

How I Use AI to Create Better Content Without Losing the Human Touch

Let me be honest with you.

I use AI tools every single day to create content. Blog articles, service pages, case studies — you name it.

But the way most people use AI? It produces content that is **forgettable**. Generic. The kind that search engines quietly ignore and readers stop reading halfway through.

There is a better way. And it starts with a mindset shift: **AI is not the writer. You are.**

Here is the exact process I follow.

TL;DR

- Start with a knowledge base — your ideas, experience, and insights — before touching AI
- Give the AI your writing style as a reference, not just a topic
- Rate your content for uniqueness — and if it scores below 8.5, push it harder
- Read it out loud before publishing — your mouth will catch what your eyes miss
- Sleep on it. Always.

Step 1: Build Your Knowledge Base First

Before I open ChatGPT or Claude, I open a Google Doc.

I write down everything I know about the topic — my observations, my client experiences, things I have noticed in my campaigns, opinions I have formed over 19+ years of doing this work.

I call this my **Knowledge Base**. And honestly? It is the most important step in this entire process.

Here is what most people do instead.

They open ChatGPT, type something like "**write me a blog post about local SEO**", and then spend an hour tweaking the output. The problem? The output was never good to begin with.

AI tools are **great at pattern matching**. They are not great at creativity or uniqueness. So they do what they are built to do — they scan what is already out there and collate it into something that sounds right but says nothing new.

In SEO, we call this **thin content**. And search engines **hate** it. It wastes their crawl budget because they crawl your page and learn absolutely nothing new.

When you feed AI your own knowledge first, it has something real to work with. That is the difference between content that ranks and content that sits there collecting digital dust.

Step 2: Give AI Your Writing Style as a Reference

Once my knowledge base is ready, the next thing I do is not share it with AI yet.

First, I give the AI tool a few references for **how I write**. A couple of articles I have published. A few emails I have sent (with client details removed, obviously). Or sometimes links to web pages whose tone and style I really like.

Then I ask the AI to summarize what it learned about my writing style and reflect it back to me.

If the summary feels right — great, we move on.

If it does not — I give it feedback and ask it to tweak its understanding until it actually sounds like me. Not a formal version of me. Not a corporate version of me. **Me.**

This step alone is what separates content that sounds like it came from an AI writer from content that sounds like it came from a real person.

Step 3: Share the Knowledge Base and Let AI Draft

Now — and only now — I share my knowledge base document.

I ask the AI to use everything in that document to create the piece of content I need. It already knows my style. Now it has my substance. That combination is where the magic happens.

The output at this stage is usually already significantly better than what you would get from a cold prompt. But we are not done yet.

Step 4: Check for the AHA Moment

Once AI gives me a draft, I read through it manually looking for one thing: the **AHA moment**.

The AHA moment is that piece of information that makes a reader stop and think — **"Huh. I did not know that."**

It could be a surprising stat. A counterintuitive insight. A real-life example that shifts their perspective. Something that your reader could not have gotten just by Googling the same topic.

If I cannot find that moment in the draft? I do not move forward. **Great content for SEO has to teach something.**

Step 5: Rate the Content — and Push It If Needed

Here is a trick I use that most people skip.

I ask the AI to **rate the content it just wrote** on a scale of 1 to 10 for uniqueness and value to the reader.

If it rates anything below **8 or 8.5**, I do not accept that. Instead, I ask it to interview me.

I ask it to come up with questions that — if I answered them — would help it make the content more valuable, more specific, and more human. I answer those questions. Then it rewrites.

We repeat this until the rating hits 8.5 or higher.

That is how you turn a decent AI draft into something that actually reflects your expertise — because you are the one answering the questions. Your experience is going into the final product.

Step 6: Read It Out Loud

Once I am happy with the content, I copy the entire thing into a Word document and I **read it out loud**.

Not in my head. Out loud.

When you read something out loud, you naturally read it in your own voice and your own rhythm. And when a sentence feels a bit awkward — when you trip over your own words or it sounds like something you would never actually say — **that is your edit**.

Your ear is a better editor than your eye. Trust it.

Step 7: Sleep On It

This one feels unnecessary. Until you skip it. Then you regret it. 🤔

When you are in flow state — deep in creating something — everything feels great. You feel sharp. You think it is your best work ever.

And sometimes it is!

But sometimes you wake up the next morning, read it fresh, and spot three things you want to change immediately.

So I always sleep on it. I come back the next day and ask myself — **does this feel refreshing? Does this make me excited to publish it?**

If yes — it goes on the website and gets pushed to the search engines.

If not — I go back and fix what does not feel right.

The Bigger Picture

AI has not replaced the need for human expertise. If anything, it has raised the stakes.

Because now everyone can produce content **fast**. The businesses that stand out are the ones that produce content that is **real** — backed by actual experience, genuine insight, and a voice that actually sounds like a human wrote it.

That is what AI cannot replicate. Only **you** can bring that to the table.

Use AI as your drafting partner. But keep yourself in the driver's seat.

That is how you create content that ranks, resonates, and actually wins you clients. 🏆

About the Author

I am **Karan**, the **Chief Geek** at **The Web Geeks**.

I have been working with small and medium-sized businesses for 19+ years to build better websites and get them found on search engines like Google — and now even AI platforms like ChatGPT and Gemini.

My mission? To turn online presence into real-world inquiries and revenue.