



SEO AI Generated Content Your Audience Will Love



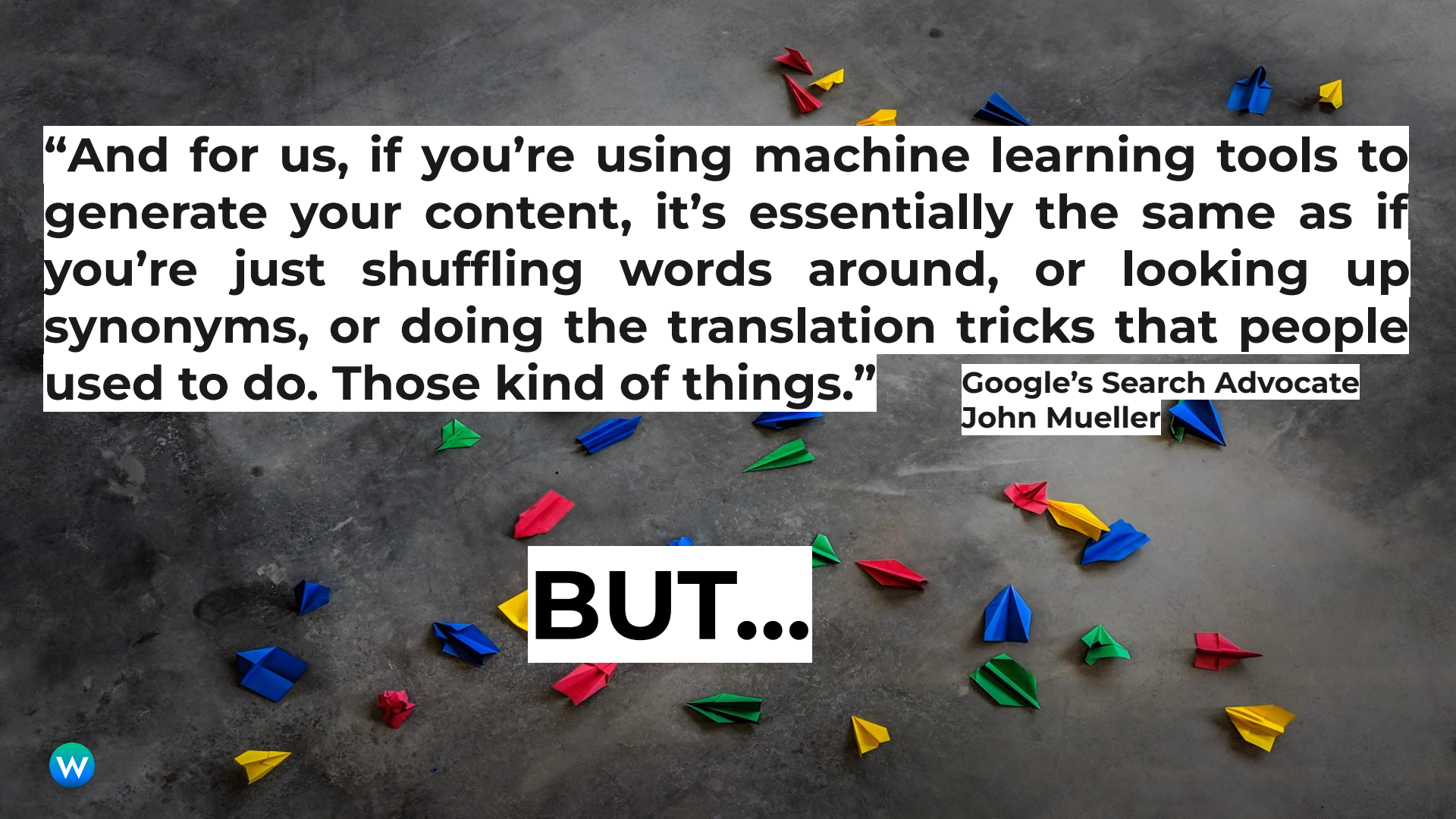
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DIGITAL PM & SEO Strategist



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“And for us, if you’re using machine learning tools to generate your content, it’s essentially the same as if you’re just shuffling words around, or looking up synonyms, or doing the translation tricks that people used to do. Those kind of things.”

Google’s Search Advocate
John Mueller

BUT...



Data Analysis

Embeddings can be of great help in analysing clusters

Product Descriptions

AI Product Descriptions can bring measurable SEO value

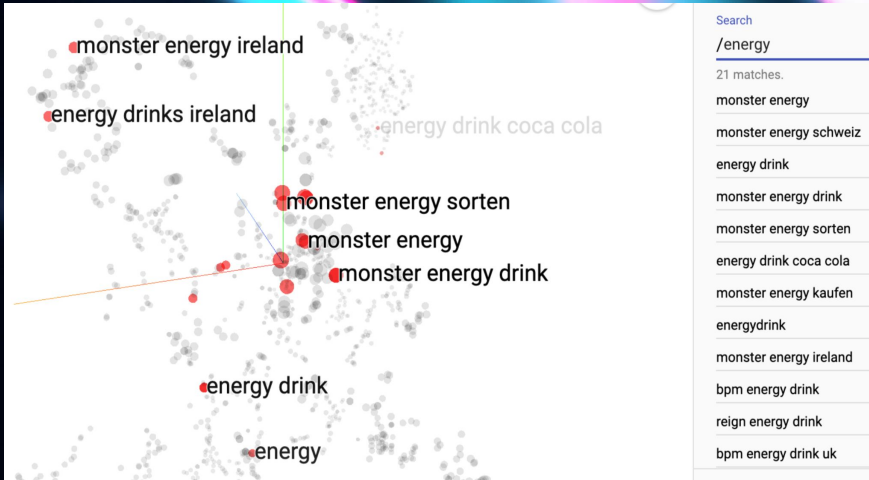
FAQs

Machines are great for answering questions

Creative Boost

Fine tune with the creativity of the future

EMBEDDINGS



- **Similar categories** are placed **closed to each other**.
- Map **user intents** for keywords based on **proximity**
- Great for **mapping customer journey**
- Great for **editorial hints**

PRODUCT DESCRIPTIONS

CLICKS
+43.7%

AI-Generated



**EACH PRODUCT VARIANT GETS
ITS OWN PERSONALIZED
DESCRIPTION**

An updated take on a classic shape, Ray-Ban RB2283 Burbank sunglasses are designed to make heads turn. The brown lenses, havana frame and tortoise temples deliver the same quality and performance you expect from an authentic Ray-Ban style, while adding a touch of modern sophistication.

Standard



**ALL PRODUCT VARIANT SHARE
THE SAME DESCRIPTION**

Straight from the archive, Mr Burbank is back from the '60s with the same authentic name and original details. Its squared acetate rectangular style puts the vintage vibe into a timeless perspective. Available also with classic black or Havana and with transparent gradient frame that recalls its origins, Mr Burbank is ready to enchant you.



Clicks Source: GSC-Casual Inference of variant/control
4mths vs 4 mths



FAQs

CLICKS
+110.5%

Questions of interest can be extracted from embeddings or intercepted from Google Search. Machines can do the rest.

Are electric vehicles efficient?

Generate

💎 Answer 💎

If you want to know how much energy an electric car is wasting compared to a gas-powered car, you need to look no further than the amount of fuel consumed each day by the average American family of five. The interactive graphics on the left show how much energy an electric car is wasting compared to an internal combustion vehicle, and the interactive graphics on the right show how much energy an electric car is saving compared to an internal combustion vehicle, as well as how much energy is being saved by using electricity generated by electric cars to power the power plants used to "refuel" them.



FAQ Source: GSC -
6 mnths vs 6 mnths



HUMAN-AI COLLABORATION

AI MODEL

Training Data



AI Model

Output

AI SYSTEM

Training Data



AI Model

Context - ToV

First Draft



Automatic Validation

Human Feedback



HOW TO PLAY IT SAFE

- **Text validation**
- **Check content accuracy**
- **Regular content update**
- **Measurements of success**

BENEFITS OF AI FOR YOUR CONTENT STRATEGY

Increase Productivity

Target-customer based content

Cost & Time Saving

SEO-compliance

Boost Business value

Better user experience

Fit perfectly specific type of content



Grazie!



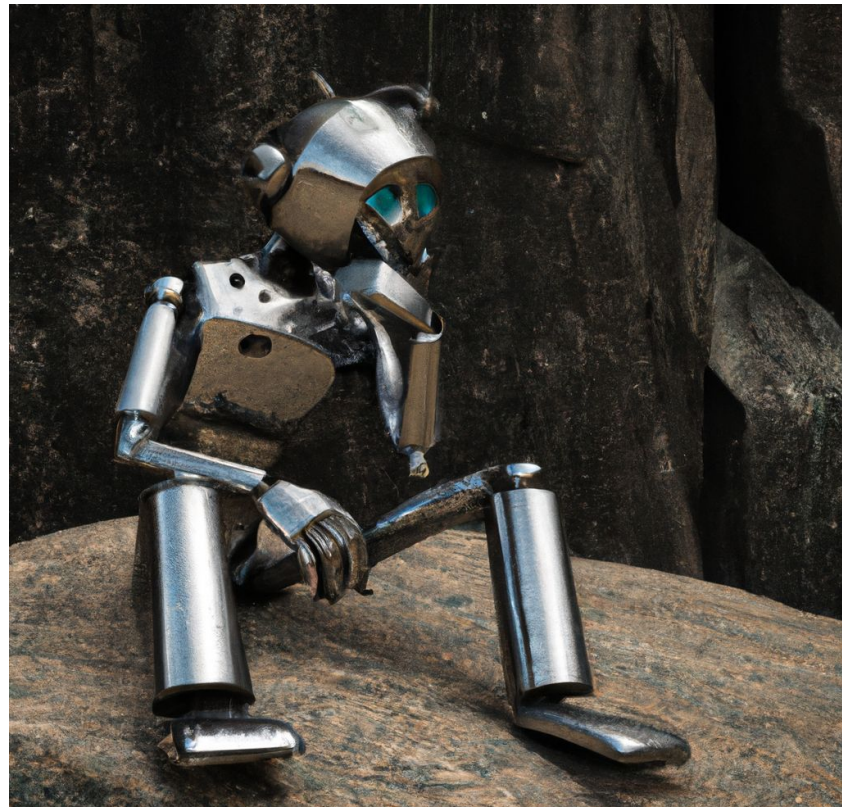
Playing With GPT-3

What Is GPT-3?

GPT-3 stands for **Generative Pre-trained Transformer 3**, and is a **Natural Language Processing (NLP) model** launched by OpenAI in May 2020. It is **used to perform a variety of text-based tasks** including content creation, summarization, translation, and much more.

In short, you give it text-based prompts, and it outputs content to complete a variety of tasks.

















Including helping you with your content.



Getting Started ...

Examples

Explore what's possible with some example applications

 Q&A Answer questions based on existing knowle...	 Grammar correction Corrects sentences into standard English.
 Summarize for a 2nd grader Translates difficult text into simpler concep...	 Natural language to OpenAI API Create code to call to the OpenAI API usin...
 Text to command Translate text into programmatic commands.	 English to other languages Translates English text into French, Spanish...
 Natural language to Stripe API Create code to call the Stripe API using nat...	 SQL translate Translate natural language to SQL queries.
 Parse unstructured data Create tables from long form text	 Classification Classify items into categories via example.
 Python to natural language Explain a piece of Python code in human un...	 Movie to Emoji Convert movie titles into emoji.
 Calculate Time Complexity Find the time complexity of a function.	 Translate programming languages Translate from one programming language ...
 Advanced tweet classifier	 Explain code

To Get Started Free And Easily ...

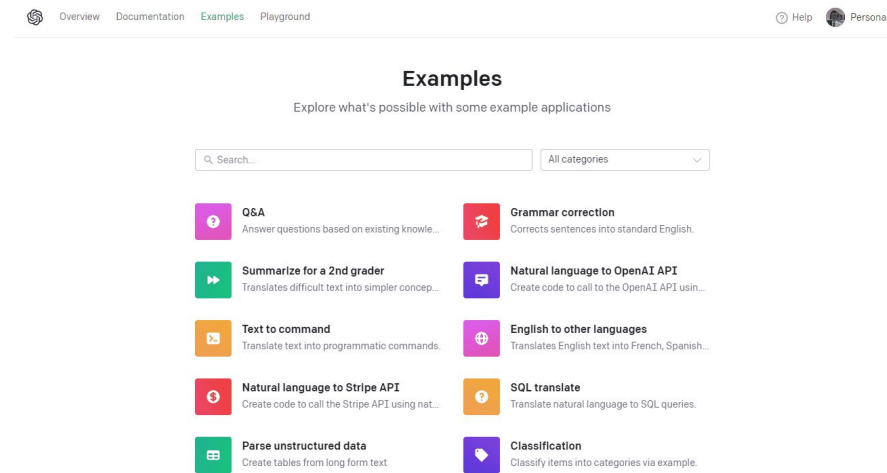
- Sign Up For An Account At Open AI
<https://openai.com/blog/openai-api/>
- You can then access the API, or just play around in their playground
<https://beta.openai.com/playground>

And Once You're In

GPT-3 can help you with:

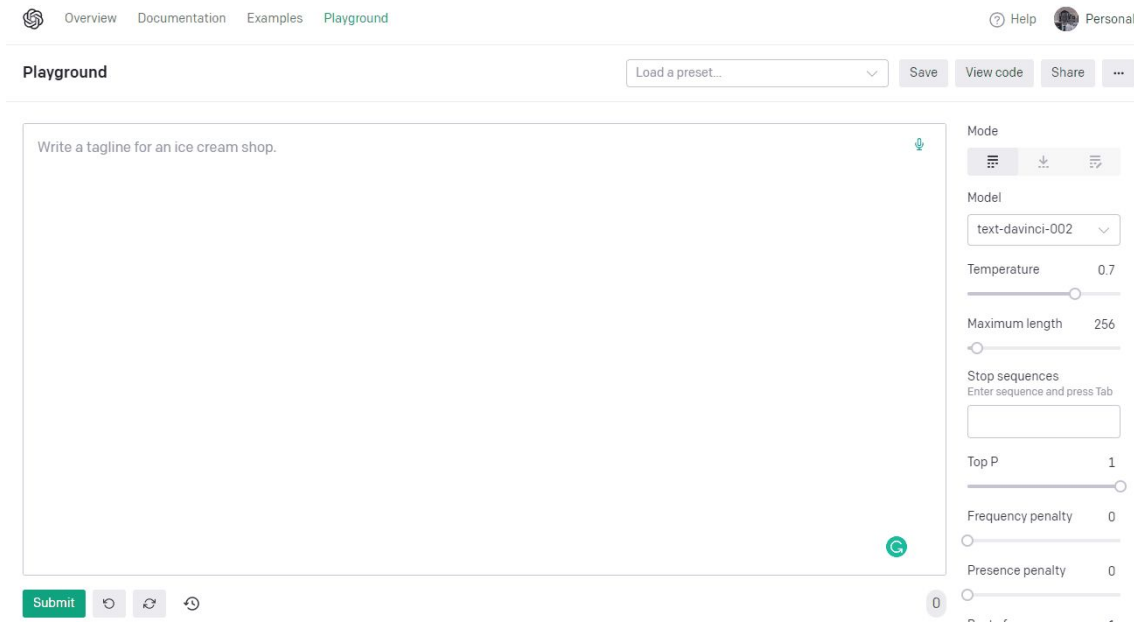
- Content outlines
- Writing ecom data on mass (*shhh*)
- Powering chatbots (trained on your own data including support docs)
- Translation

And so much more including ...



And Once You're In

Full on content creation by continually prompting it to continue.



And Once You're In

And even ad copy ideation.

Playground

Load a preset...

Save

Create 5 Google Ad descriptions for an exciting travel company under 30 characters long:

1. See the world with us!
2. An exciting travel company.
3. Under 30 characters.
4. See the world differently.
5. Travel the world with us!

**But remember:
It's not perfect.**

But Not All Content Is Text!

Image Generation



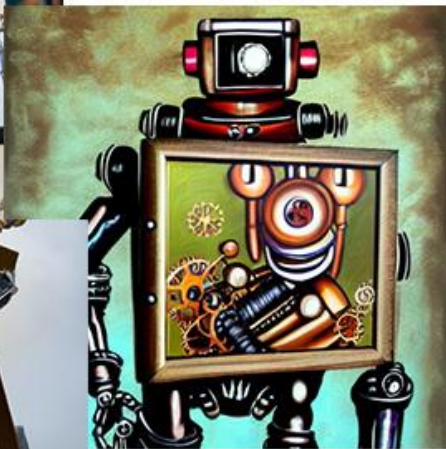
Craiyon



Stable Diffusion



DALL-E 2



What if you want to create images?

There are three major models out there:

1. Craiyon (formerly DALL-E mini)
(built by Boris Dayma as a personal project)
2. Stable Diffusion
(built by Stability AI)
3. DALL-E 2
(built by OpenAI - same folks as GPT-3)

Prompt:

Realistic picture of a steampunk robot painting a self-portrait on a canvas.

All Can Be Used Free

Craiyon - <https://bit.ly/craiyon>

(free and unlimited use) *

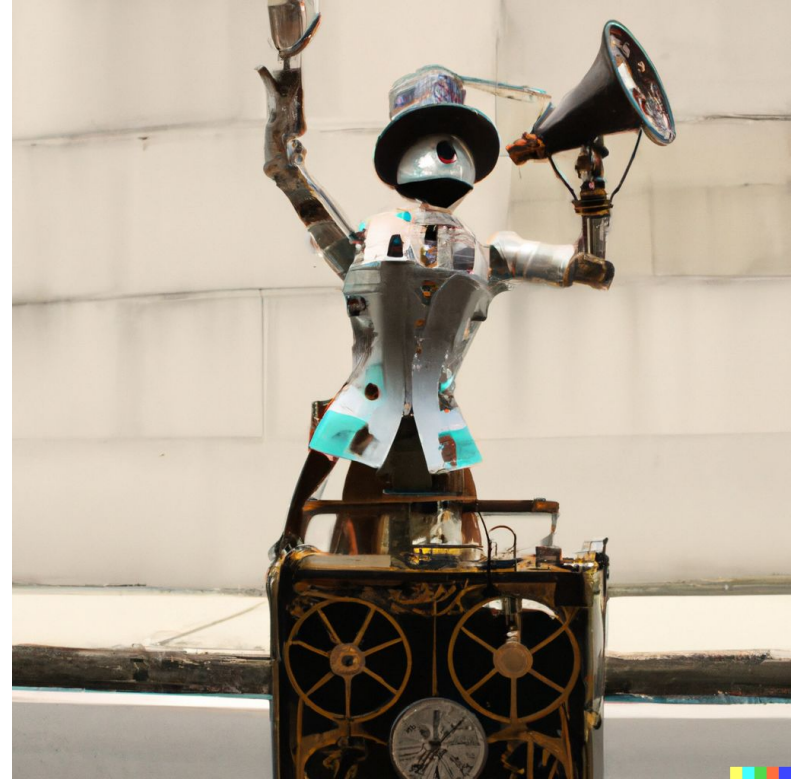
Stable Diffusion - <https://bit.ly/StableDif>

(200 free generations, then \$10/mth for 1000) *

DALL-E 2 - <https://bit.ly/DALL-e2>

(15 free generations, then \$15 per block of 115)

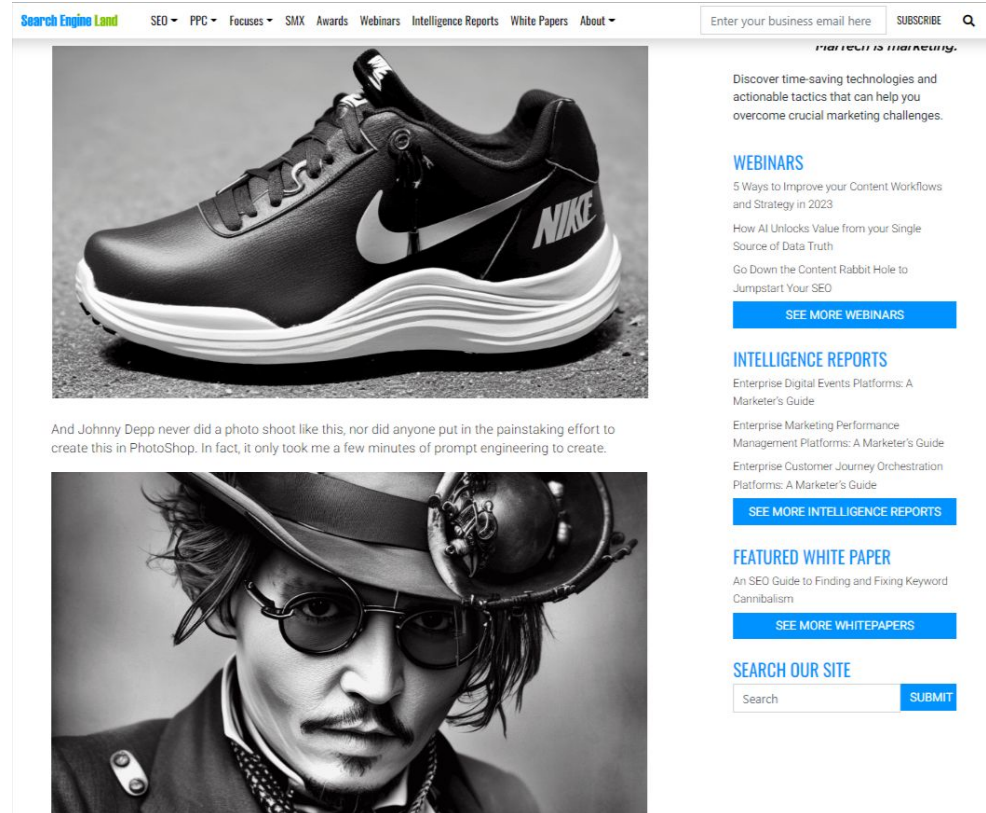
** Also available for download from GitHub to use and adjust in different ways.*



I've Used Them For

- Images for articles
- Featured images
- Digital Ads (ex: Google Ads)
- Social posts
- Swag creation
- and of course
- Slide decks

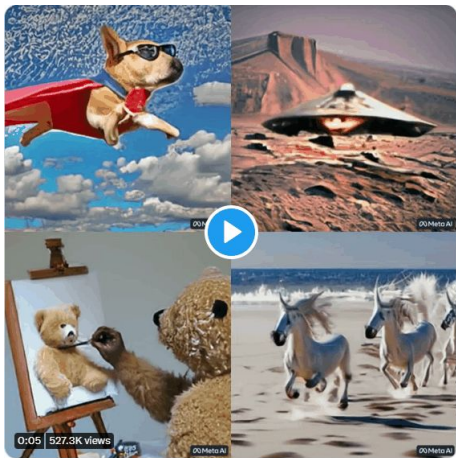
Note: they are not copyrightable!



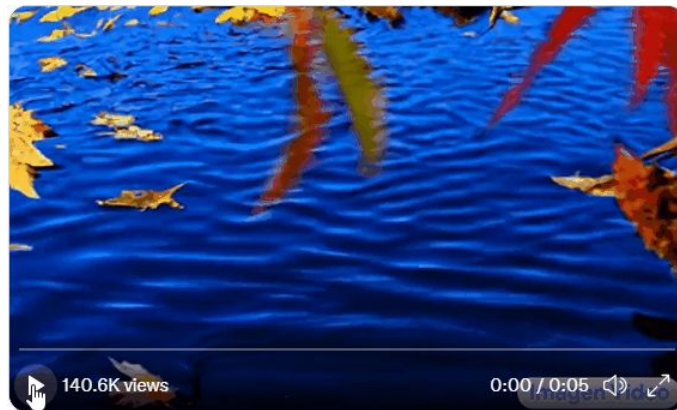
And Video Too

(just not quite yet)

Both Google and Meta have announced text-to-video models.



Meta: Make-A-Video



Google: Imagen Video

But Neither Are Available

(to the public at least)



Just like this Nike shoe, though this sure seems like a cheaper way to get public opinion than making a sample pair.