

SEO LEVERAGE PODCAST

Chat GPT and SEO

00:00 Gert Mellak

We always want to make sure that we leverage the tools, the latest tools for efficiency gains. Don't use it to copy and paste and automate your content creation just yet. I think that Google and the other big search engines are definitely going to come up with ways to go against this a little bit, raise some warnings, or just demote some content if it's too much AI for their taste.

00:27 SEO Leverage Podcast Intro Music

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

00:37 Gert Mellak

Welcome back to SEO Leverage.com, my name is Gert Mellak. This is episode 92. Today, we are going to talk about artificial intelligence and more specifically, of what is in the meantime, already hype and pretty much mainstream Chat GPT.

00:55 Gert Mellak

First of all, I want to make sure that you know that over at SEOLeverage.com/podcast, you can check a written version of all our episodes, we include show notes, references, and links to our guests.

01:09 Gert Mellak

Today, this will be a solo episode telling you a little bit about my experience with Chat GPT here at our agency. My team has been using AI tools for efficiency gain in the last month already. Now with Chat GPT, this has become a really important topic. And it's almost too good to be true. Actually what this can do. And I want to shed a little bit of a light today on the features.

01:36 Gert Mellak

So first of all, if you haven't heard about it, just type in Chat GPT, you can sign up at this stage of recording mid January 2023 for free and start testing this. That gives you a little bit of a checkbox essentially where you can just type in, in real language what you want.

01:54 Gert Mellak

For example, give me an outline for a book about artificial intelligence. Writing a summary of this in this text, show me 30 headlines that could be counterintuitive. That might work well in social media, when it comes to digital marketing. These kinds of things.

02:13 Gert Mellak

Everything starts with the so-called prompt, which is the information you put into the chat box. And then Chat GPT does its thing and comes back with a written version of their answer.

02:26 Gert Mellak

Chat GPT is based on openai.com, which is a nonprofit where really big tech giants like Elon Musk have their involvement and also Bing interestingly supports this project with a billion dollars in 2022. So we are going to see how Bing is adopting this as one of the first search engines probably.

02:47 Gert Mellak

And it is already something where I see clients thinking or very often site owners thinking that SEO might be going away. And I want to make sure that we understand the role of AI and what it does right now it's really really smart at apparently connecting different concepts, remembering the history of our searches, giving us really good naturally sounding texts much better than junior writers or junior marketers, for example, when it comes to marketing would probably put together.

03:16 Gert Mellak

But it is very limited and it has no real world law, real time knowledge. So it will get more powerful as the different tools, search engines etc. plug into the system or practice system into their tools. And actually connected with some more specific information. The tool right now doesn't search specifically for some information you ask it for. It doesn't read websites for you at this stage. It just bases its output on the knowledge it has been trained with. You can train it with certain details. You can say pretend to be an online business coach focusing on E-commerce and give suggestions in a certain way etc. Write this is a list show, this is a table, give me the source of your information. All these kinds of things are very, very fun to play with. I really encourage you to do this. But it has a lot of lack in knowledge as well. And what it puts out is not necessarily truthful. And this is an important one.

04:17 Gert Mellak

So it does pre predict what the next word in the sentence is, what the next sentence probably is, etc. and comes up with very naturally sounding texts. But maybe they're wrong, maybe the information is wrong. So it always takes an expert really trying to then make sense of it. And if you get it to write introductions or paragraphs for your text, for example, for your posts, they remind you that there should be and has to be manual human interference in this process.

04:45 Gert Mellak

We cannot just copy and paste things into the blog and hit publish and expect them to rank even though they might be ranking. I would not recommend it from my consulting perspective as a long term solution. I would always have a human layer, making sure that this all makes sense, that it is truthful, that there is a flow across the article that is compelling, engaging, focused on content designs. There are a lot of things where it really needs a human being with his experience in writing for your target audience, in order to leverage it best. It is, however, an amazing tool. It's an amazing idea creation tool, I really think it's going to make us more creative rather than less creative, because it's so easy to come up with tons and tons of ideas, ideas for domain names, ideas for titles for texts, for approaches, for ads, copy, things like those. And then there are other AI tools, like midjourney, for example, that allow you to generate images based on these prompts. So it's really interesting where this is going. We

always want to make sure that we leverage the tools, the latest tools for efficiency gains. Don't use it to copy and paste and automate your content creation just yet. I think Google and the other big search engines are definitely going to come up with ways to go against this a little bit, raise some warnings, or just demote some content if it's too much AI for their taste. So be careful with it, but definitely play with it. And we are going to continue to share the best prompts and additional ideas on how to best leverage Chat GPT for SEO.

06:22 Gert Mellak

My name is Gert Mellak. If you want more information about what we do head over to [Seoleverage.com](https://seoleverage.com). And the best way would be to get a quick audit where my team is going to analyze your website and we are going to then you and me going to go on a 30 minute call evaluate your site and then see what would be the best action plan moving forward.