign.

Consider simply cutting and pasting information from your website as it is already "public knowledge" versus accidentally including proprietary details.

Remember – Any content will be GENERIC

BE ChatGPT
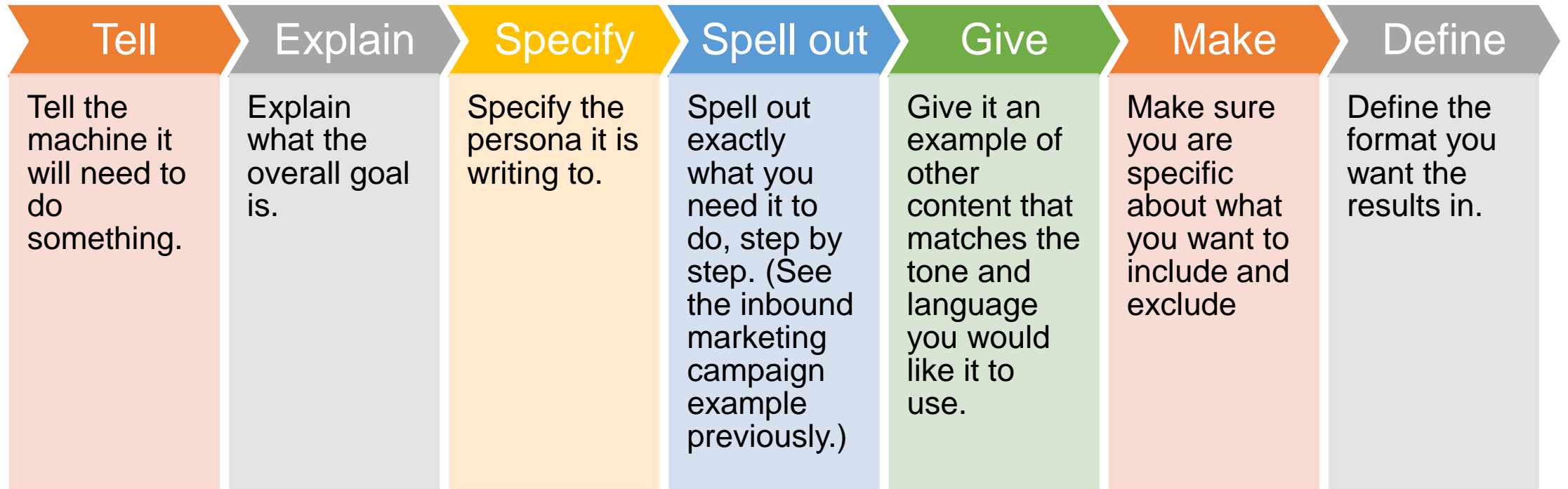
1 Define its persona

2 Define its job

3 Define its actions

4 Define the goal

Complex Requests

Tell	Explain	Specify	Spell out	Give	Make	Define
Tell the machine it will need to do something.	Explain what the overall goal is.	Specify the persona it is writing to.	Spell out exactly what you need it to do, step by step. (See the inbound marketing campaign example previously.)	Give it an example of other content that matches the tone and language you would like it to use.	Make sure you are specific about what you want to include and exclude	Define the format you want the results in.

Beyond AI

Next Steps for Your Content

Review
REVIEW everything created with a very critical eye – Ensure the end results really represent your messages

Make
Make sure you revise the content appropriately to reflect your company's voice, tone, and style

Use
Use ChatGPT as a tool to accelerate your timeline; don't let it replace your creativity
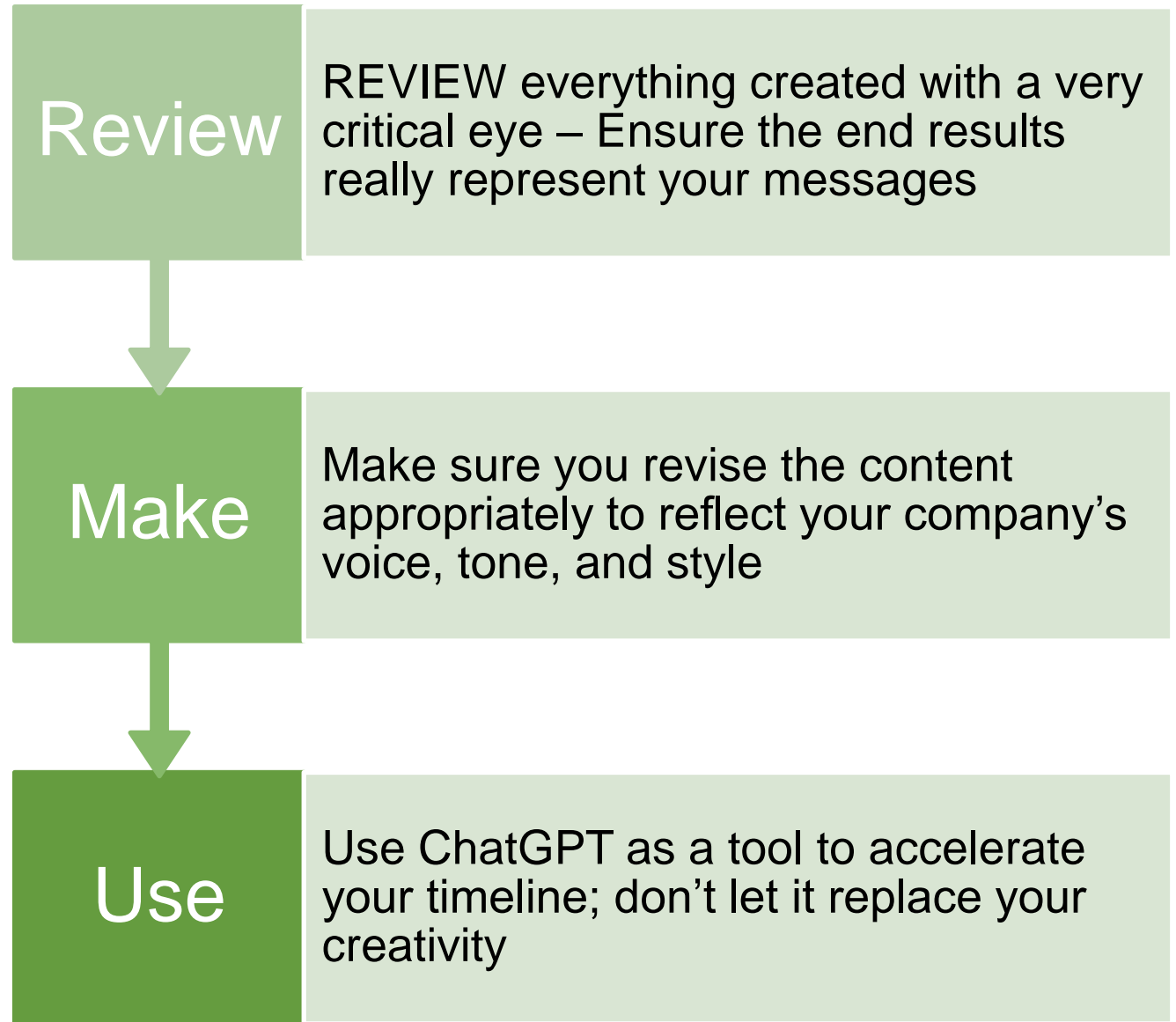
Marketing Beyond ChatGPT

- Increase your focus on
  - Corporate data – proprietary to your organization to generate news
  - Sales-enablement content – highly specialized content & spreadsheets to demonstrate your value
  - Account-based marketing – customized & personalized content
  - Product marketing

SEO, AI & Content

Looking toward the future

Additional Resources

- AI Content Detector:
  - https://writer.com/ai-content-detector/

- A short list of use cases for utilizing ChatGPT in marketing:
  - https://www.linkedin.com/feed/update/urn:li:activity:7016307706231726081/

- Quillbot – rewrite AI text in a human fashion:
  - https://quillbot.com

- General intro to prompts
  - https://blog.k2-gc.com/blog/chatgpt-the-videos

- Guide to ChatGPT
  - https://info.k2-gc.com/chatgpt-guide-one

Questions?

Thank You!

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KeyScouts
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