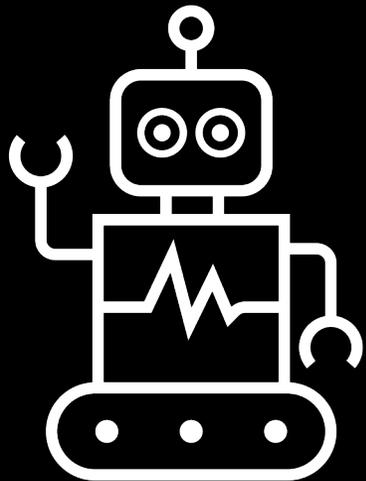


SEODAY

May 24th, 2023



Leveraging ChatGPT into your SEO strategy

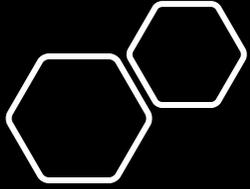
Veruska Anconitano

Multilingual SEO & Localization Consultant

Veruska Anconitano



- 20 years of experience as a Multilingual SEO and Localization Consultant
- Leveraging Sociology, Sociolinguistic, Data Science in SEO
- Certified PjM, obsessed by processes and pizza
- Being called “the language nazi”



**November
30th, 2022**



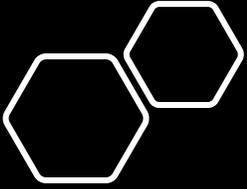
[Research](#) ▾ [Product](#) ▾ [Developers](#) ▾ [Safety](#) [Company](#) ▾

Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT](#) ↗

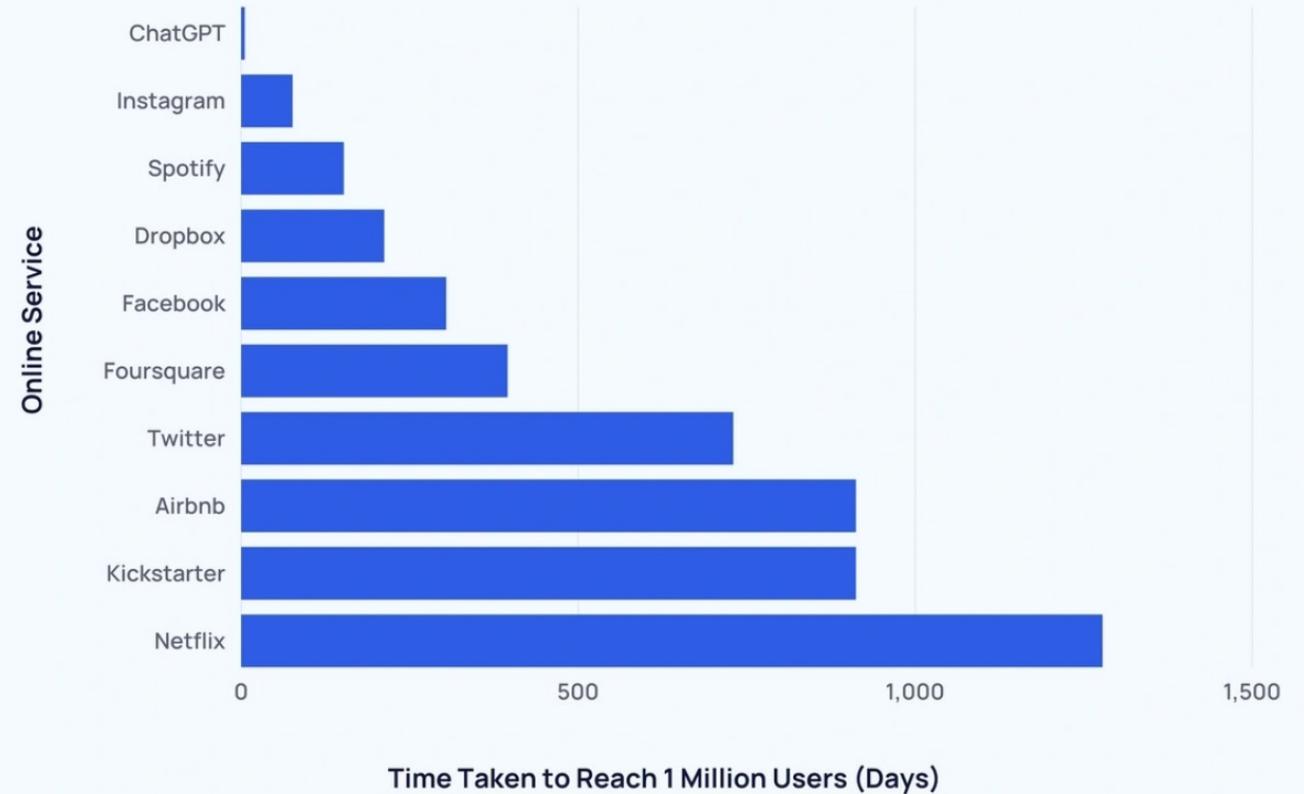
[Read about ChatGPT Plus](#)



December 2022:

**ChatGPT
acquired 1
million users**

Time taken to reach 1 million users



Thousands of ChatGPT plugins and services have been released

The screenshot displays the AIPRM - ChatGPT Prompts website interface. At the top, there are model selection buttons for GPT-3.5 and GPT-4. The main header includes navigation options like 'Favorites', 'AIPRM', 'Public', 'Own', and 'Hidden'. Below this, there are filters for 'Topic' (All), 'Activity' (All), and 'Sort by' (Top Votes). A search bar and 'Prompts per Page' (12) are also visible. The main content area shows a grid of 8 prompts, each with a title, category, author, and engagement metrics (views, comments, likes, and shares). The prompts include:

- Human Written [100% Unique | SEO Optimized Article]** (SEO / Writing) by Jumma, 2 days ago. 3.3M views, 2.5M comments, 8.5K likes.
- Midjourney Prompt Generator** (Generative AI / Midjourney) by kenny, 1 month ago. 1.0M views, 669.1K comments, 4.7K likes.
- Buyer Persona Legend** (Marketing / Marketing) by RonGPT, 2 months ago. 191.1K views, 97.6K comments, 3.7K likes.
- Outrank Article** (SEO / Writing) by AIPRM, 2 months ago. 1.0M views, 722.3K comments, 3.7K likes.
- Fully SEO Optimized Article including FAQ's** (SEO / Writing) by Muhammad Talha (MIS), 1 week ago. 1.1M views, 850.1K comments, 3.6K likes.
- Keyword Strategy** (SEO / Ideation) by AIPRM, 2 months ago. 850.1K views, 608.2K comments, 3.4K likes.
- Write a Complete Book in One Click** (Copywriting / Writing) by Md.Mejbaul Alam, 1 month ago. 610.9K views, 383.3K comments, 3.2K likes.
- Get Monthly Content Calendar In 1 Click** (Marketing / Marketing) by Google Business Profile Services, 2 weeks ago. 375.5K views, 220.6K comments, 2.8K likes.

At the bottom, there is a notification: 'GPT-4 currently has a cap of 25 messages every 3 hours.' Below this, there are dropdown menus for 'Output in' (English), 'Tone' (Default), and 'Writing Style' (Default).

Existing AI services have started to level up their game

NEW! JASPER CHAT

Jasper Chat: AI as easy as "Hi"

Interacting with artificial intelligence used to feel difficult, overwhelming, and a bit robotic... Now with Jasper Chat, have a natural conversation with AI that feels surprisingly human. Simply ask your friendly AI chatbot to generate ideas, revise your content, and even make you laugh.

→ [Try Jasper Chat Free](#)

A group of people are celebrating at a party. In the foreground, a woman with blonde hair tied back is laughing joyfully, her mouth wide open. To her right, a man in a dark t-shirt is also laughing and holding up a glass of beer. The air is filled with colorful confetti (white, pink, blue, green) that is falling around them. In the background, other people are visible, some looking towards the camera and others looking away. The lighting is warm and festive, suggesting an indoor party setting.

**Marketers
got crazy**

—

**The launch of
ChatGPT has
shaken the
SEO industry**



And so search engines

Microsoft Bing SEARCH CHAT

I am planning a trip for our anniversary in September. What are some places we can go that are within a 3 hour flight from London Heathrow?

Congratulations on your anniversary! 🎉 There are many places you can go that are within a 3 hour flight from London Heathrow. Here are some suggestions based on your preferences and the best destinations in Europe in September ⁴ ⁵ ⁶:

- If you like **beaches** and **sunshine**, you can fly to **Malaga** in Spain ¹, which has a pleasant climate, a lively culture, and a beautiful coastline. You can enjoy the sandy beaches, the historic monuments, and the delicious tapas. Malaga is also a great base to explore other nearby attractions, such as Granada, Seville, and Cordoba.
- If you like **mountains** and **lakes**, you can fly to **Anancy** in France ⁴, which is a charming alpine town near the Swiss border. Anancy is known as the "Venice of France" because of its canals and bridges. You can admire the stunning scenery, visit the medieval castle, and try some local cheese and wine. Anancy is also close to Geneva, Chamonix, and Lyon, if you want to see more of the region.
- If you like **art** and **history**, you can fly to **Florence** in Italy ⁶, which is the birthplace of the Renaissance and a UNESCO World Heritage Site. Florence is a treasure trove of artistic and architectural masterpieces, such as the Duomo, the Uffizi Gallery, and the Ponte Vecchio. You can also explore the Tuscan countryside, taste the famous gelato, and shop for leather goods.

Ask me anything...

Give me ideas on how to introduce my daughter to fly fishing

View other drafts ^

Draft 1
Here are some ideas on how to introduce your daughter to fly fishing:
• Start with the basics...

Draft 2
Here are some ideas on how to introduce your daughter to fly fishing:
• Make it fun. Fly fishing can...

Draft 3
Here are some ideas on how to introduce your daughter to fly fishing:
• Show her how to cast a line...

Here are some ideas on how to introduce your daughter to fly fishing:

- Show her how to cast a line without any flies attached.
- Take her to a local pond or lake where she can practice casting and catching fish.
- Make it a fun and rewarding experience by giving her positive reinforcement when she does well.
- Be patient and understanding as she learns the basics of fly fishing.

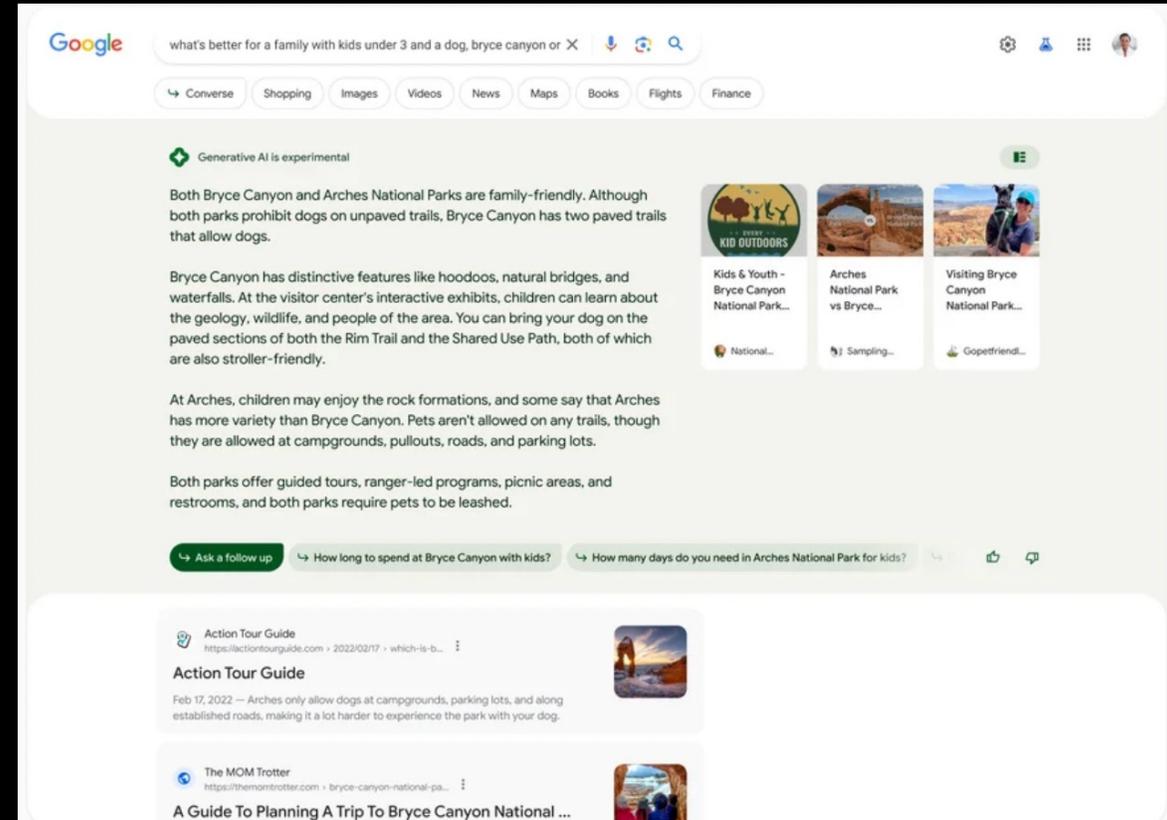
Here are some additional tips:

- Choose a location that is appropriate for her age and experience level.

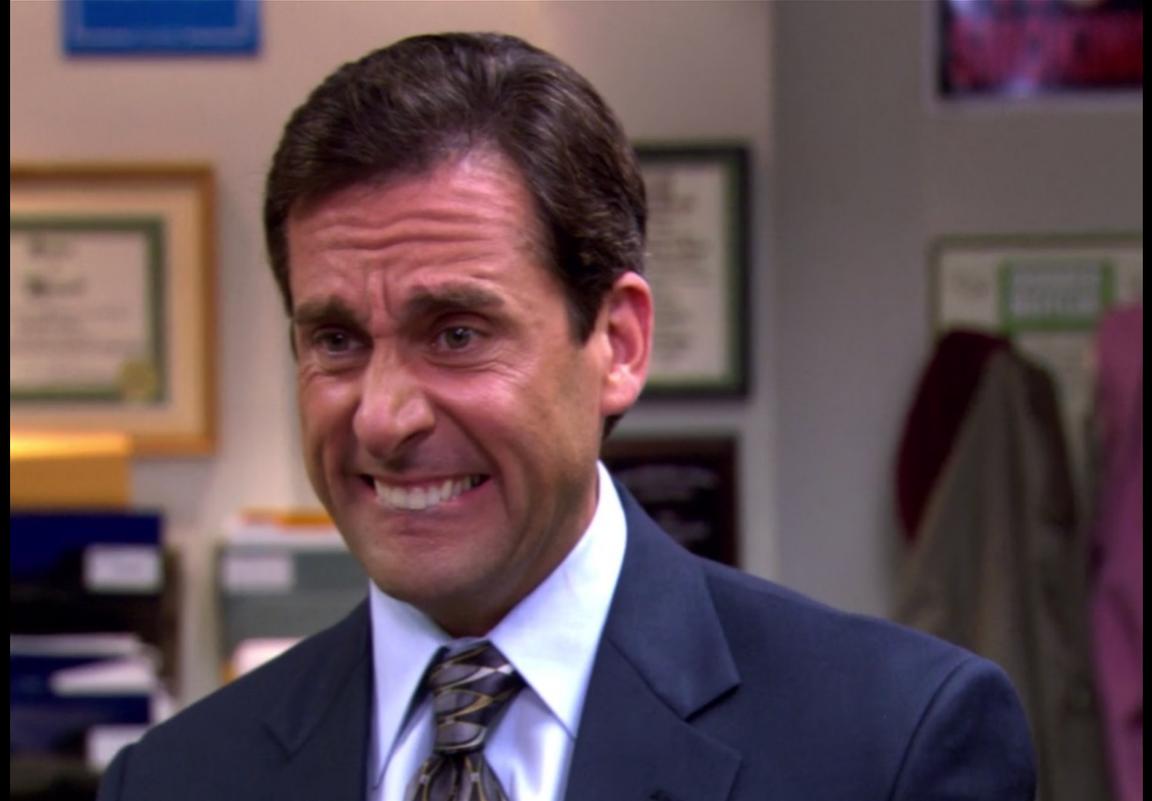
Google introduced a new approach to search

Search Generative Experience (SGE)

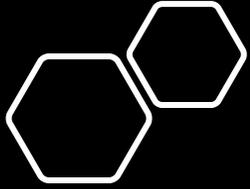
Google Perspectives



Given the commoditization of content due to AI, the primary objective of SEO should shift towards offering expertise, a distinctive voice and viewpoint, and tailored insights to enhance the visibility of a brand.



**It's all about leveraging ChatGPT in
SEO to create functional and
functioning processes**

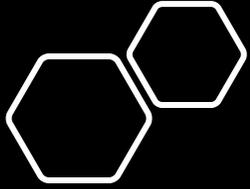


Do your background check

Is it safe for my
organization to use AI?

What constraints do we
have with AI?

Any legal implications?

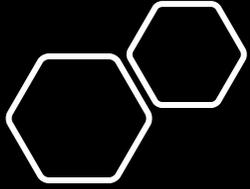


Define your strategy

For what tasks are you going to use AI?

What's the outcome you want to obtain?

How do you measure AI usage?



Define the roles

Who is in charge of AI in your organizations?

Who is going to validate the output and refine it?

Who is in charge of the last step and the monitoring phase?

**What can AI and ChatGPT really
do for us in SEO?**

SEO Pre-Work Tasks

Keywords' Clustering

List of competitors

Topic suggestion

Semantic associations

Programmatic

SEO Content Generation, Organization, Optimization

Briefs

Title Tags & Meta Descriptions

Outlines and Headings

FAQs

Image ALT

Rewrite content

Technical Optimization

Sitemap creation

Website hierarchical structure

Internal linking

Hreflang & canonical

Schema & structured data

Link Building

Outreach opportunities

Messaging for outreaching

List of resources

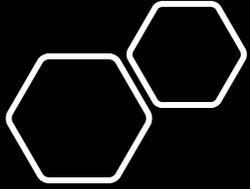
List of experts

How to make this happen?



The not-so-subtle art of prompting





Anatomy of a prompt

Identify the Task and Purpose of Your Prompt

Start a Dialog

Provide Context

Be Specific

Use Clear Language



**Write a meta
description
about “Topic
A”**

You are an expert in “Topic A”, and you are writing an article about “Topic A”. Write me a meta description about “Topic A”. Max length 140 characters, add a CTA at the end.



Step 1

Define clear and well-structured prompt based on the desired outcome

Ask AI to execute the task

Expert check of the output and refinement

Step 2

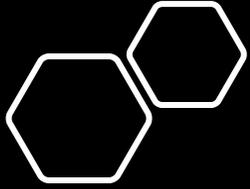
Refine your prompts based on initial outcome

Measure results

Rinse and repeat

Is this enough to succeed in SEO?

Can AI replace human SEOs?



Limits of AI

Inability to replicate human intuition and creativity

Lack of accuracy

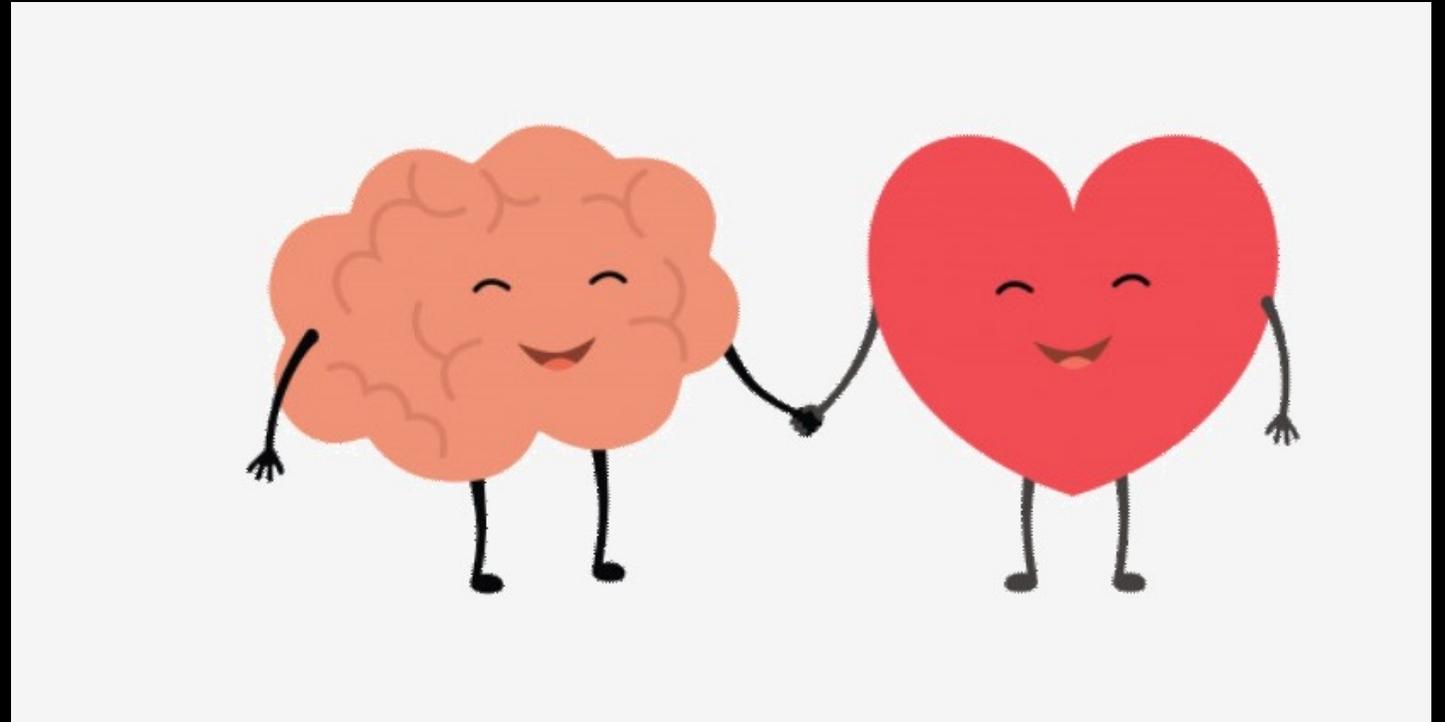
Biases and training data

Lack of expertise and authority

**AI tools can
serve as a
lever to
kickstart and
streamline
efficient SEO
workflows.**



Human touch is still what brings unique perspectives, creativity, and critical thinking to the table.





The combination of human plus AI support will be the key to success in the future.

Thank You!



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