

039 - Can AI Replace Your Writer?

Anfernee Chansamooth 0:00

Let's be clear what it can't do, what AI cannot do, okay? Because there's a common myth out there that if they if you buy the tool or you subscribe to it and start using it that you can forget about hiring the editor, forget about hiring a copywriter, you don't need them anymore. You know, you can save, you know, you don't need to pay them \$100 just writing one article when you can pay \$150 or whatever for the tool and you're done. Time and time again, I mean, the communities. And so I see this and people make an update, and they say I'm refund, I want a refund, this tool is terrible, it doesn't work. And the response always... my response and also the response of the tool, the creators of the tool, you know, and other members in the community is because your expectation isn't matching the reality. Like it is not replacing your writer.

SEO Leverage Podcast Intro Music 0:52

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 1:01

Hello, and welcome. This is Gert Mellak from Seoleverage.com. And today, I'm very pleased to have a guest back, we already had on the show, Anfernee Chansamooth. Thank you so much for coming.

Anfernee Chansamooth 1:14

Glad to be back, man. I've been hiding in lockdown. But this is an opportunity for me to come back into the public eye.

Gert Mellak 1:20

Thanks. Awesome. We take every opportunity we get to have you on the show. We had a very interesting discussion back in episode eight, you were one of our first guests, I think on this show and on SEO leverage. And I really appreciated this we talked a lot about I think what you kind of breathe and live, which is content and content strategy, where I had the pleasure to meet you in person in 2020 before the Coronavirus hit. And I could really quickly tell that content is something you really know a lot about, you have a lot of experience you have been working with a lot of companies here. We also leverage this a little bit here and you got you to help us with a case study we are going to publish soon on our own site and it's really interesting when you have the professional kind of put things and data into words and make this understandable. Second, definitely give you a shout out there. Today, I want to right talk a little bit about how writing has changed over time how the process of writing is changing, actually. But I want to start where many of our clients have been starting, maybe even a few years back, which is essentially their blogs, their blog writing, updating the blog, adding new posts, etc, writing informative content pieces. What is, what does a traditional writing approach really look like

when you view it when someone maintains a blog? And what are the issues that might come up there?

Anfernee Chansamooth 2:41

So if we go back to I guess the time when I started really writing into for b2b, we're going about seven years ago now. At that time, the biggest challenges or struggles that that businesses were having, or business owners or marketers were in the business, what they were facing was a consistency in producing quality output. So there are two things on their minds. One was having consistent content that you can publish, that is, you know, reader worthy, whatever that means. But also that that speaks to SEO, that's going to rank well, you know, in Google, Yahoo, whatever the the search engines are. And then there's finding that intersection between having enough content to be published. And then having it be, you know, meeting SEO standards. And also add one more, which is to have it written in a way that is compelling to humans, right? So there is a difference. And I know, you know, this very well Gert, between reading something that is highly technical. In nature, like if I'm reading an SEO report, versus you know, or an accounting or white paper, you know, versus having something that the general public can read and consume, and understand a concept that may be considered technical. Alright, so I might not be the best person at explaining profit and loss and zero and all the things that come with using tools like that. But in terms of I won't have the accounting background, because I'm not a trained accountant. I'm not a CPA. But what I am able to do and people like me can do is then translate what's in the experts mind. So we work with practitioners, like yourself, and we then extract the information that you know, in all expertise that you bring to your client, and then convert that into copy or content that is accessible. Okay. And then also, a key point to note here that it's going to come up with the conversation later is carry the tone of voice of the brand, right? Because the biggest challenge that businesses were having that was that I was talking to was and the biggest concern was if you are going through, if we outsource our content to you or to a copywriter or an article writer or whoever it might be, how do we make sure that the quality of work meets our voice, right? How do we make sure that you know expressions and phrases and things like that when someone else is reading it, they go, Oh, yeah, that's SEO leverage or that's been induce, that's superfast business, right? And it's not just generic content that's out there. Okay. So they were there a few of the key challenges now in terms of the process. I remember when I first started working with my, one of my clients, I asked her, how long does it normally take you to write this is this is even the days before it was long form 3000 words was an expectation. This was when it was 500 words, it was an expectation, right. And she would say, it takes me, you know, three hours to come up with just the first draft. And then I have to go back maybe the next day, and I edit for an hour. And then this is just reading, writing in a Word doc or a Google Doc, before I put it into WordPress, and then I got to do the formatting and add images, and SEO optimization and all those sort of things. And that takes me another couple of hours. So we're really talking about eight hours to 10 hours or one article. Right. And that's, that's 500 to 1,000 words. Right now, where, where it's at, and what is, you know, tools like Surfer SEO, telling us is 3000 is an average, you know, piece, if you're trying to rank on Google. And it fluctuates based on industry, of course. But, you know, I did a poll recently on LinkedIn, to my community, and asked how much what's on average? How long does it take you to write you know, 1000 word article, and most people and

this is the draft not to, to get to the final, this is the draft. And most people responded three hours, right. And so when you're a busy entrepreneur, and you're trying to, you know, do the whole sales thing, and network and build a team and manage the team and get the vision, right, and get all of those things happening, and then tax time coming up real soon for those in Australia. So all those things, you know, your priority is not always sitting there writing content?

Gert Mellak 6:48

Absolutely. I think you made a lot of good points in that already match my experience from the past. Use of SEO, it's been a while since we have been doing this. Definitely consistency is a really important thing. In the past, especially people thought it was really the frequency. So they kind of felt pushed to put something out every week. And there was a lot of stress involved. I run a one sided blog in Spanish, I remember were tried to push out an article every day. So I would spend at least half a day in the heads quite some training. putting this together, I didn't have to do too much research. But it took me still at least half a day to push the daily articles out. We don't talk about frequency so much anymore. We're talking about having quality content, maintain it, refresh it. These days, with the consistency and definitely make sure this is quality content, not just sharing your thought and we don't care about what happens to this article. We're really quality content. Definitely our experience also matches that it definitely takes a day or two to put out a quality piece of content. And once you outsource these, you want to make really sure that those people understand what you under you think is your brand voice. What are the main key points you want to point to both out there. We just had a client find out that they have a very strong standing on one aspect of their industry. So if you don't know this, if he alters this for someone who doesn't have this background is definitely really, really difficult to do. And then I also think very often it is better to outsource still the content creation because other people outside us are better able to phrase it in a non technical way as you were saying. So very often when when we work with copywriters like you, like other copywriters, we get like a very different way of explaining what we actually do, which is interesting and also helps the sales process a little bit to say, okay, you can put it with this metaphor, you can put it that way. And then the length of the article is we know that it depends really on the specific search queries. But other case quality articles tend to be longer, especially when you target longer, larger search volumes that actually drive a lot of traffic. We also see that articles can't be 500 some word summaries anymore, you definitely go in in a few 1000 2000 3000. But you want to narrow it down on the specific keywords. Okay, what does Google really expect? The tools give you an average, but there might be a \$5,000 versality ranking and a \$1,000 kill it might be more in your league. So you want to really take this out. We're now in a place where we're more and more exposed to artificial intelligence. So not only in common writing, and we're definitely going to zoom in there. But in our daily lives, a lot of things we're not don't even notice are really based or supported by artificial intelligence. We are an SEO agency. So we do not have to go beyond Google. Google is using AI all the time and has been for quite a few years. And they have been very conscious about how AI might be changing the entire landscape, we see Google focusing a lot on E.A. T., expertise, authoritativeness, trustworthiness, making sure that this piece of content was put together or at least informed by someone who really knows what they are doing especially in medical spaces, financial space, is that your money your life, spaces, etc. But now we also have AI that has been in the past, as you suggested in, before we

hit record here, really something only the big guys could play around paying 1000s of dollars every month in order to start using those tools. We're now in a phase where we have multiple tools on the market, affordable for small businesses, that can bring us to quite an interesting, interesting stage. So I want to say here at this point, I think there is a difference between machine learning and artificial intelligence. So machine learning is really automating processes that could technically be done manually, but maybe based on the amount of data, it's really not possible anymore. So like, every, every client of ours has tools from us at their disposal, where they can create content based on machine learning, analysis, etc. But then we have artificial intelligence, which takes it really one step back, once they're one step further. So one step further, and really adds a huge amount of information to this and a huge, huge amount of customization. I know you've been doing a lot of webinars, a lot of seminars, a lot of work with AI testing tools, but I want to put you on the spot a little bit up. You're really content writer, so if someone asked me for a content writer, Anfernee Chansamooth is the first name that comes to my mind. How do you cope with this situation between being a professional copywriter and having AI tools slowly starting to create content?

Anfernee Chansamooth 11:24

That's a great question Gert and I want to, like what comes to mind is a conversation of post I put into a group online. This is maybe three, two or three years ago, I remember this conversation started to happen, which was AI is coming into the market, and he's the risk of us losing our jobs. Right. You talked about some of the before I answer that question. You talked about some of the applications that AI is being used, you know, in our daily lives. And some people might not be aware of this, but banking and finance, healthcare, retail, Telecom, education, travel, right, we have already been using AI tools, we just might not have been aware that that's the case. Right? So it's just no surprise then that it's coming into the world of content or marketing, in sales, you know, it's in small business, right? So for me, when I'm looking at, okay, I'm really someone who looks at trends that are happening in the world and with technology, you know, and one question I had on my mind was where, how long? And this is the question, the big question was, how long would it take before AI replaced my job? Right? And then what do I need to do now? And this is three years ago, when I had this question, what do I need to do now to prepare for that and make sure that I'm not redundant, right. And so I already being involved in copywriting communities and content communities and b2b communities. I had already seen that copywriter decided to transition like the higher profile copywriters, the ones that I had been mentored by and learned from, they had already started to incorporate new skills. So some of them would becoming UX designers, learning how to understand user experience, right, and how to advise. It's not just no longer is that, yes, I will write your landing page, the copy for your landing page, but I'm going to also give you consultation on how you should structure the landing page for the highest conversion. Right. So that's happening, you see, you're seeing the merger of what you what was the traditional conversion specialist, with the writer and the designer, those three roles now emerging. So you have people who actually have skills in all those areas, then you have, what I've started to become is more of a hybrid copywriter, and content strategist and, you know, basic SEO strategist. So I have some, like basic SEO knowledge. And I will still always say if you want the expert talk to Gert in SEO Leverage. But you know, but I can give you some sense of where I think we should be focusing

the content on and then then we'll put over the Gert and he will validate, right. Like, and that's that's the way we work nicely, you know, in terms of collaboration, right. So where I'm seeing right now 2021, time dated July 2021. What I'm seeing is that there are AI technology, right now is that a place where small businesses, agencies, companies like mine, and you always can can afford to actually access these tools at an affordable rate, right. Like we couldn't do that five years ago, right when IBM first came out with what's called Deep, the one that won the chess game against the world chess champion.

Gert Mellak 14:27

Was that Deep Blue?

Anfernee Chansamooth 14:27

Deep Blue, yeah, like, that's super expensive. IBM owns that IP, we can't get that. But we can get something like a Jarvis AI or we can get a Copy AI or a Surfer SEO, all these kind of tools and we can we can now see the the quality when, I remember the first time I ever played was with was maybe three years ago, there were a couple of websites that already had AI, copywriting tools. You put in a keyword, it would spit out you know, 500 words, alternatives, the words and it was garbage. Like you couldn't read it. It didn't make any sense. It didn't have context. Now you go and get a free trial of Java's you play with for a week, you the first keyword or phrase you put in there, you hit, you know, generate whatever the content is, you have to guide it. And then it's giving us high quality, like with the quality, you will not know that a human did not write that. Right. And that's where the technologies today.

Gert Mellak 15:23

Absolutely, I think this is this is really interesting. So on the one hand, we have writers starting to pivot into new areas to cover cover more ground, it's not writing itself, it's not writing itself anymore, if you would take a good copy, and you mess up the layout the landing page or have have leakage, etc, conversion leakage, it's not going to work anyway. So I think this makes a lot of a lot of sense. And then you made an excellent point with those tools, and we are playing with them, we have been playing for them with them for for years, whenever something new comes out. I really like to play with these tools myself, but then hand this over to the riders to the SEO team and make sure everybody knows how to use these and knows what the status is. Because they don't think that in a couple of years, we're going to write the first draft probably even earlier, we're going to write the first draft ourselves, at least not with a junior writer. If this is a high profile article, etc. the first draft or outline might come from informed by senior but I think we had into a role where AI is going to create this first draft in a matter of seconds. We always do sample tasks. When we hire new writer, I asked him for a sample task 200 words introduction for us on a topic 400 words or something like this, to take how a little bit of their research skills, it is a topic they don't know about and how they phrase things, etc. I have to say that at this stage, and I think it's important to time this 2021 July, I have seen worse sample tasks from writers with two years experience, then conversion AI, for example, can put together if it's informed correctly. So this means that the first draft that you could put together, the first outline, etc, very often can be informed by AI. So this is not necessarily so maybe a tendency we might find good. I talked to an SEO the other day, and he said we're dumping down in the internet, because essentially,

we have the machines decide what is being talked about, because the first draft is ultimately what his article is probably going to be about, depending on how much you inform it. So there was saying with dumbing down the internet machines are going to decide what we all read and what we all know and when, you obviously can have your different visions about this. I think you're right AI is coming. We have been using machine learning and AI in SEO for a couple of years already very intensely. And the testing area advances to see if there is any leverage we can have for clients. Because ultimately Google is using AI, we can use a human only approach trying to build an AI, it's just not going to happen in many, many cases. But then again, from our experience right now, it's still at a stage where when my writers test is this look, I can I can put this draft together and then edit it, or I can write it myself. And it's going to take the same time. What's your experience here?

Anfernee Chansamooth 18:11

Yeah, so there are a couple of points that you raised there around the tools can work nicely as a junior or an assistant. And that's how I like to view it as an assistant writer. So it's a lot of time in the writing process is, is spent on just getting the ideas out of your head and and structuring them in a way that it flows, right. And so brainstorming, so if you've ever heard of the phrase writer's block, right, what that is, is, I don't know, the structure, or I don't know the layout, and I don't know which direction I want to take the reader, right. And so I get stuck, and you can get overwhelmed because, you know, we talk, if we use writing, you know, content for service like SEO, you literally have 1000s of different, you know, trees that you can go down, you can take a reader through. And if you as the writer is getting getting overwhelmed, guess what, your audience is going to get overwhelmed straight very quickly. And so it can help brainstorm. So I can tell you, I'll give you some examples of how I've been able to apply the technology. So I was able to, and this isn't the first two weeks of me playing with it at all, I drafted a 3000 word article in under two hours, and in a topic that I have no expertise in. Alright, so this is intermittent fasting, okay. I'm not a health specialist. I don't, like I read it a lot and I've done the fast, of course, you know, as experimental, but I couldn't tell you from you know, the difference from a bar site, but usually it will take me one or two hours just to do an outline, and then four to six hours to write the article. Right. And that's researching that's finding credible sources to connect to the pieces. If you're writing health related things or, you know, technical things, you want to have credible resources. Okay, so 3000 words in two hours right recently, I was able to do 1000 words in 30 minutes, for an article. I've also taken an article that was published in my site, which was already ranking well, and went from twelve hundred words when I originally wrote originally wrote the piece three years ago, and then upgraded that you talked about now it's more about what using content you've already published and then improving it. So I took your recommendation, the SEO keyword you gave me and then I went into that, and then turn it into a 3966 word article in three hours, right? Where in the past, that would have taken me six to eight hours to do that. Right. And this is someone who's been writing for over 10 years. Okay. And LinkedIn profile summary, I wrote that in 10 minutes, my latest version of the summary, instead of 30 minutes, right. I also published a LinkedIn article, I like to post in under 15 minutes, which normally would take me 30 minutes to an hour. Okay, so this is just some of the application of the technology. Now, the thing to note here is, let's be clear what it can't do, what AI cannot do, okay? Because there's a common myth out there that if they, if you buy the

tool, or you subscribe to it and start using it, then you can forget about hiring the editor, forget about hiring a copywriter, you don't need them anymore. You know, you can save, you know, you don't need to pay them \$100 write them one article, when you can pay \$150 or whatever for the tool, and you're done. Time and time again, I mean, the communities, and so I see this, and people make an update, and they say I'm refund, I want a refund, this tool is terrible, it doesn't work. And the response, always my response, and also response to the to the creators of the tool, you know, and the other members in the community is because your expectation isn't matching the reality, like it is not replacing your writer, okay. You still need to edit, you still need to guide it and train the tool, you still need to help it understand tone of voice. And when I say help, it's like I'm speaking as if it's a human being. He will never fully understand or comprehend you as a human being and how you feel about things and the way you express things. Right? What it's doing is it's doing pattern recognition. So you feed it, you know, words and phrases, and you repeatedly do that and you just and you edit, and over time it starts to them mimic what you're feeding it right. It's like two years of human analogy, training a baby, that how to speak, right, you keep giving it phrases over time and time and then eventually the child will learn how to mimic that. And when it's learning in initial stages, it doesn't have understanding or comprehension of what it's saying. But the child is just repeating what you're saying, Daddy, Daddy, Daddy has no idea what daddy's right, until it is a stage of comprehension. But that's the main thing I want to highlight in this conversation is that, you know, we are far from the tool completely replacing the writers in your team. Right? You will still need to have human drive it?

Gert Mellak 22:50

Absolutely I want to I want to really give a shout out to the five writers we have on the team right now as well. You guys are not going to be replaced. But we, I think it's really interesting here also to mention how AI really needs context. And I mentioned this to clients all the time, when we when we try to make Google understand a page and an article on a website to get it ranked. Very often the reason why someone doesn't rank is because we don't give it context. So AI with a simple text, can't really do too much. Right? So you give it a text or you ask it to do something, it's going to be terrible, unless you really give it context to what tools out there. And I then want you to talk a little bit about maybe one of your favorite tools. And and give us an an idea. But what I see tools do is that first of all, they ask you what you want to achieve. So what is this text you want the AI to create going to be about? Is this a meta title and meta description? Is this a long form article? Is this a LinkedIn interest is an ad is this something so so they already start somewhere, right. And you obviously need to have someone who knows how to configure the tool initially, or are already, to make sure they they go and down the right path in the first place. And then the tool is going to ask you something like maybe describe your product or describe your service or describe what you do. So they already want to extract words we played around with this as well. So maybe we just put in all the words we know that need to be in this article just wanted to give this tool context. So if the tool knows this is going to be a blog intro. So not the entire article, but the intro in SEO is really important. So this is a blog intro. This is going to be about all these topics, etc. The AI can has done a much better chance to produce something that actually makes sense. Or what we sometimes might use it for is to get inspiration for title simply right where you say okay, I really don't know what the best title is. The title is going to decide if people are going to read his article. So have the AI generate 35 titles for you. And just

go through them and you might find five that you really liked, tweak them and then put them in. So talk about writer's block, really, very often the headline is really the toughest thing to do after writing a few thousand words piece. I think what sums it up really well was when you said AI is an assistant. AI is not replacing writers, I probably if it takes less time to do things can make writers more efficient produce have a larger output, or maybe go up and past writer's blocks or, or difficult moments, etc. But definitely isn't going to substitute an, an really experienced writer can talk about writers without any experience. Maybe the first draft sometimes can really be created by an AI. And then this is going to be something a senior writer can then work through. You have been doing a lot of testing with tools, could you name a few tools and maybe explain the one you think is most advanced a little bit more in detail how the different steps work if you want to create an article?

Anfernee Chansamooth 25:58

Yeah, so when I was testing different tools, particularly for content writing, then I on your recommendation, I tested SurferSEO, but I'll let you speak on how you use it as an SEO from that perspective. For me for writing, I work with, I've tried Copy dot AI, when initially when they first launched, they were kind of leading the pack at the beginning. And then conversion AI which has now been rebranded as Jarvis dot AI, they've come into the market. And that's become my favorite tool. I've been using it for the last three to four months, and really incorporated it within my full workflow for producing speeding up the rate at which we produce content for our clients. And what that means is then, you know, I've been able to go back to my client and say, Well, if you want double the quantity, we can now produce it too, for you within the same amount of time, right? So no longer you know, used to take us 10 business days to do one article, we can potentially do two for you if that's what you need, right? Just depends on on what they need. After they speak with someone like you and you go Okay, well, this is what you need for your content. You know, planning your strategy and if you haven't listened to the content strategy episode, go listen to that episode 8 you got to start there. And then you know, I want to just that yeah, so that's, that's the one that I recommend. And the one that I recommend, which is part of the mix for me is is Grammarly Pro, right? And for me that really takes on the role of the editor, or it doesn't replace him an editor but what it does, it helps with grammar, okay, and that's really understanding so once you publish your draft and you want now to before you go to publish your WordPress or wherever you want to put it, you need to make sure you have a grammar check and usually you have an editor who does a spelling and grammar check as a pass through. And so I found a grammar Grammarly Pro has really helped speed that process up, right because it using, you know, the intelligence recommends, like specific phrases and gives you different angles on how you said something, because maybe the way you've said it or the way that the AI you know, the co- the copy tool has written it. It's not the best way of expressing it. And so, what Grammarly does, it looks at that and goes, how about you say it in this way, and it gives you a recommendation and you either approve or you reject it. But I found that super valuable. And I always run articles through that before it goes to the client. And then I think there are those those two. And then of course, we're now starting to use, implement Surfer as a starting point for SEO and as a check, just to validate. I love it when you you know, we're working with the same, we're sharing a client and then you just send over there the SEO link and I just went through and okay, that that's you've already done research there. And we use

that again as a guide. It doesn't solve the, this is the difference, right with SurferSEO, it doesn't write the content for you. It gives you how to optimize for SEO. But you still need another tool or a writer to do the writing.

Gert Mellak 28:54

Right? I think surfer surfer SEO definitely was the first tool that finally got me off or got us off from manually checking top ranking websites extracting what they have in common, what kind of things they talk about. I did this years ago, I did this manually, even with handwritten notes where it just went through the top of 20 sites and extracted handwritten notes and said what do these sites have in common? What can I have when my clients page two very similar? What do they talk about? What should we talk about etc. And then I think SurferSEO you wasn't the first tool to do this. But this is the first tool to do this in a very user friendly way. We now have also InLinks doing this just won a prize as one of the best SEO tools and they also created and editors make it really nice they have a little bit of a more technical level. So I think it is important to really know which tool you use at which stage of this of this process. We also use Grammarly and have been for a while because it also gives you an idea of whether this copy the AI created for you is really plagiarized from some other side or or might do a quick cross check if you have an AI you completely trust in AI to put together 3000 words draft, you really don't know how much is really original. So you probably want to use Grammarly or Copyscape or whatever tool out there to also double check and triple check if this is really original content, if you don't trust it too much. Then on SEO really I think and I think SurferSeo unity they are collaborating with the tour mature, it's Jarvis or another one, but they work on a way to have this embedded. So you can even have in within their editor at first AI generated draft that incorporates the terminology you might want to talk about. On our end, we rather use AI to inform the writing process, then my paste is into surface, you'll see, are we missing something or InLinks? Are we missing any part of the knowledge graph of the main entities they should be talking about, etc. Depends on how technical you can get. But I think these tools are definitely on a level where small business with a writer and two, three really good tools and some training can get to a very decent quality. And when we compare a blog post, people are now able to put together with what they did before they started using those tools. And the series on many of our clients will have a very traditional approach where we say, look, check out these two tools, you're going to thank me later, we can, we can certainly see a complete increase in quality. And this doesn't mean they wouldn't know what they were talking about before. But they think about it very differently. So they think about an introduction, they think about specific parts to the process essentially changed. Because now it's not only AI informed, but also really informed. We use this tool, Hemingway app, for example, which is a free tool. I personally use it every time I write an email because I have a tendency to make long sentences. Sorry about this, because I also do this when speaking. But I had my mentor point out when I had a posting on LinkedIn, he just wrote me an email and said, Dude, nobody's going to read this, right? Because it's just too complex. And now I have this Hemingway app, helping me all the time put this together, I'm by far not a copywriter, not even experienced or just like to, I like to write and write my, my posts, etc. But really, we can see tools just help us guide or guide what we do in them in a very informative way. And we can really see what where this is going. I want to before we wrap this up, ask you for an example of you mentioned Jarvis AI, what does it take? What are the different steps if you

had to put together a few 100 words or the key? What would kind of be the different steps on Jarvis AI you would take?

Anfernee Chansamooth 32:32

Yep, so I will share a video with you that I put on YouTube, which actually walks through the entire process. But I'll break down a workflow here for you. So the way the workflow is designed, it takes into account a few key points, right, so we talked about the AI doesn't know context. So you, as the writer have to give it context, as you're producing the content with the tool. You also it doesn't do it can do creative storytelling, because it's pulling from a database. Basically, they the creators are using GPT three, which is a technology. And they say they have essentially loaded or downloaded 80% of the internet up to 2017. I think so if you want like the issue I see with you wanting if you wanted to quote statistics from the last three years, it won't find it, because it's not in its database yet. Right? Right. So he doesn't do research, okay, so if you want to embed research in your articles, and you should, okay, and reproduce your own research, and you put out white papers, you know, in your industry and you do that sort of stuff, the tool will not find it in a tool cannot link to it, they can't do any of that stuff. So, so you want to have that in part of your process is. So let's start you start with an outline or a title. Okay, so you talked about how it can help you generate 30 titles within a second, like five seconds. That's where we start off we go here we have an idea or a sense of what we're going to write about we use the the keywords, you know, that that our SEO specialist has given us or we found in Surfer or whatever way you want to do it, or Ahrefs, and then you you generate your titles. From there, you then generate the intro paragraph and then you can do that right you tell the tool Hey, I want an intro paragraph now and it has it already spit out you know a paragraph for you and it spits out variations of the paragraph so you can choose the one that really resonate with most, you can then go from that and then I like to use within Jarvis there's a, the nice thing about Jarvis and why I prefer it over other tools is because they've loaded with something like 30 templates that you can copy writing templates and they take they've taken some of the best copywriting frameworks that have been used utilized by copywriters for decades, right? They've gone Okay, if you've ever heard of past which is problem agitate solution, or you've heard of AIDA, attention, interest, desire, action, okay, those templates sit within Jarvis. And so you can say to the AI right now, I would like you to write, you can give it a command. This is in the, in the latest iteration of Jarvis, which is called boss mode, they've now implemented, implemented a function, which is called Jarvis command. And you can literally write or speak out. And you can actually say, write a paragraph using AIDA framework about whatever the topic is right? And you give it that command, you will then automatically go into its database, and it will spit out the paragraphs in that framework, right? It's so powerful, like, man, I just, I'm still blown away. And then like, that's really great. And then you go into, okay, if you want to now, assuming we're integrating with Surfer, and Jarvis does have a direct integration into Surfer, then you know, you can say, well, surfer is telling me I need to write, these should be my H2s, right. So they should be my headings. Therefore, I'm going to flag that as H2 in Jarvis, there's a way you can do that. And then say, Jarvis, I want you to write about that heading. And then he will spend and write paragraphs about that heading, right. And then you can say, if you want it to list out bullet points, you know, you can also teach a default do formatting for you. So you can say, list, the top 10 reasons why you shouldn't use this, you shouldn't use AI on top, the reasons why you should

use AI, and then it will then generate a list for you. So now you're building says, I like to think of it as you're building the paragraphs, each paragraph at a time or each section at a time. And then you get to, you know, if you're using Surfer, you will know what your target word count needs to be. So then you could, you could aim to get to that word count. If you're not, that's fine. So watch for that you get to the bottom. And then once you want to close off the you know, the article is a nice conclusion. So you say Jarvis or CopyAI, write the conclusion for this article. And it basically reads the whole article, and then it summarizes it and puts it into a nice conclusion for you. And then you've got your draft, right? So that's kind of the quick, like, two minute rundown on how I do the workflow. But then from there, once we have a draft, now I'm gone to manual mode. No, before I go to manual mode, I'll put the Google Docs, I then run Grammarly pro on it. So then that does all the grammar checks. And it does all the phrase recognition. And it's recommending different phrases for different things that the AI didn't do too well. And then now we're going to what is still a very manual process, which is adding context. So you might add stories. So you asked stories, I'm talking about a specific client, or I'm talking about specific experience that I had when I was over in Bali, and you're writing an article about travel and, you know, and the tool does not pull from your brain doesn't have the recollection, you know, the 40 years of knowledge you've stored in your own database. So you this is where, you know, two common questions come up around using AI one is plagiarism, which you've touched upon, and is it stealing other people's blogs and he's doing that, right? So anything you produce some AI, you want to run through a tool like Copyscape or Grammarly Pro, I'm I prefer Copyscape I think the quality check is better, like the result of it. The second one is around how do I make it unique? Because, you know, two articles on the web, on what, uh, you know, the top SEO tools right now, right, most likely, it's going to have the same tools most likely going to be the same sentiment, what's gonna make a difference is when you as the expert, or the person who's the practitioner, where you come in and go, Well, I use this tool to generate this, you know, outcome for this particular client. And they in so that's a story that Jarvis doesn't have, right, the tool doesn't have that. And so that's where you can come in, really add to it. And that's where the power is in having the human involved.

Gert Mellak 38:39

Awesome. also appreciate this. And we will definitely, if you send over the YouTube video, we're going to definitely embedded anybody who wants to then see this or read an article about this AI topic, really, we're going to have this on SEO leverage.com forward slash podcast on episode 39. I want to thank you for your time, Anfernee, it's always a pleasure to get to know like the latest insights about content, we learned a lot in content strategy, definitely head over to episode eight. And listen to this and get some more background about Anthony's history and and experience in this field. And definitely, I think it is just worth playing around with this a little bit, right? It's definitely and you explain the steps now. So kindly, it's definitely not a press a button, get your auditory have your problem solved approach. And I think it's never going to be because the more people are going to be using AI exactly what you mentioned is happening, it's going to be very similar. It's going to be very similar. There's going to be very similar content out there. I would expect now we have a service that puts articles together I would expect soon a service that puts an entire website to get away said I want to create a website that contains 50 articles about SEO and copywriting and do this now put this up give it a nice blue design with two

columns and the header and create a logo. We are not know that far away from that, we have GPT three, as you mentioned as a technology already putting together websites based on verbal instructions. So you say, you're telling give this make this left column bigger and make this header smaller and make sure this on the right hand side is scrolls, etc. The tools are out there, I think we're probably maybe a year or two away from the service to create websites and press of a button where you didn't really focus on more on design and rebuilding probably then, than anything else. AI is coming, AI is here we need to see how we can leverage it as much as possible. But we cannot forget to give content, our own voice. We cannot forget to put a tie in our own stories. Storytelling is bigger than ever. These days, we know exactly that stories, make sure that information really sticks with people, and neutral. Let's call it cold AI written text is just not going to work in the same way. So the blended approach you you say where AI is the assistant is definitely interesting, the tools you mentioned we may have talked about Jarvis AI, we talked about InLinks, SurferSEO, GrammarlyPro, edit Hemingway, etc. We're going to link to all those tools in the show notes as well in the article because I think it's interesting to play around with this. And if you have someone writing your content, do you write your own content definitely give this a try Jarvis AI, we're not sponsored, sponsored by this show, might need to reach out to them afterwards. But definitely, they are one of the leaders in this field, we can't ignore this. And they're doing a really good job. And just having AI injection in your writing process at different stages of this entire process definitely is making sense. My team and I are doing this on a regular basis, trying to see where this fits in. This is really a work in progress. We're not there yet, where we kick out all the junior writers we don't plan to, we tried to upskill them, as you said, make them more aware of certain SEO parts of it, make them more aware of conversion parts, how does copy really then introduce a possible call to action? All those things are definitely important. Thank you so much, Anfernee, for your time for the information you shared here. And I hope we can have you back on the show soon.

Anfernee Chansamooth 42:08

Absolutely. I think this is a really powerful conversation. And as the tools evolve, I'm sure we'll have more to talk about. And I like your vision. And I agree, I think in the next two to three years, there will be a time where we can say click a button and create a website for us. And what I see that forcing us to do get really is unlock the creativity and we have as humans can now focus on the user experience and focus on doing the things that that technology can't do. It can still not take sales calls for us, for example, we still need to speak to our customers, we still need to build relationships, right? And allows us allows us to focus on those important things.

Gert Mellak 42:44

I do hope AI is not what am I going to speak to my customers because this is the best part of my job. Really. Final final question. If someone wants to know more about you, work with you, where can they go in order to get in touch?

Anfernee Chansamooth 42:58

I think the best thing you can go to is my website, which is Simple Creative Marketing dot com. I have also created a Jarvis Jarvis resource resources page there where I'm updating it with

constant trainings and references and commands and things like that as I'm learning them. So I'll share that with you as well. But if you head over to my website, you can grab it there.

Gert Mellak 43:16

Awesome. Perfect. Well, thank you so much. Thanks