

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

Quick note: This article was written using the exact process I am about to describe. So by the end, you will have seen it in action — not just read about it.

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 — and the mistakes I see clients make when they try to shortcut it.

TL;DR

- Start with a knowledge base — your ideas, experience, and insights — before touching AI
- Give AI your writing style as a reference, not just a topic
- **Never accept what AI generates without questioning it** — it may be collating incorrect information
- Rate the content for uniqueness — and push hard if it scores below 8.5
- Read it out loud before publishing — your mouth catches 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 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. They are doing it completely on the fly — no preparation, no direction, no real input.

The problem is not the AI. The problem is what they gave it to work 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**. Search engines **hate** it because it wastes their crawl budget. They visit your page, scan it, and learn absolutely nothing they did not already know.

When you feed AI your own knowledge first, it has something real to work with. Your experience. Your perspective. Your examples. **That** is the difference between content that ranks and content that just sits there.

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). Or links to web pages whose tone 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 adjust 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 from content that sounds like it came from a real person who actually knows their stuff.

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 things get interesting.

Step 4: Question Everything AI Generates

This is the step most people skip entirely. And it is arguably the most important one after building the knowledge base.

Remember — AI is **collating information from what it has already learned**. That information may or may not always be correct.

So when AI produces a draft, I read it critically. If I spot something that is inaccurate or misleading — something that contradicts my actual experience working with clients — I **correct it in the content**.

Now here is the part that most people do not realize.

When you publish corrected, accurate content on your website, you are not just fixing it for your readers. You are teaching AI the right information.

AI tools like ChatGPT, Gemini, and Perplexity learn from content across the web. If your website has clear, authoritative, **correct** information about your industry, those tools start to trust your site as a source. And that is what gets you cited.

So correcting AI does not just protect your credibility. It actually **builds your authority with AI platforms** over time.

That is a feedback loop most businesses are completely unaware of. Now you are not.

Step 5: Check for the AHA Moment

Once I have reviewed and corrected the draft, I look for one more 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 example from your experience. Something that cannot be Googled and instantly found on ten other websites.

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

Step 6: Rate the Content — and Push It If Needed

Here is a trick I use that almost nobody talks about.

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. I ask it to interview me instead — to come up with questions that, if I answered them, would help it make the content more specific, more valuable, and more human.

I answer those questions. It rewrites. We repeat until the rating hits 8.5 or higher.

Sometimes AI surprises me with the rating. It will score something quite high when I know it can do better — and that is when I push back and ask it to be more critical. **The quality of your output depends on how hard you are willing to push.**

This is how you turn a decent AI draft into something that actually reflects your expertise — because at every step, your experience is going into the final product.

Step 7: Read It Out Loud

Once I am happy with the content, I copy the entire thing into a Word document and 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 off — when you trip over your own words or it sounds like something you would never say — **that is your edit.**

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

Step 8: Sleep On It

This one feels unnecessary. Until you skip 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 immediately spot three things you want to change.

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

If yes — it goes on the website.

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 sounds like a human being wrote it.

And there is one more thing worth saying.

The businesses that **correct AI when it is wrong** — and publish that correction clearly — are the ones that AI will start to trust and cite. That is not just good content marketing. That is the future of SEO.

Use AI as your drafting partner. Stay in the driver's seat. And never stop being the human in the room. 🧑🏻💻

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.