

124 - What Does AI Think About You?

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We need to try to prepare websites and content for machines as well as for users, because it might be the user making the decision. Or it might be a machine making the decision actually, before the user makes their selection. And it's the machine selecting the top five mostly relevant providers. And the user might then choose one of those five to explore further. If you're not in the sample, it might be because your brand is not ready for that. You're not providing the training material those language models need in order to come up with their answers. And they just focus on other websites.

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

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Welcome back to SEOLEverage.com, Gert Mellak here, this is episode 124. Today, we are going to talk a little bit about semantics about artificial intelligence. And actually about you! We are seeing that more and more people use alternative sources to find out about a product service or a brand. Social media has been around for years, and is very often the first source where people might come across a certain offer a certain product or certain service or brand. But more and more people are turning to artificial intelligence tools like ChatGPT, like Copilot, Gemini from Google or Perplexity AI, and it's coming up really, really fast. And we want to make sure we know what those tools actually think about your brand.

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Imagine somebody turns to Perplexity.ai and says, 'Hey, Perplexity what are the most important brands I should know when it comes to running shoes?' And Perplexity is going to give an answer. And this answer is going to be based on their understanding about a brand, its content and its positioning in the marketplace. The more we have to expect that our potential clients are actually searching on those AI based tools, making them quite a few people who are not tech savvy at all, that are turning to WhatsApp chatbots, for example, to they then connect to the back end to ChatGPT open AI's language model here. The more we can expect people to use those tools to search, the more they're going to impact our sales, our revenue, our customer journey.

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So you as a brand, need to be very well aware about where people might be coming across your brand, well where you don't even show up in the top lists. Imagine somebody asking ChatGPT, tell me the top 10 car repair shops in Sydney, and your car repair shop doesn't come up? How is this going to impact the customer journey? How is this going to impact your revenue? How is this going to impact your ability to sustain and grow your business? We are in a moment where search and the way users behave is changing rapidly. It will one day where we

see some editing tools, image editing tools that are starting to get smarter to the next day where we see a complete video created from a still image. This is moving really fast.

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And for us as consultants, it's important to make sure that our clients know and prepare for what's coming. Somebody compared this to someone saying there's going to be like a tsunami or a hurricane in five years, start preparing now, the worst that can happen is that the hurricane doesn't come at least you have been preparing for five years. But this is coming. This is a wave that's very, very fast. And it's going to impact your brand. It's going to impact how people find your brand when they find it and what they find out about you. And when I say it's important to know what those platforms think about your brand, I'm actually talking about their semantic understanding about who your brand is, what you do, who you help, and who you might be a good solution for. I'm always testing this. And very often, when they asked for potential providers for XYZ service, or potential brands for a particular product I want to buy, it's always tied to semantic. It's always tied to specific applications, price points, experience levels, etc. So you want to make sure that the content you create about your brand about your product takes this into account. The machine might not be so smart to relate the content you have on your homepage to a particular product page that hardly has any content. It might not be that smart, just because you say you're a wholesaler on the homepage doesn't automatically apply this to every single product you have on your website for wholesale. Just because on your homepage, you state your provider in Perth, Australia doesn't automatically mean the machine is going to relate this to every single service on your website, we need to try to prepare websites and content for machines, as well as for users, because it might be the user making the decision. Or it might be a machine making the decision actually, before the user makes the selection. And it's the machine selecting the top five mostly relevant providers. And the user might then choose one of those five to explore further. If you're not in the sample, it might be because your brand is not ready for that. You're not providing the training material those language models need in order to come up with their answers. And they just focus on other websites.

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So now is the time where you bake your brand, you're into AI algorithms. Now is a time where you see your website, not only as a marketing tool to convince somebody to buy from you, but you also see it as a communication tool. Your website is a tool that communicates your brand to the internet, but also to artificial intelligence algorithms that scan the Internet to find information and training material.

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At SEOLEverage, we have created a book that's called fixed your online reputation. I wrote this book because I'm seeing so many brands being heavily affected by reputational issues already. And it's only going to get more complex.

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We are talking about established brands not coming up in top lists where they definitely should be coming up. We're talking about ex employees talking badly about their former boss. And then

this review being part of how the company is described when somebody asked ChatGPT about it. We're talking about Gemini making testimonials up because there are not enough testimonials on the website. We're talking about all kinds of misunderstandings, ambiguities, or historic information that's not relevant anymore actually being pulled out to advise about a brand. The first step is to know what the current situation is. The next step is to define a roadmap and say, Hey, based on this analysis, this is where it should be going.

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At SEOLeverage, we have been working on online reputation management for almost 20 years, helping brands on and off with their reputational issues from affiliate issues, from competitor issues where competitors tried to steal a site's traffic to affiliates trying to get an easy commission out ranking domain website of the product they represent, to issues with somebody really wants to get their name off page one when it came to particular issue they had. So really, we have quite some experience. And it's interesting how many of those tactics are now applicable to the AI age where we really making sure we control the input as much as possible and proactively create input that AI is going to eat up and use for its answers. If you're interested in learning more about this head over to SEOLeverage.com. Find the search branding section online reputation section in our navigation and schedule in a call and let us know what your situation is. We have a chat and see if we can help you and what this help would look like.

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My name is Gert Mellak. I'm the founder of SEOLeverage.com. Thank you so much.