

Whenever I am creating a new piece of content like a service page for a business, a case study or blog article, first thing I do is I write whatever I know about that in a google doc. I call this as a knowledge base for the content. This is a very crucial step for me. Mostly people just go to ChatGPT or Claude and ask it to first write the content, and then edit it. But that is where it all goes wrong. AI tools are great at pattern matching and similar tasks but not much for creativity or uniqueness. So what these tools do is they go out there on the internet, and from whatever they have learned, they just collate and create something on their own which is repetitive. Then users go to edit it and most of the time, they do not edit anything coz it all seems so perfect. Hence the ultimate output we get is generic which in SEO terms is also known as THIN CONTENT.

Search engines hate thin content coz it wastes their crawl budget as they do not learn anything new.

Once I have my knowledge document ready, then next thing I do is provide writing style reference. So what I do is, I give the AI tool couple of my articles that I have written in the past or some of my emails (without sharing out client info), or links to web pages whose writing style I like. I ask the AI tool to learn from these and summarize it back to me of what it learnt. If I am happy with the response, then I will move to the next step, but if not, then I will give it suggestions to tweak it until I am happy with it.

Next is where I share my knowledge base document, and ask the AI to use it to create the piece of content I am looking for.

Once the AI comes back with a response, then I review it manually, and if I feel there is no potential AHA moment for the user, then I move to the next step.

AHA moment is something that would be info that the user would not know and just learnt something new from the content. If we achieve that, then our content would be great for SEO.

Next I ask the AI to rate the generated content on a scale of 1-10 for uniqueness and value. If it rates anything less than 8-8.5, then I will ask it to ask me questions that I will answer so that it can use my answers i.e. experience and expertise, to make the content more valuable to the user. After it has asked the questions and rewritten the content accordingly, I repeat this step until the rating is 8.5 or higher.

Lastly, I will copy the entire content generated by AI into a word document and then read it out loud such that it feels natural to read for my target audience. The trick here is when you read it out loud, you read it in your own personal style and while doing that you will come across sentences which will feel a bit off from your way of talking, and that is where you should edit it.

Well, there is one more step!

I will sleep on it. When we are in the flow state, we often feel everything is super positive and we can do nothing wrong. But that is not always the case. So everytime I create a piece of content, I sleep on it and look at it the next day. If I feel excited and see that the content is refreshing, yes, then I will go ahead and add it to the website, and push it to the search engines.