SEODAY

May 24th, 2023

SB.
SKILLS BOOSTER
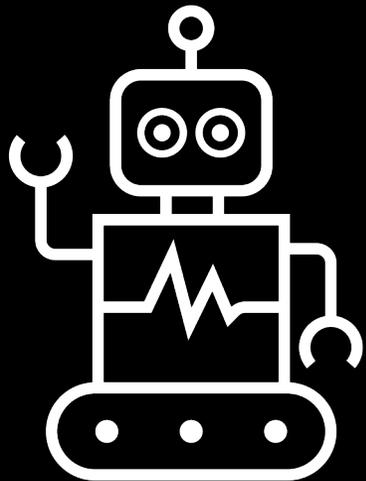
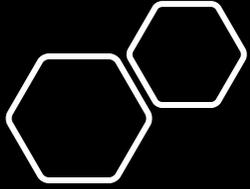Leveraging ChatGPT into your SEO strategy

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

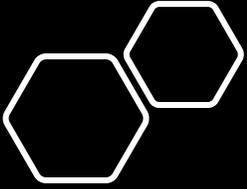- Being called "the language nazi"

November 30th, 2022

December 2022:

ChatGPT acquired 1 million users

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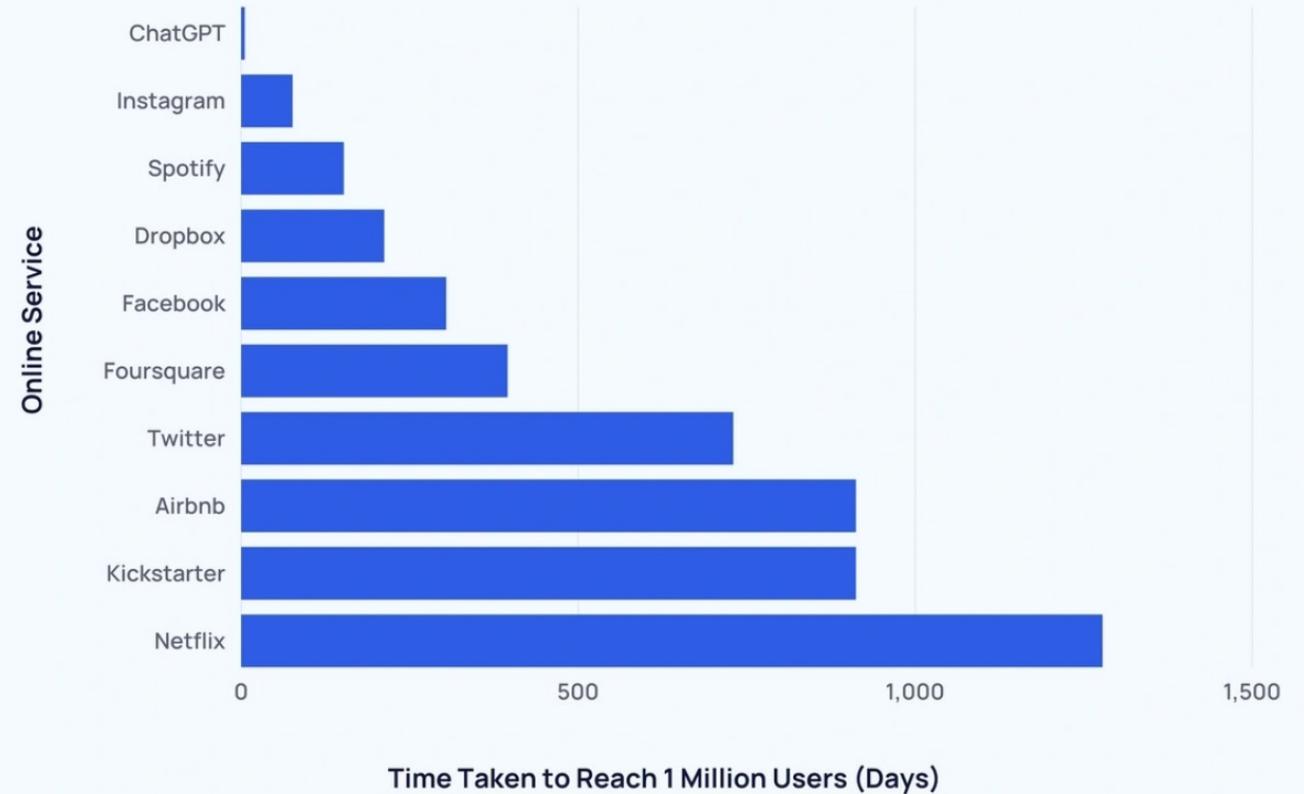
Thousands of ChatGPT plugins and services have been released

Existing AI services have started to level up their game

Marketers got crazy

The launch of ChatGPT has shaken the SEO industry

And so search engines

Google introduced a new approach to search

Search Generative Experience (SGE)

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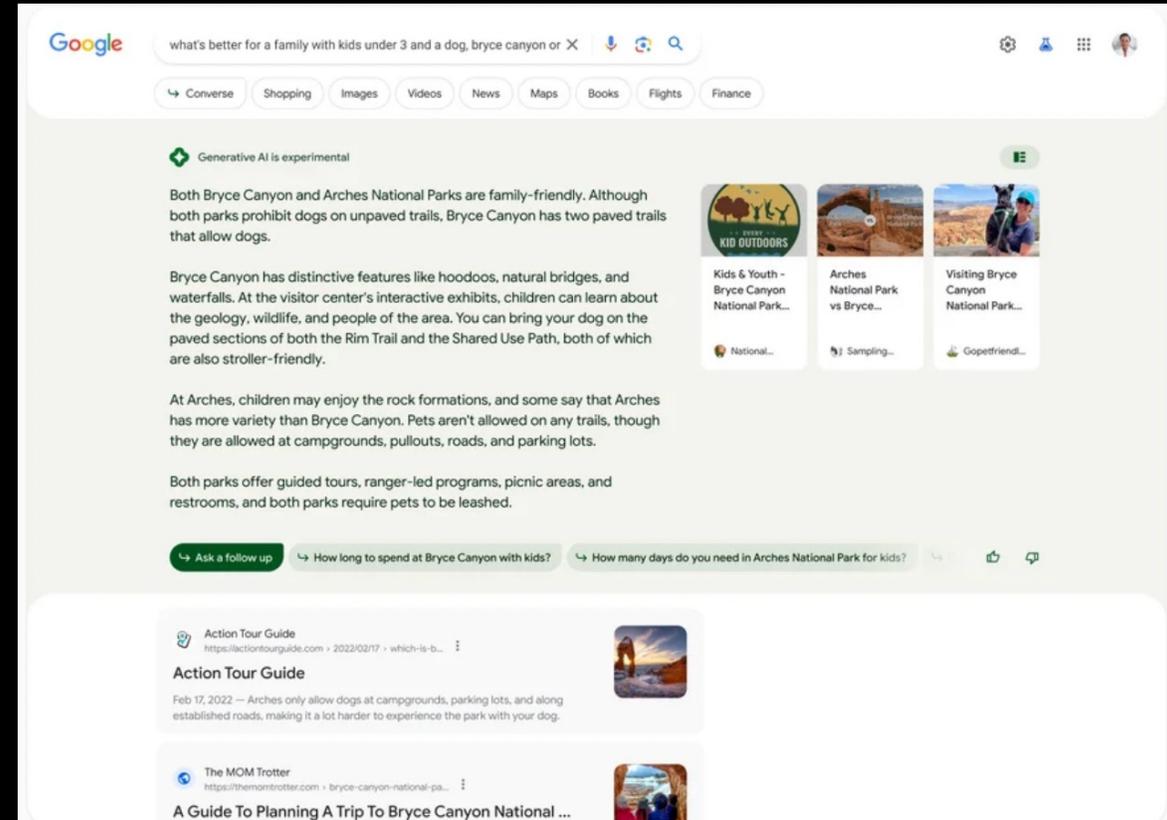
Given the commoditization of content due to AI, the primary objective of SEO should shift towards offering expertise, a distinctive voice and viewpoint, and tailored insights to enhance the visibility of a brand.

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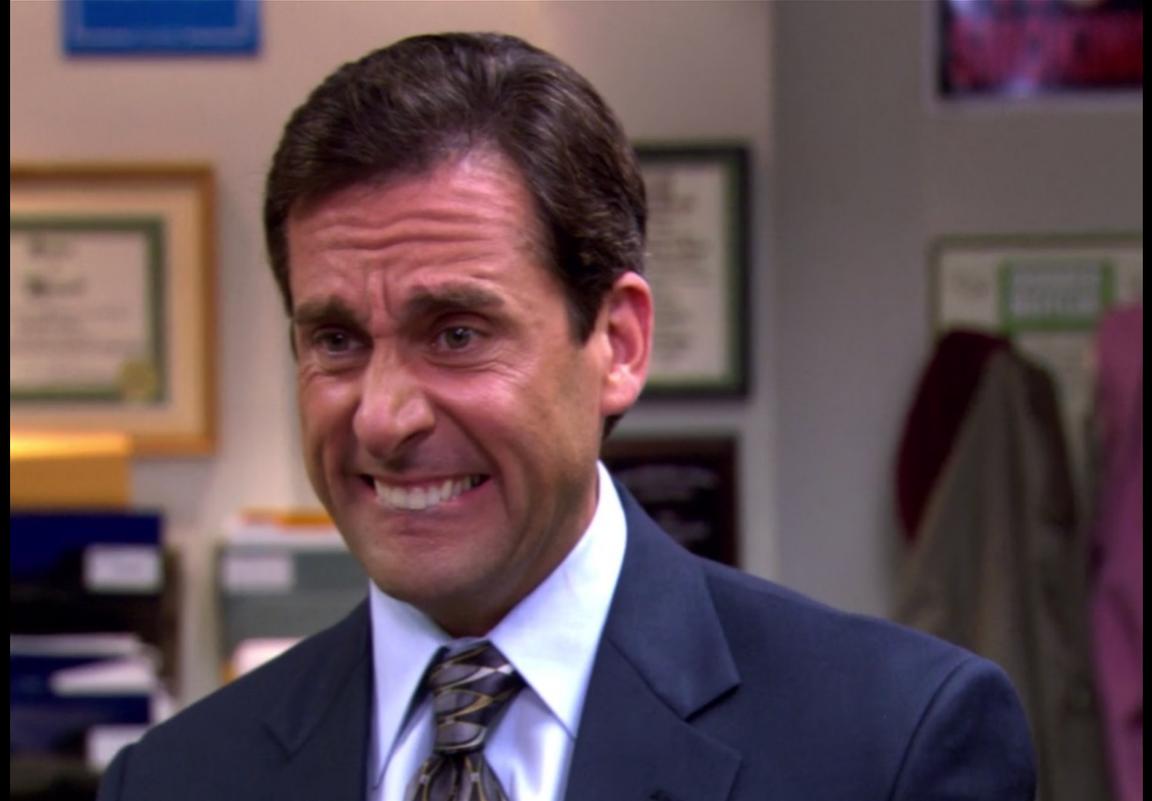
It's all about leveraging ChatGPT in SEO to create functional and functioning processes
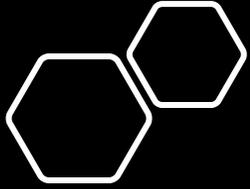
Do your background check

Is it safe for my organization to use AI?

What constraints do we have with AI?

Any legal implications?
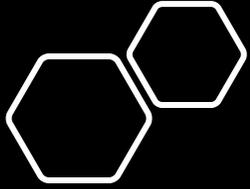
Define your strategy

For what tasks are you going to use AI?

What's the outcome you want to obtain?

How do you measure AI usage?
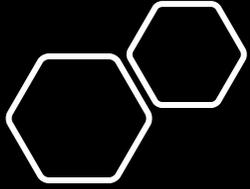
Define the roles

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
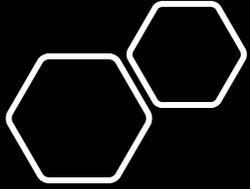
Anatomy of a prompt

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?
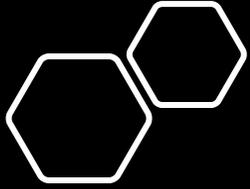
Can AI replace human SEOs?

Limits of AI

Inability to replicate human intuition and creativity
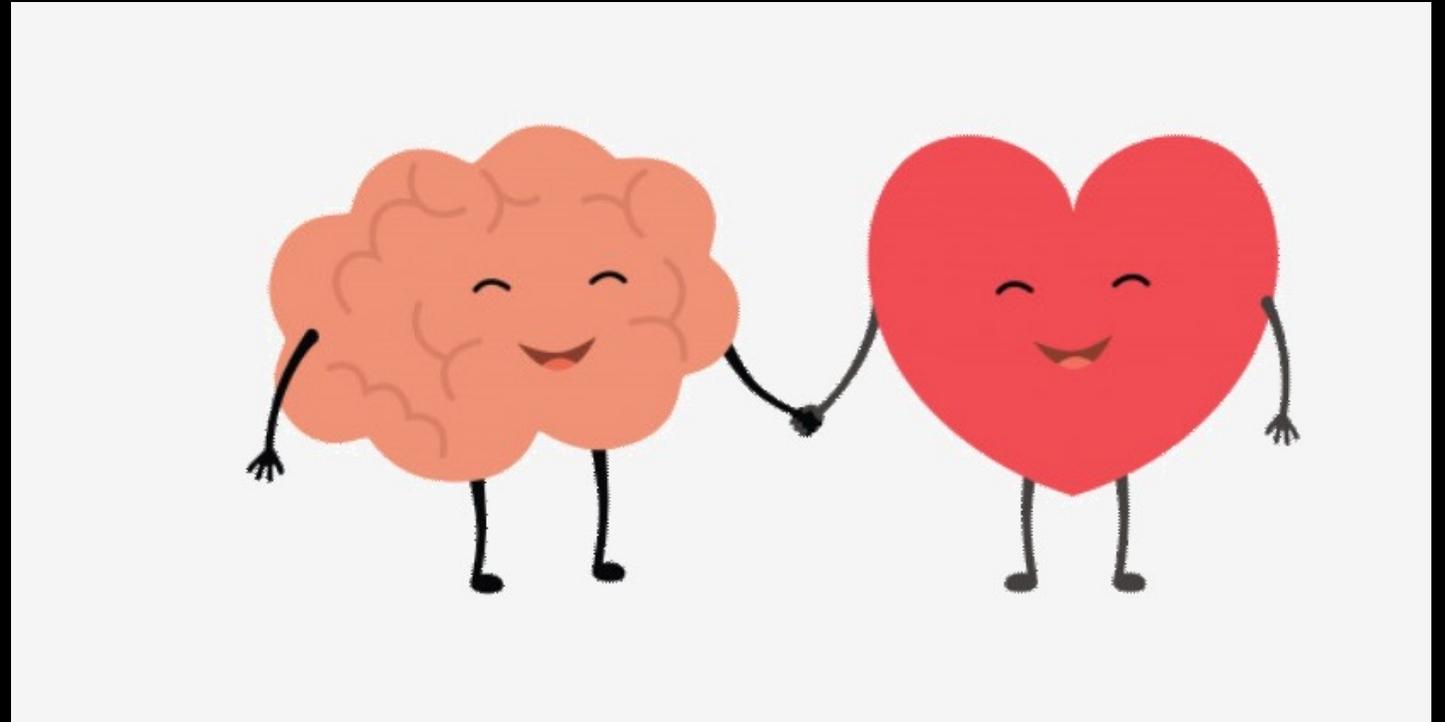
Lack of accuracy

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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