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8 Tips for Using AI to Create Content for SEO

1. Use it as a tool - AI is not a magic solution. It requires good prompt engineering and the ability to judge the quality of outputs. You can't just copy-paste what it gives you and expect to rank.

2. It can massively increase speed and output - Fifty articles for a client is no longer a lot, as you can provide clients a detailed outline that they can fill in themselves. This removes the waiting game of traditional article creation and streamlines the process for both the client and the content creators.

3. It requires creative human input - AI is not creative; you have to provide a human and emotional element in the shape of stories, experiences and selective wording.

4. It's great for product description - If you run an e-commerce store, AI is a terrific aid for producing unique, sales-focus product descriptions that will actually rank. Just input key takeaways and characteristics from the manufacturer description.

5. A shift toward brand awareness - Look to inform the AI as to what your brand (or your client's brand) is about, and to create content consistent with that.

6. Ask for the source - The accuracy of results from a tool like ChatGPT is not always reliable, so best to ask for the source to be sure.

7. Writers have to be good - If you're a skilled writer, especially one with expertise in a certain field, AI is not about to replace you. The technology still needs experts who can evaluate and polish its output to create an effective final product.

8. Have an overall strategy - You can't generate random traffic in pursuit of your SEO goals. Ensure that the content you create with AI is aligned with the results you want - i.e. conversions, sales, etc.

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