How Chat GPT is changing SEO

The launch of ChatGPT in November 2022 has been a real game changer for digital marketers across the world. SEO professionals are still trying to navigate the potential benefits and power of this technology.

The ability to type in search queries through live chat and get perfectly and uniquely written content hosts several advantages for those looking to create more content rapidly and scale their online businesses. Webmasters can also create codes faster than they can manually and this can be used to compliment or replace developers.

However, this may also present more challenges with increased competition across the digital marketing landscape and questions on how Google's search results are going to react with increased marketing intelligence.

We speak to some industry experts and startup marketers to get more insight into how ChatGPT is changing SEO.

Content creation

For consumers, the ability to create unique content and do it almost instantly is probably the biggest advantage of ChatGPT.

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"Many SEO professionals may have been dubious at first," explains Andrew Baker of finance startup, Doddler.

"Writing unique content is something that is drilled into you from day one and anything that is automated or too good to be

true can only be negative for SEO.”

“But the early evidence shows that ChatGPT is consistent and the content it produces is unique and can rank well if done correctly,” says Richard Allan of Divorce Bob.

“When it might have typically taken us 6 to 8 weeks to produce 50 pages of quality guides and blog posts, ChatGPT can do this in something like 3 hours.”

“We have been able to add pages for more than 1600 area codes across the US using ChatGPT – and this would have been a mountain to climb without AI or not something we would have considered doing.”

“It still needs a proper SEO person to interpret the right number of keywords, content length and other SEO bits like internal links and headings – but it certainly presents a very scalable way to push out content.

“It presents endless possibilities for targeting area codes, times, amounts and other long tail keywords both domestically and if you were to launch into different countries.”

Staffing and outsourcing

Outsourcing your content and code has been popular for many years, with startups and companies using the likes of Fiverr and outsourcing to India and Philippines for their marketing teams.

“But with ChatGPT, it questions whether you need to hire content staff at all,” argues Matthew Sullivan of consumer finance site, Harpsey.

“For years, there has been a question of whether you even need content writers or developers in-house and why pay local rates when it is cheaper abroad? But today, it is a question of whether you need to hire writers and developers at all.”

“This could mean that thousands of content writers could go out of work overnight. However, in practice, the early signs show that although millions are using ChatGPT, it is a small number to create an economic shock and that traditional businesses are still preferring the manual approach. But who knows if paid writers are using ChatGPT to do their work?”

Rapid prototyping and testing

“With the opportunity to create content so fast, this has given us an exciting way to test and try things out,” explains Gavin Cooper, the founder of Claims Bible. “And this is what a huge part of SEO really is.”

“We have been able to throw content together quickly and test out different site layouts and designs or even compare platforms such as Wix, Webflow or WordPress and determine which ranks the best in the SERPs. From there, we have been able to scale up and build out our business.”

“For us, we have been able to replicate hundreds of pages for different types of claims, whether it is for injuries, banks, car manufacturers and many more – and by having consistent meta-data and good backlinks, we have been able to secure positions on Google and generate quality leads.”

Changes in Google SERPs

If we imagine millions of websites using ChatGPT to put out new content and develop new sites, are we going to see huge fluctuations in rankings across all industries?

This does not appear to be the case yet, with ChatGPT operating now for more than 6 months. But it certainly will not be surprising if some industries which are very tech savvy such as consumer finance, casinos or crypto make huge strides in this area.

Hence, one might expect for some new brands to emerge on page 1 for some very competitive keywords, almost out of thin air, or for there to be some early wins for some sites and some even harder crashes if they get penalized.

Still need experience and SEO knowledge

SEO is always changing and no doubt, ChatGPT has created a paradigm shift and an exciting way to put out fast content and replicate code, allowing new and established businesses to scale up quicker than ever before.

Whilst the Google rule of thumb that ‘content is king’ still applies, one cannot deny it is **how** SEO professionals use this content that is truly important and will notably change the SEO landscape.

Whilst you can have content written quickly and to a high standard, it is not valuable unless it has smart and experienced SEO to back it up.

It is key to understand the right content to create, the right keyword research, user intent, meta-data and semantics – and if you can pair this with ChatGPT, this could be the recipe for true SEO success.

More about:

https://www.searchenginewatch.com/2023/06/06/how-chat-gpt-is-changing-seo/