

SEOPress

# Using AI for SEO Copywriting

Learn how AI can automate your writing tasks and explore the best tools for quality content. Transform your content strategy now!

JULY 2024



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# AI Copywriting and SEO

This is not an article written by artificial intelligence about writing articles with artificial intelligence. It is written by real human behind a real keyboard. It is, however, frighteningly easy to generate an informative 1000-word article on the subject of “AI Copywriting and SEO” using current AI tools. It just takes a few seconds. In the next chapter we will give you some examples of articles written by ChatGPT, Microsoft Copilot and other AI tools. Whether you, your readers, Google or other software can spot the difference between human and machine-made content is now a major question (not just for SEO) and may continue to be for years to come.

Producing lots of content has often been promoted as a great SEO tactic. In our own guide [SEO Success for WordPress with a Two-Hours-a-Week Routine](#) we said, “You can gain a lot of advantages in SEO just by regularly producing new, relevant content on your website.” Now that it is easy for any website owner to create articles in seconds and at scale, it has thrown a spanner in the works. Google can no longer just reward sites for having lots of words (and this was probably never the case), it must now focus on the quality of text. In our opinion, AI must be used intelligently for it to help SEO.

## What do we mean by SEO Copywriting?

We can define copywriting as writing copy / text for anything from magazine articles, blog posts, product descriptions, catchy ads to the blurb on cereal packets. We have defined SEO copywriting as writing copy for websites while aiming to please search engines. Normally SEO copywriting will be based on keywords. This includes writing text for SEO tags like the TITLE tag and the

META Description tag. Sometimes an SEO copywriter is involved uniquely in a project to add SEO tags to existing pages.

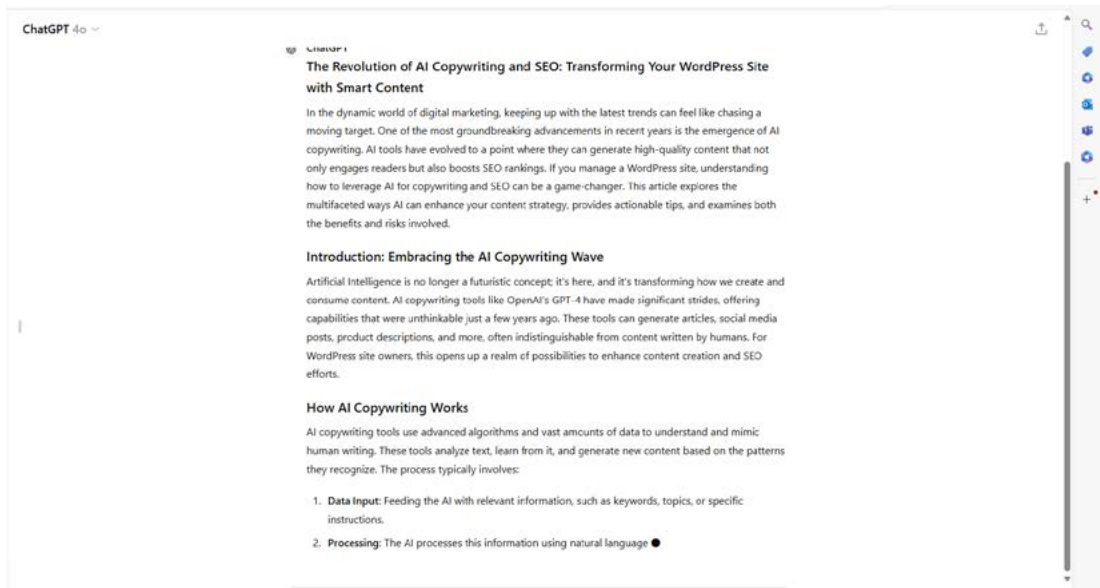
The careers website Indeed, currently lists 141 [SEO Copywriter jobs](#) and indicates that the average salary in the US is \$64,594. Increasingly, though, people searching “seo copyriter” on Google may be searching for software and not a human.

## SEO copywriting tasks that AI can do

Typical copywriting tasks that website owners may want to use AI for include:

- Writing blog posts
- Writing landing pages
- Writing product pages for ecommerce
- Writing category pages for ecommerce
- Writing TITLE tags
- Writing META Description tags

More advanced SEO copywriting tasks could include keyword research, editorial planning and even determining and producing structured data schema for content. For example, [Optimizing a Blog's Recipe Pages with Schema](#). As we will discover in a later chapter, AI tools can do all of these tasks, but can they do them well enough to be trusted to not damage your SEO?



*An example of ChatGPT writing this blog post (at least a blog post on the same subject)*

## Is AI-generated content safe for SEO?

Google has long warned against mass-producing content automatically and they appear to have recently cracked down on AI-generated content through new ranking systems ([Product Reviews](#) and [Helpful Content](#)) and [new spam policies](#). If you reproduce a lot of AI-generated content on your website without paying enough attention to quality, then you may be harming your SEO.

However, Google says that AI-generated content is only penalized when it is of low-quality, not simply because it is AI-generated. Google will also penalize low-quality copy written by humans. As long as you pay attention to quality in the production process, as well as ensuring that you feed AI with real experience and expertise, you should be able to safely use AI on your WordPress site without risking your SEO.

Be aware of other concerns around AI though. AI-generated content may include mistakes and inaccuracies. It may misquote people. There is also an ongoing ethical debate about how AI has been trained and whether it is plagiarizing authors or propagating bias.

## Is using AI-generated content legal?

Built It's February 2024 article [AI-Generated Content and Copyright Law: What We Know](#) confirms that you can legally use content produced by AI generators, but suggests that this may change in the future.

First a question of copyright on AI-generated content. When you prompt an AI to create a piece of content (whether that be a blog post, a poem or an image) who owns the copyright on that piece of content?

- You because you wrote the prompt?
- The AI software?
- The company that created the AI?

None of the above. The current interpretation of the law is that no one actually owns that piece of content. AI-generated content is not protected by copyright at all. This means that you can reproduce it on your website, but that does not mean that you will have copyright over it. The Built It article explains that “creative work that is the result of a collaboration between a human and machine, which is often the case with AI-generated creations, is a complicated matter”. Even if you edit a blog post written by AI, you may only own the parts you added or improved.

As a side effect of software like AI not being recognized as authors, AI companies are also not liable for content their software produces. If content containing serious mistakes or bad advice (like [Google AI Overviews telling a user to eat](#)

[rocks](#)) causes real-life problems, companies cannot be sued for having generated that advice.

There is also a growing concern from original content creators that AI has been trained on their copyrighted material and that this material is being illegally reproduced through generative-AI. AI companies insist that the [US Fair Use law](#) allows the content found on the web to be used for training AI without permission from the author. But lawsuits are testing that theory.

In 2024, as reported by Reuters, the [French competition watchdog hit Google with a €250 million fine](#) for breaches in copyright law by Bard (now Gemini) because it was trained using content from French publishers and news agencies without their permission.

In December 2023, [The New York Times sued OpenAI and Microsoft](#) over the unpermitted use of millions of their articles to train GPT large language models. The lawsuit asks for Microsoft and OpenAI to delete all the data sets created using unauthorized content as well as paying damages. There is a chance that out-of-court settlements will allow Google, Microsoft and OpenAI to continue using content from major media sources without deleting existing data. That cost will be carried by subscriber fees.

Because this is a complex issue that may change rapidly, we must suggest you check the legal implications of using AI-generated content in your country before you start using it on your site. This may also soon include the compulsory labeling of AI-generated content - some publishers have already started doing to ensure transparency and trust with readers.





# SEOPress

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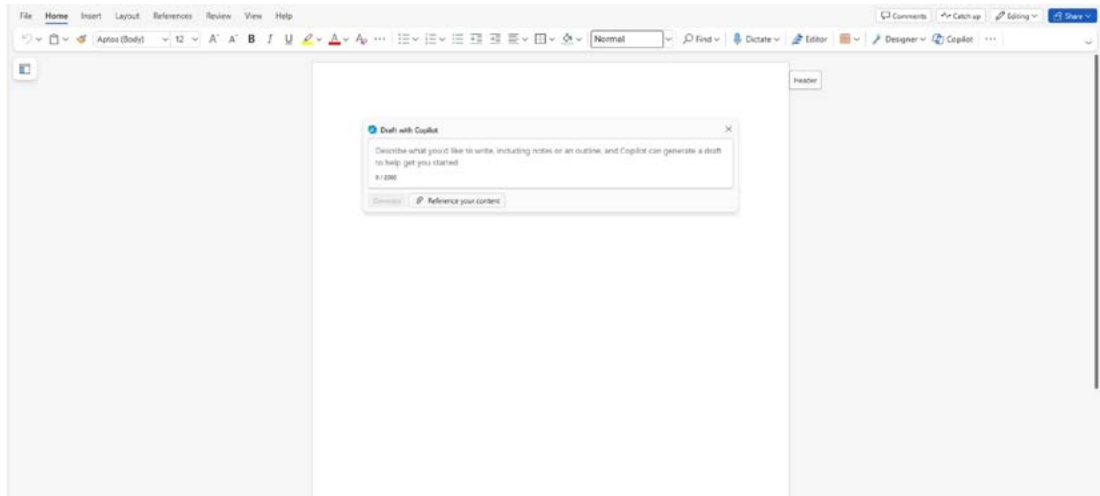
# Test driving AI writing generators for SEO

You can use regular AI-chat solutions like ChatGPT, Microsoft Copilot or Google Gemini to write articles. Copilot can also be integrated directly into Word. Other tools like Jasper or HubSpot AI Content Writer are specialized in content creation and integrate SEO copywriting requirements without needing complicated prompts. SEOPress PRO integrates OpenAI technology into WordPress to offers AI writing generation for important SEO tags.

We have tested some of these tools below on the task of writing blog posts. We are not following our own best practice – featured in the last chapter – but trying to demonstrate how AI generators work out of the box. We invite you to review the content produced by these writers and try some of these tools for yourselves to evaluate the content that they produce.

## Writing articles with Microsoft Copilot in Word

[Microsoft Copilot in Word](#) is available for Microsoft 365 users through a [Copilot Pro subscription](#) (currently \$20/month). Once you have the subscription, you will see the Copilot logo in the toolbar on all Office products including Word. When starting a new document in Word you will see a “Draft with Copilot” window, or you can hit ALT+i anytime to open the Copilot interface.

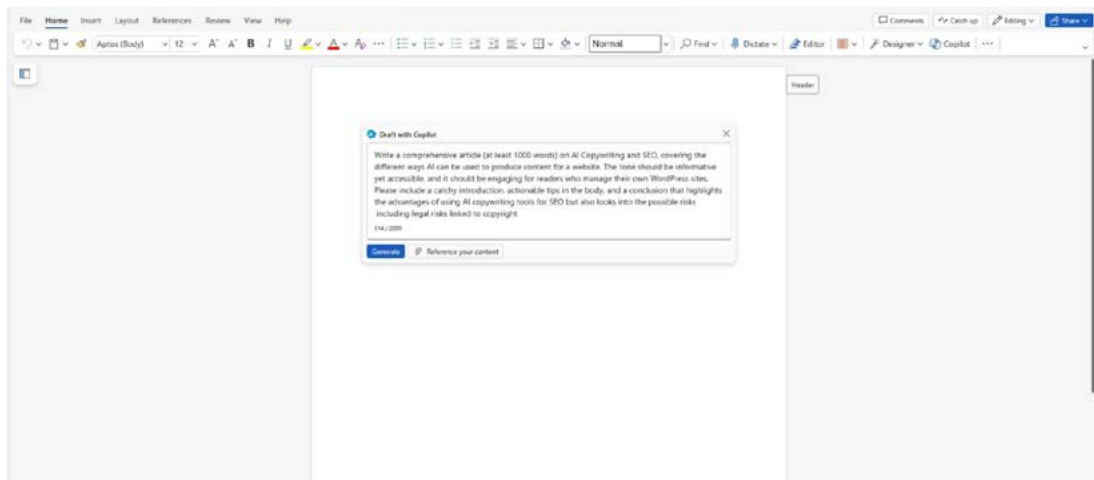


Microsoft Copilot in Word

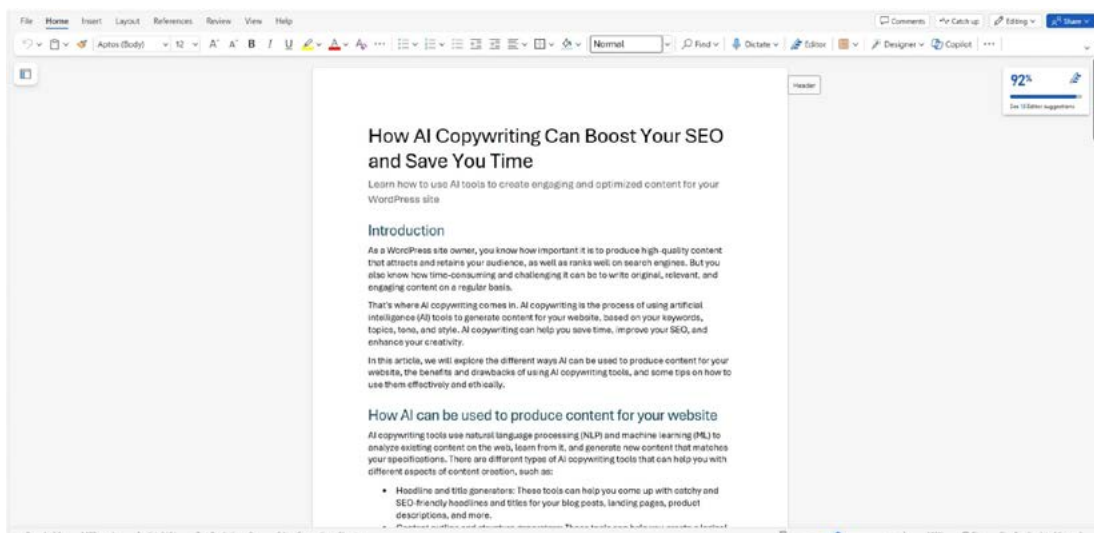
Microsoft gives examples of [Prompts to try](#) in Word, but we asked Copilot to advise us on how to write a prompt to obtain a complete article. It responded with:

*To have Copilot write a complete article from just a prompt, you should provide a clear and concise prompt that outlines the topic, the tone, and the key points you want to cover. Here's how you can word your prompt: "Write a comprehensive article on [Topic], covering [Key Points]. The tone should be [Tone], and it should be engaging for readers interested in [Target Audience]. Please include a catchy introduction, informative body, and a strong conclusion."*

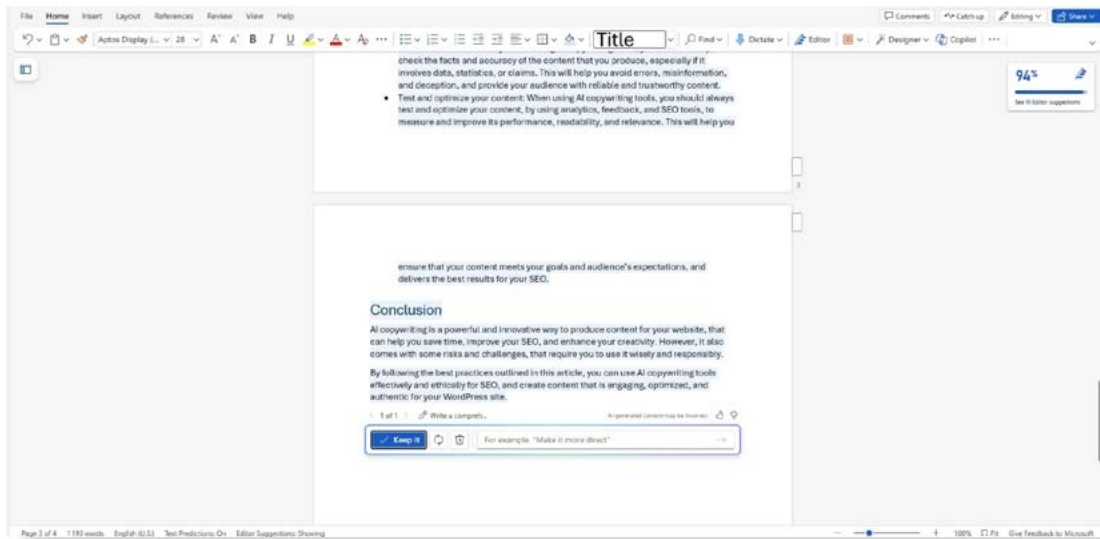
Using a prompt like this, we asked Copilot to write an article on AI Copywriting and SEO. In less than a minute, the first draft was finished. Copilot came up with the title "How AI Copywriting Can Boost Your SEO and Save You Time" and provided 1193 words organized with a subtitle and subheadings. We asked it to complete the article with references to SEOPress and it made modifications to the article.



*Writing a prompt for Microsoft Copilot*



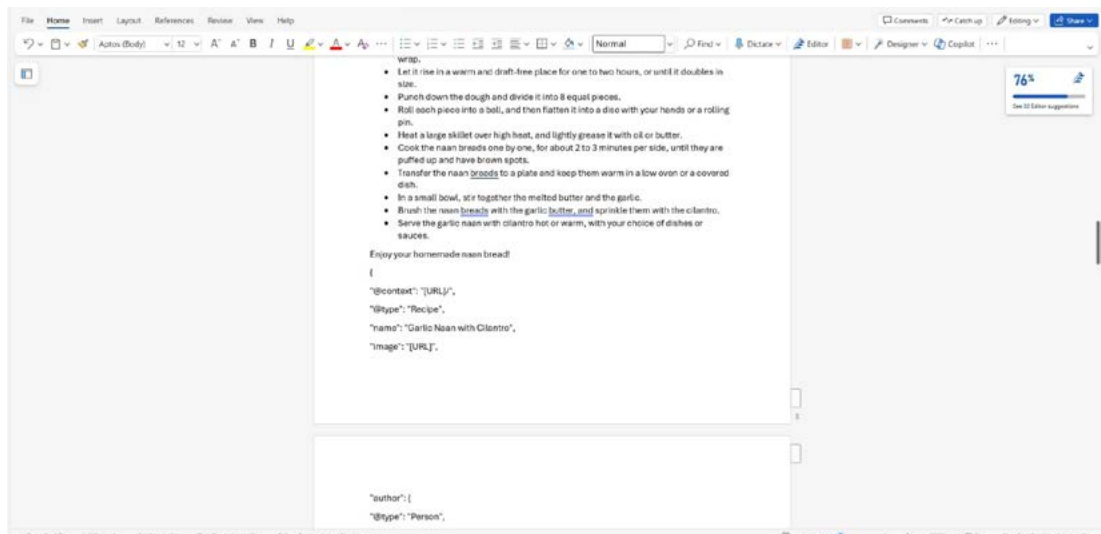
*Copilot writes in Word*



*A discussion with Copilot lets you ask for modifications to the first draft.*

The finished article was formatted in Word with titles with was ready in just minutes. You can find that article in the links below. What do you think?

We also tested Microsoft Copilot with a blog post asking it to write about a fictive visit to Bidart (the small town in France where SEOPress is based) and recipe for Naan bread. For the recipe article, we asked Copilot to provide images and Schema.org markup.



It did produce code that looked like schema.org, but the code made no sense to the [Schema.org validator](#). Luckily, we have [SEOPress to add Recipe structured data schema](#) to WordPress!

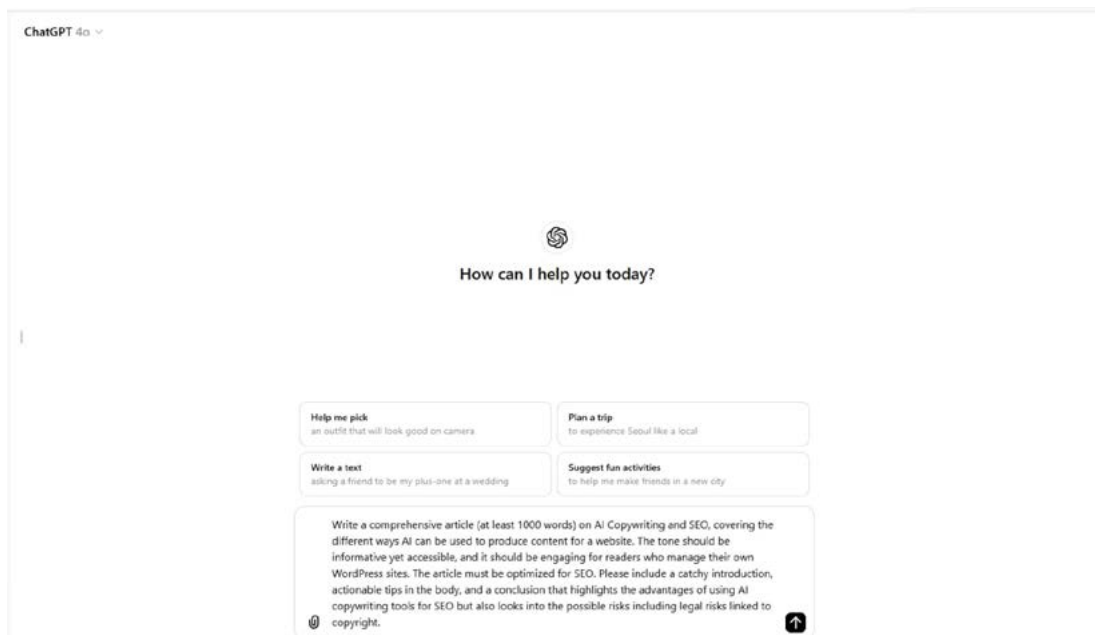
You can read the articles written by Copilot here:

- AI Copywriting and SEO
- Visit to Bidart
- Naan bread recipe

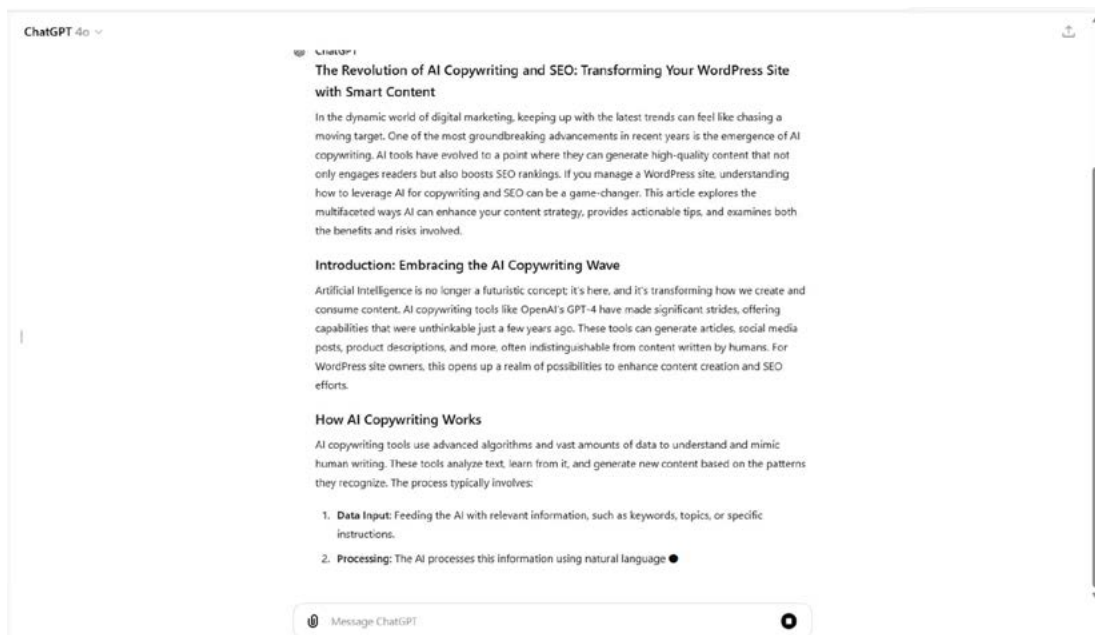
## Writing blog posts with ChatGPT

ChatGPT is the best-known AI and it can be used for content generation if prompted correctly.

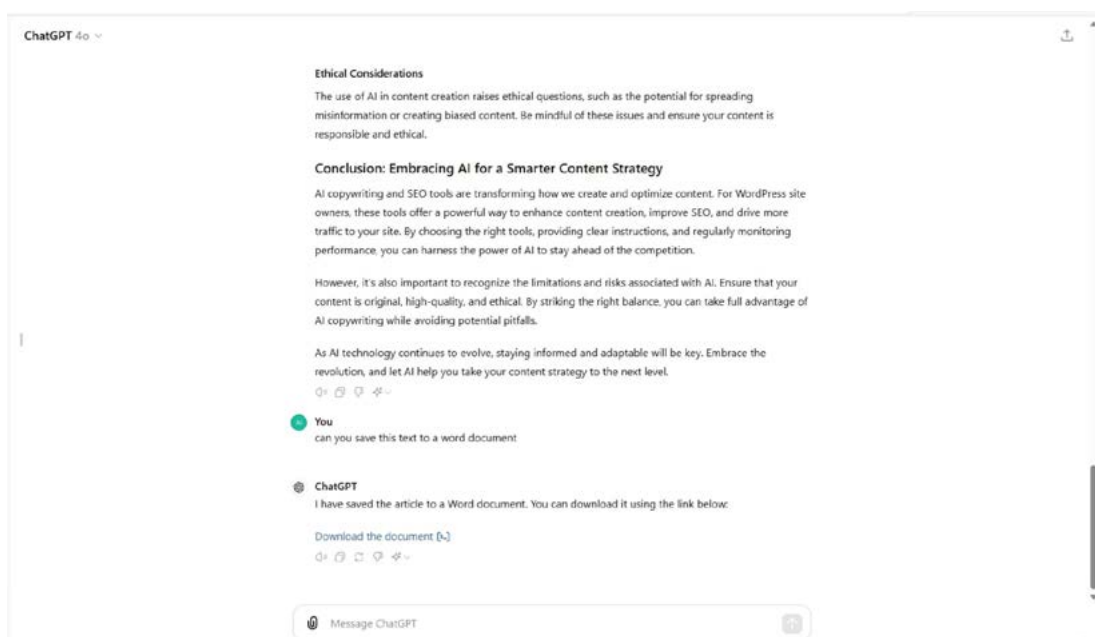
Using [ChatGPT 4o](#) with a ChatGPT Plus paid subscription (\$20 / month) we used the same prompts we had used for Copilot to produce 3 articles. ChatGPT opens with a prompt, “How can I help you today?” we pasted each prompt into the input field.



*ChatGPT prompt for writing article*

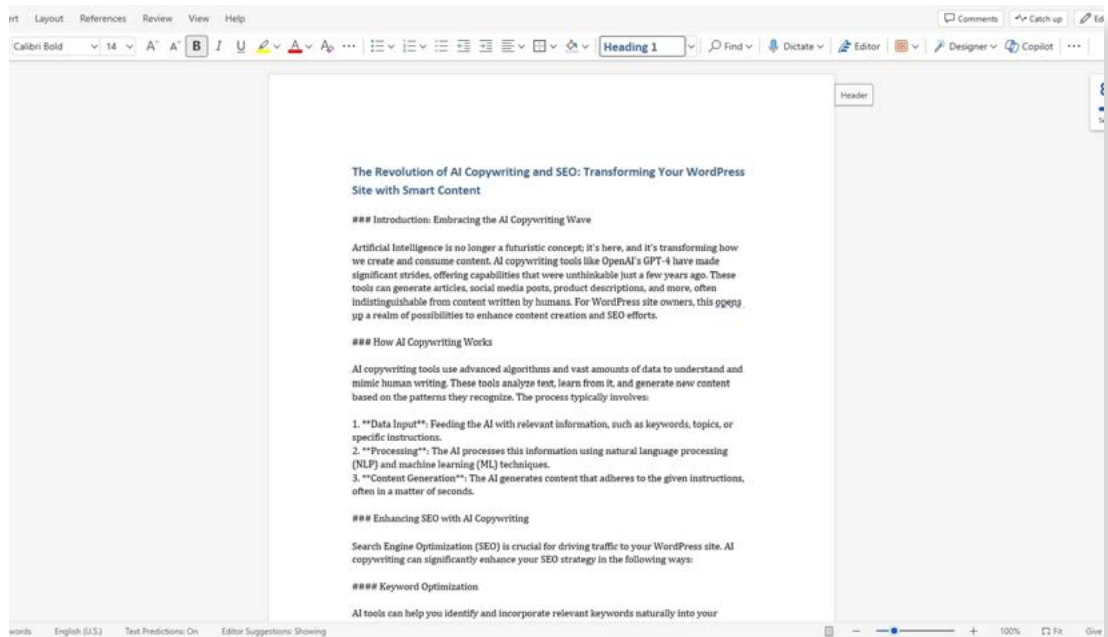


ChatGPT generates text



Ask ChatGPT to save to Word, and it does





*Word document showing the article generated by ChatGPT*

ChatGPT generated the 989-word article in the ChatGPT window in a few seconds. When it was finished, we asked it to save to a Word document, which it did. Although formatting was not perfect (subheadings were written in markdown).

**You can read the articles written by ChatGPT here:**

- [AI Copywriting and SEO](#)
- [Visit to Bidart](#)
- [Naan bread recipe](#)

The 3 prompts that we used were

*Write a comprehensive article (at least 1000 words) on AI Copywriting and SEO, covering the different ways AI can be used to produce content for a website. The tone should be informative yet accessible, and it should be engaging for readers who manage their own WordPress sites. The article must be optimized for SEO. Please include a catchy introduction, actionable tips in the body, and a conclusion that highlights the advantages of using AI copywriting tools for SEO but also looks into the possible risks including legal risks linked to copyright.*

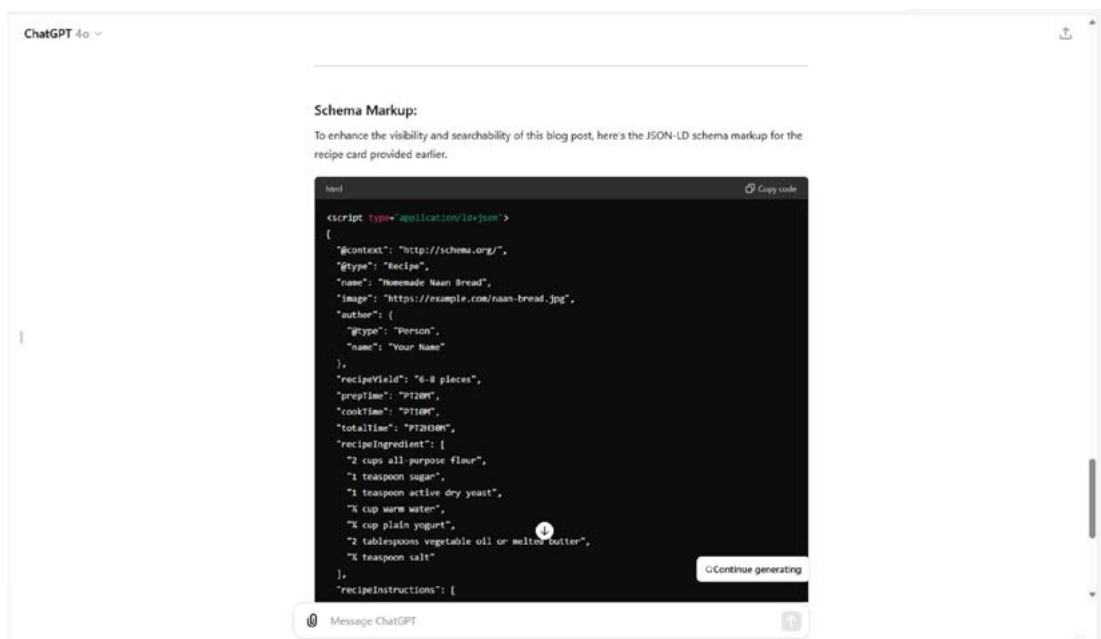
*Write a comprehensive blog post (at least 1000 words) from the point of view of someone who has recently visited Bidart (France), covering the place they stayed, and different sites and activities that they did during their stay. The tone should be enthusiastic but informative and it should be engaging for readers who are considering going holiday on Bidart and know very little about the place. It should answer the questions "what to do in Bidart" and what to do in Bidart when it rains".*

*Write a comprehensive blog post (at least 1000 words) on How to make naan bread at home, including at least one recipe. The tone should be informative yet accessible, and it should be engaging for readers of a blog specialized in Indian cuisine who often cook at home. Can you include images to illustrate the article and schema markup for the recipe.*

This is a fairly simple way of using ChatGPT to write articles, more practiced users [like Christy Wright](#), suggest teaching ChatGPT your writing style (also called voice) by starting with a prompt like this:

*I need help writing a [blog, email, etc.] for [platform, medium, or topic]. The first thing I need is for you to understand my writing style based on examples that I give you. After that, we'll write some copy. To start, please say BEGIN and I will paste examples of my writing. Please say NEXT EXAMPLE and I will paste more examples. When I am done with examples, I will say DONE. When I say DONE, please don't do anything except confirm that you have saved the writing style.*

Note that ChatGPT did not provide images for the Naan bread recipe, but it did provide structured data code for the recipe that we validated with Schema.org and [Google's Rich Results test](#).

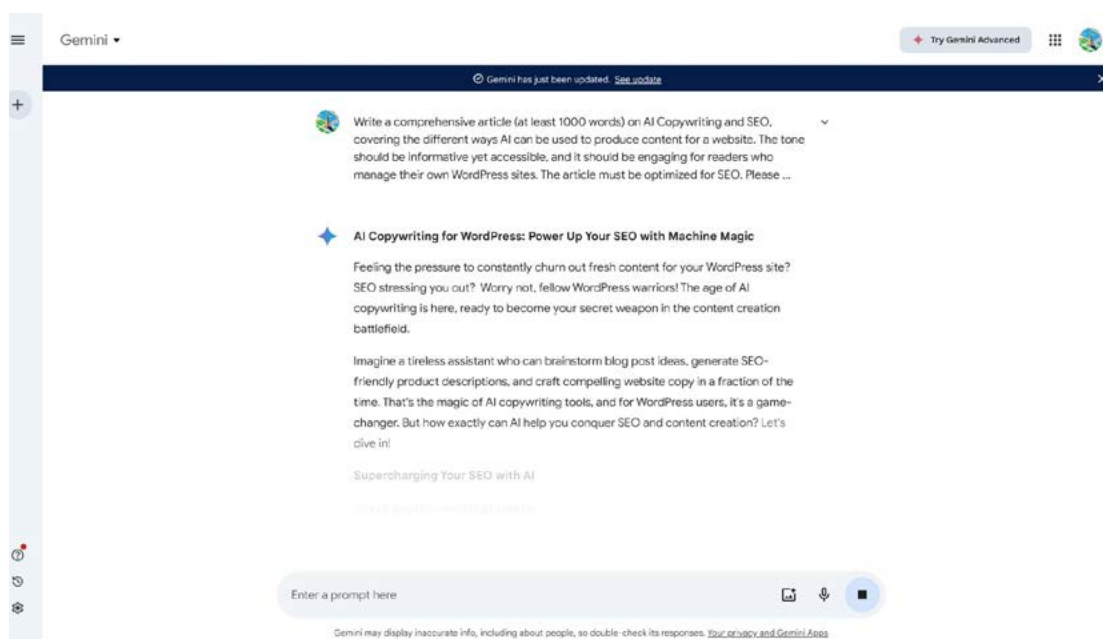


ChatGPT provides valid Recipe Schema.org markup with the article

## Writing articles with Google Gemini

Google Gemini is Google's answer to ChatGPT. Maybe unfairly, in comparison to ChatGPT Plus and Microsoft Copilot in Word, we used the free version of the [Gemini App](#) and not the Advanced version as this is not yet available in France.

We pasted the prompts used with Copilot and ChatGPT. The tool is very similar to the latter.



*Prompting Google Gemini to write an article*

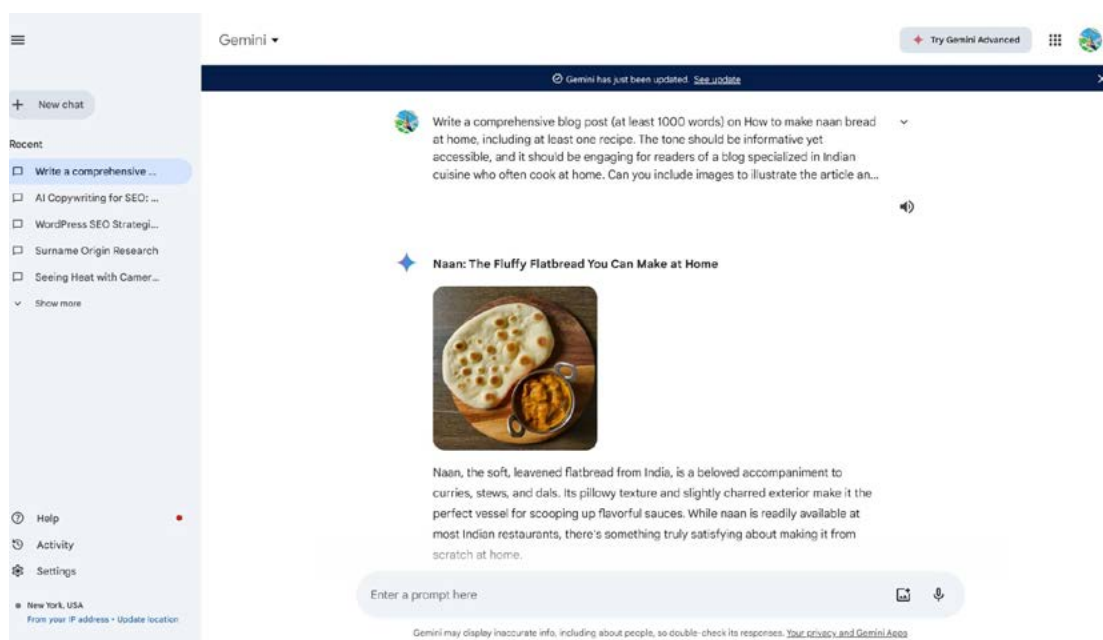
Gemini did not finish the article – it stopped mid-sentence at around 700 words – and had to be prompted to “Finish please” for the rest of the article to appear (you may have the same problems with the free version of ChatGPT). It could not save the file to Word, so we had to cut and paste, which is not ideal.

**You can read the documents produced by Gemini here:**

- AI Copywriting and SEO

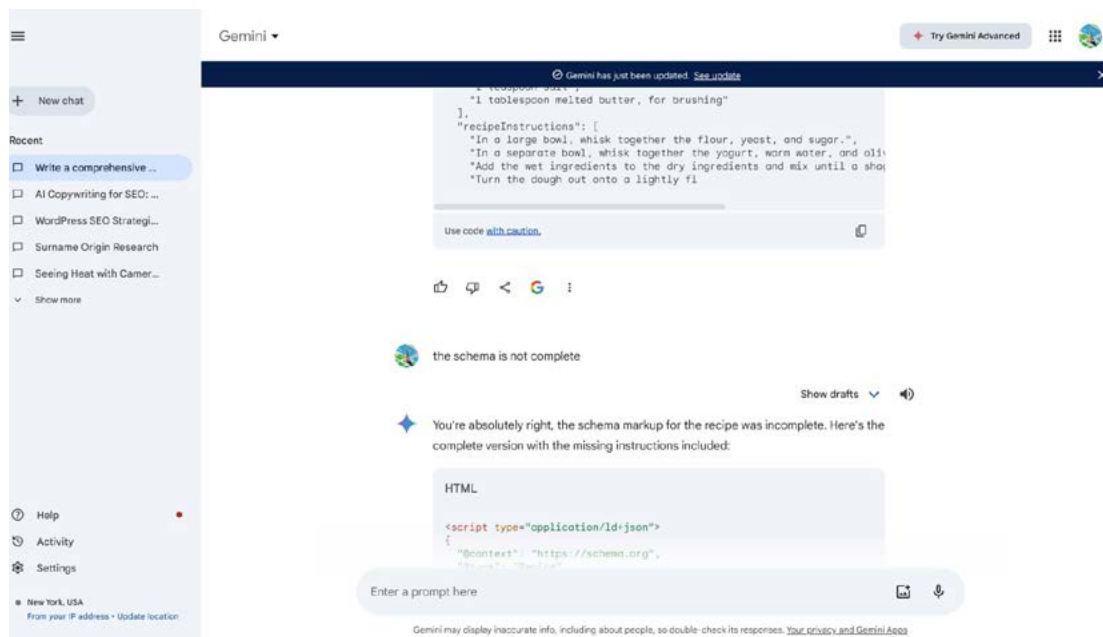
- Visit to Bidart
- Naan bread recipe

For the naan bread recipe, Gemini generated and inserted images into the article. We searched these images using Google Lens afterwards and it confirms that these are not existing images. However, a note from Gemini at the end of its response recommends replacing them with our own images for better results.



*Article generated by Gemini with images*

Gemini also produced code for the Recipe Schema, but it contained formatting errors in duration values (preparation time and cooking time) which meant that these properties were not validated by Google.

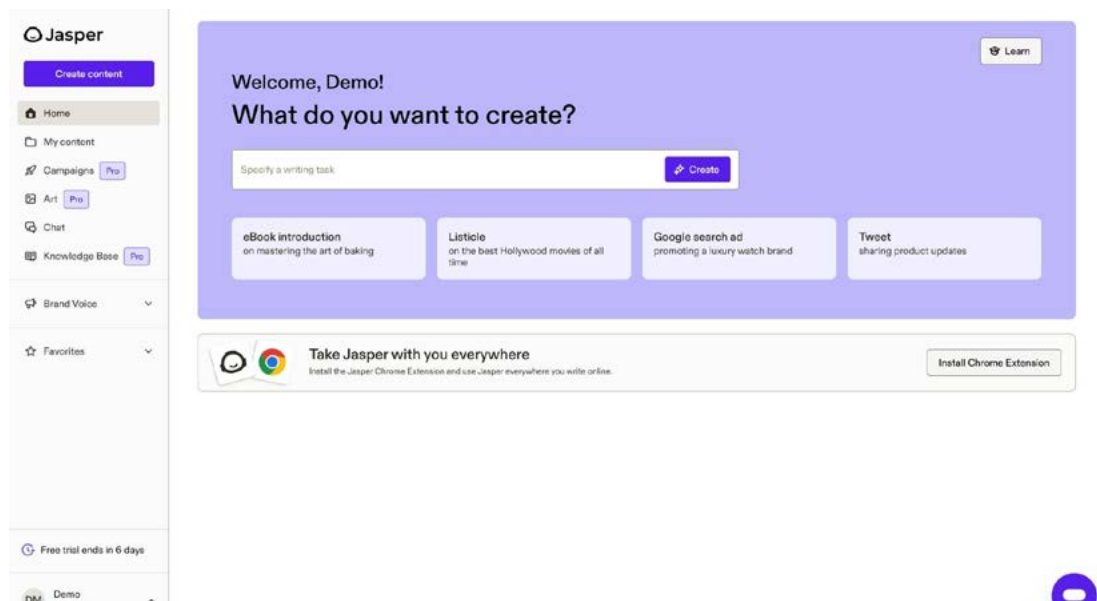


Google Gemini generated Recipe Schema with errors

## Writing articles with Jasper.ai

[Jasper](#) is often cited as the best AI copywriting tool, and it had tens of thousands of paid users well before ChatGPT made AI text generation popular worldwide. Subscriptions start at \$39 / month for a single creator. Rather than being a generalist AI chatbot, Jasper is specialized in producing web content (eBooks, blog posts, social media posts and emails) and has a different approach.

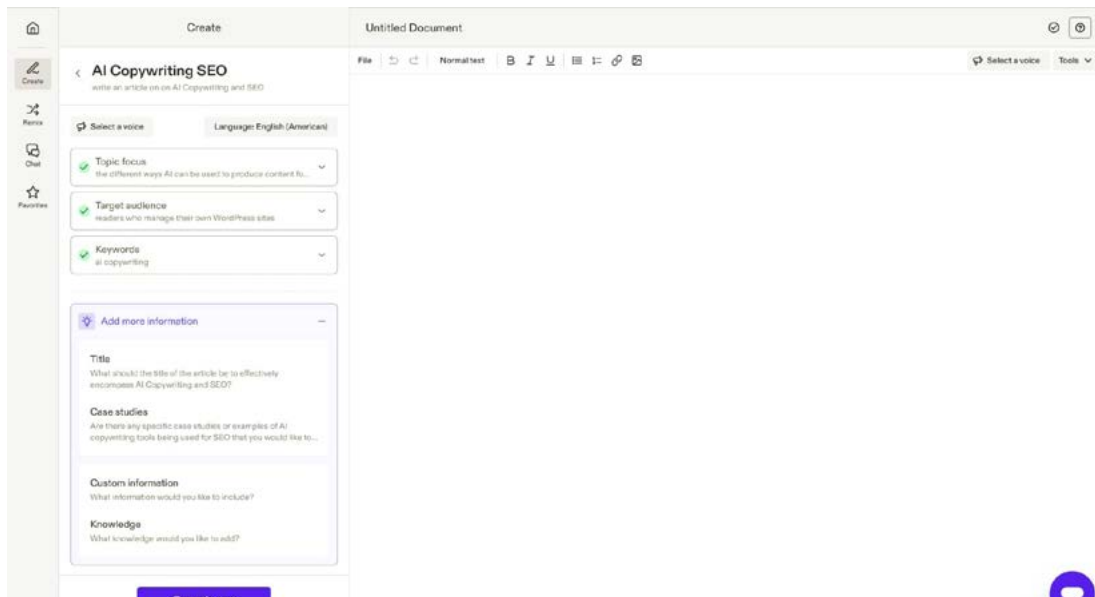
You start by telling Jasper what you want to create, and it will ask relevant questions related to the topic, the audience and keywords you want to target before generating content. You can give it an outline or let it generate one for you.



*Starting with Jasper.ai*

You can also easily create a Brand Voice by uploading files or asking Jasper to scan your site. After analyzing our website, Jasper says that the SEOPress brand voice is “assertive and confident, emphasizing the value and benefits of its offerings through direct and action-oriented language, positioning itself as a knowledgeable leader in its field that values efficiency, effectiveness, and user empowerment”.





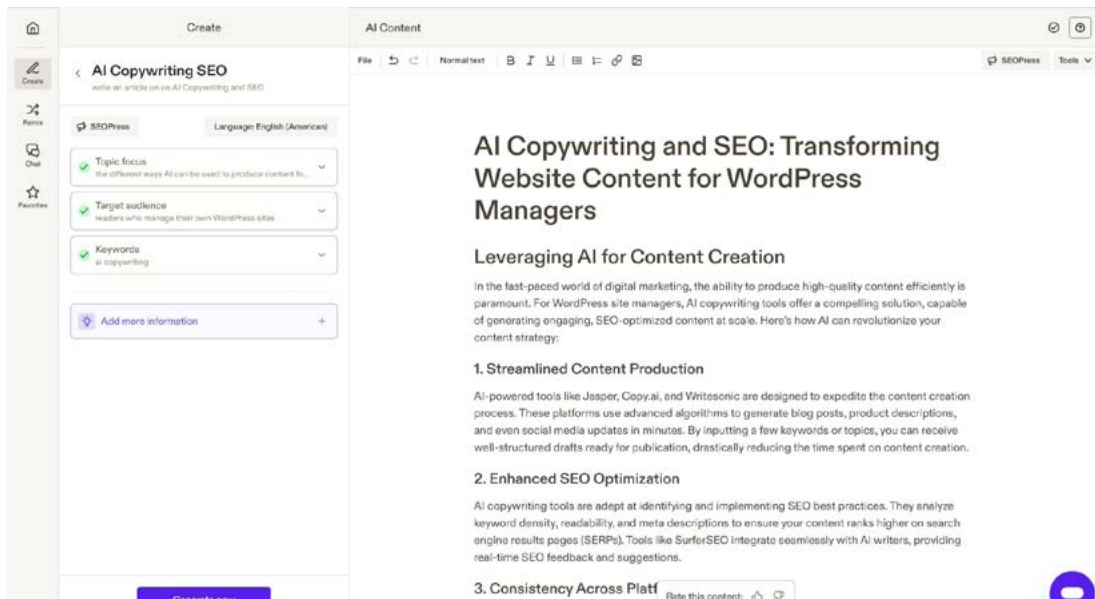
The screenshot shows the Jasper AI 'Create' interface. On the left is a sidebar with icons for 'Create', 'Revis', 'Out', and 'Favorites'. The main panel is titled 'Create' and shows a document titled 'AI Copywriting SEO' with the subtitle 'write an article on on AI Copywriting and SEO'. Below this, there are several sections for configuring the article:

- Select a voice**: A dropdown menu currently set to 'Language: English (American)'.
- Topic focus**: A dropdown menu with the text 'the different ways AI can be used to produce content for...'.
- Target audience**: A dropdown menu with the text 'readers who manage their own Wordpress sites'.
- Keywords**: A dropdown menu with the text 'ai copywriting'.
- Add more information**: A section with three sub-sections:
  - Title**: 'What should the title of the article be to effectively encompass AI Copywriting and SEO?'.
  - Case studies**: 'Are there any specific case studies or examples of AI copywriting tools being used for SEO that you would like to...'.
  - Custom information**: 'What information would you like to include?'.
  - Knowledge**: 'What knowledge would you like to add?'.

At the bottom of the 'Add more information' section is a blue button labeled 'Generate now'.

*Jasper helps create a brief for an article by asking questions*

Once you think you have given enough information to Jasper about the topic, audience, keywords and other requests like article length, content structure, case studies or a piece of knowledge you would like to be included, click on **Generate now**.



*Jasper generates the article in just a few seconds*

Once the article is generated (in just a few seconds) you can work in the editor to ask Jasper to add further content or improve paragraphs, change tone, change length or even repurpose content as a social media posts. The editor has classic text editor, and this includes a feature to add relevant royalty-free images from [Unsplash](https://unsplash.com). The Pro version of Jasper includes an art generator that can be used to create illustrations.

The articles were cut and pasted into Word without editing.

We prompted Jasper to add structured data to the Naan bread article and it correctly produced JSON code for the Recipe Schema.

#### The articles written by Jasper:

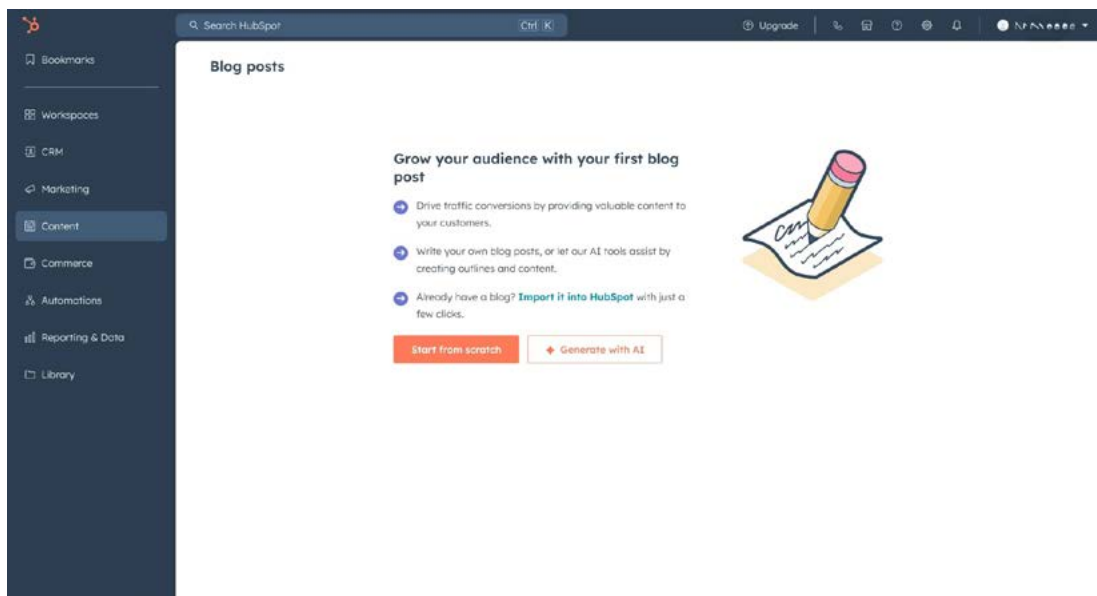
- AI Copywriting and SEO (with the SEOPress brand voice)
- Visit to Bidart

- Naan bread recipe

## Writing articles with HubSpot AI Content Writer

The [HubSpot Free AI Content Writer](#) is a new tool that is part of the HubSpot CRM and CMS platform. You can access it by creating a free HubSpot CRM account. There are a few steps before you get to the point where you can access the AI Content Writer. Once your account is created, go to **Content > Blog** and you will see an invitation to write your first blog post using AI, click on **Generate with AI**.

Once you have saved your first blog post, this page will list blog posts and you can generate a new article by clicking on **Generate blog post** in the top right side of the screen.



*Starting an article with HubSpot*

HubSpot has a slightly different approach from the other tools presented so far. After you enter a basic blog idea or topic (we used the same prompt we used for the previous tools) you are asked to choose the blog post title and associated keyword. This is a more SEO aligned approach.

The screenshot shows the HubSpot AI Copywriting interface at Step 2 of 3, titled "SELECT TITLE". A progress bar at the top indicates the current step. A yellow banner at the top states: "SEO keyword data will only be available in Content Hub Pro and above starting May 1st, 2024. Starting May 1st, 2024, SEO keyword data will only be available for Content Hub Professional and Enterprise. Portals with Marketing Pro and above or legacy CMS will lose access to Semrush data but keep access to basic AI post generation. [Upgrade to Content Hub Pro](#)." Below this, the main heading is "Select a blog post title" with a subtext: "Titles are editable and keywords can be edited on the previous step." A link "View SEO keyword data" is visible. Four title options are listed, each with a "Generate new title" button and a "Keyword" field:

- ☐ AI Copywriting and SEO  
Generate new title  
Keyword: AI Copywriting
- ☐ Maximizing SEO with AI Copywriting: Legal Risks Unveiled  
Generate new title  
Keyword: Legal risks
- ☐ Unlocking SEO Potential: AI Copywriting and Copyright Concerns  
Generate new title  
Keyword: SEO optimization
- ☐ Navigating Copyright Minefields: AI Copywriting for WordPress  
Generate new title

At the bottom, there are "Back", "Cancel", and "Next" buttons.

*HubSpot asked to confirm target keyword*

Once you have chosen the blog post title, HubSpot proposes a document structure that you can edit before approving. It will only generate the text once you are happy with the structure. For example, we added a last section on AI Copywriting for WordPress.

The image shows the HubSpot AI Copywriting interface during the 'SELECT TITLE' step of a three-step process. The title 'AI Copywriting and SEO' is entered. A keyword 'AI Copywriting' is suggested. A description is provided: 'Discover the power of AI in revolutionizing copywriting and SEO practices.' Under 'Paragraph headers', five topics are listed: 'The Rise of AI in Copywriting', 'Benefits of AI Copywriting for SEO', 'Best Practices for Implementing AI in Copywriting', 'Challenges and Risks of AI Copywriting', and 'AI Copywriting for WordPress'. Each header has a 'Add talking points' button. At the bottom, there are 'Back', 'Cancel', and 'Generate blog post' buttons.

HubSpot

DESCRIPTION SELECT TITLE OUTLINE Step 3 of 3

AI Copywriting and SEO

Keyword: AI Copywriting

Description \*

Discover the power of AI in revolutionizing copywriting and SEO practices.

Paragraph headers \*

Add up to 30 paragraph headers.

+ Add paragraph header

+ Add talking points

The Rise of AI in Copywriting

Benefits of AI Copywriting for SEO

Best Practices for Implementing AI in Copywriting

Challenges and Risks of AI Copywriting

AI Copywriting for WordPress

Back Cancel Generate blog post

*HubSpot lets you edit the document structure*

Once you are happy with the structure, click on **Generating blog post**.

The blog appears in the HubSpot CMS blog editor. SEO TITLE and Meta Description tags are set up automatically. If you want to use the content in WordPress, you need to cut and paste the title, main body and meta.



*Article generated in the HubSpot blog post editor*

#### The articles written by HubSpot:

- AI Copywriting and SEO
- Visit to Bidart
- Naan bread recipe

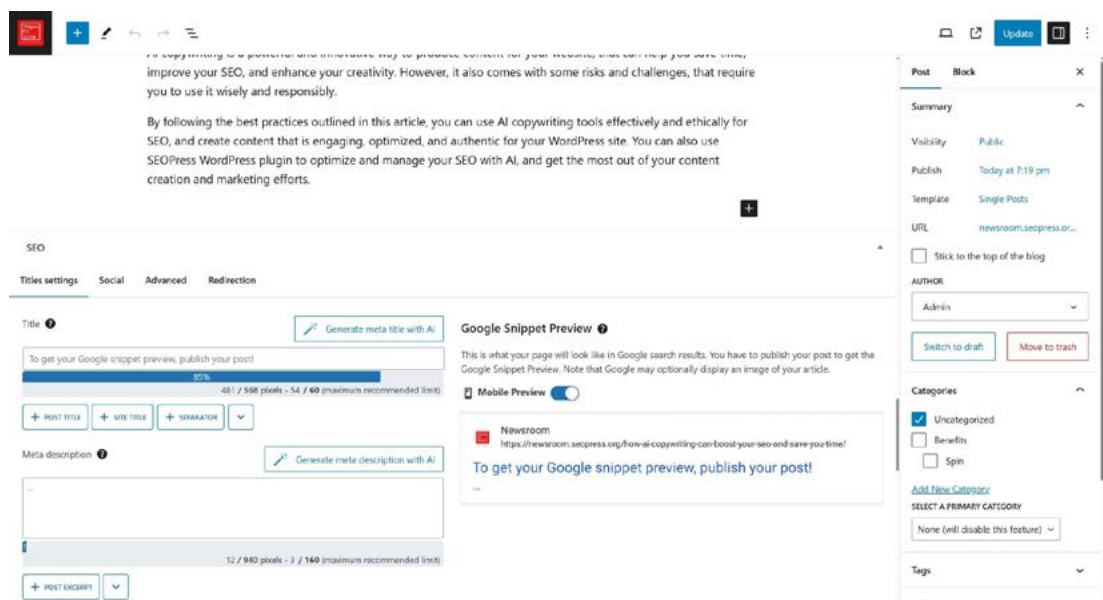
Note that HubSpot ignored requests for images and Schema.org markup for the naan bread recipe.

## Writing meta tags with SEOPress PRO

The SEOPress plugin has [integrated OpenAI](#) since January 2023. We felt that WordPress users needed AI to help them complete a specific task: writing good TITLE and META Description content. Everybody knows that it is an important SEO job, but very few get around to doing it for all pages and posts. Also note that in our tests above the only software that wrote TITLE and META Description content to go with the article without being prompted was HubSpot.

Using [SEOPress PRO](#), you need to create an OpenAI account and generate an API key to complete the integration of OpenAI to WordPress. [Full instructions are here](#).

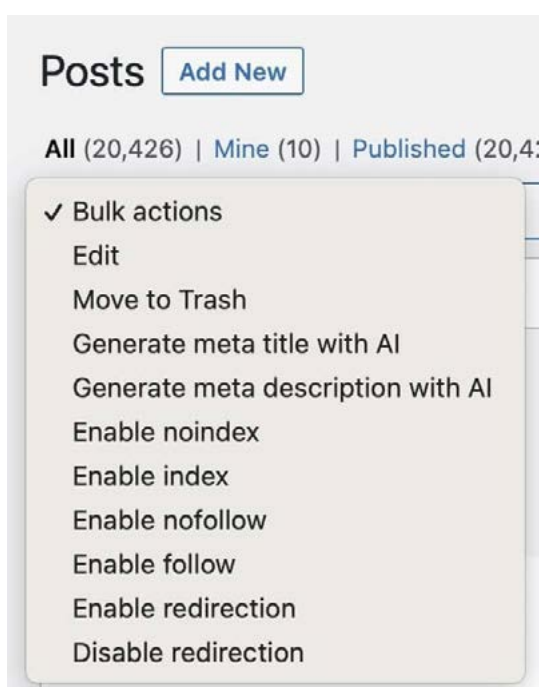
Once that is complete, you will see AI Generation buttons appear in the SEO metabox when editing a page, post or other custom post-type. Simply click on **Generate meta title with AI** and **Generate meta description with AI** buttons to get OpenAI generated text.



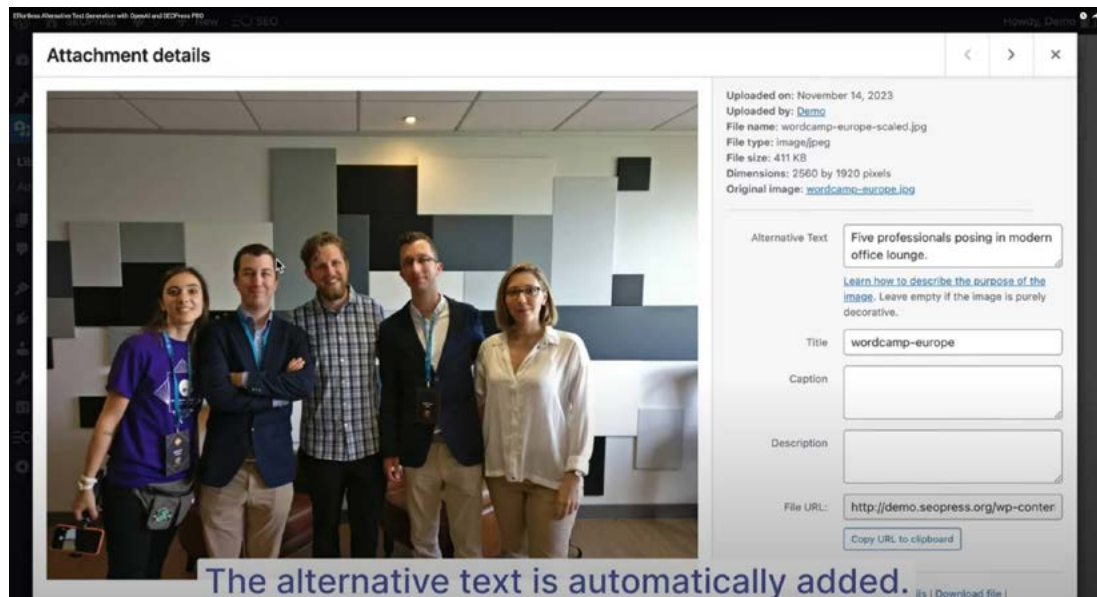
*Using OpenAI in WordPress to generate meta tags*



**Generate SEO meta data in bulk!** Getting AI to generate meta data when editing a page is great. But even more useful, is adding meta data to all pages in bulk. Once OpenAI is integrated, you will find **Generate meta title with AI** and **Generate meta description with AI** options in the Bulk actions drop down on all post-type list pages.



Since the release of [ChatGPT Vision](#) we have also recently extended our features to writing ALT text for images – this is the other SEO job that users love to put off! With this option on, AI-generated ALT text will be added automatically to images when you upload them. See how that works in the video below.



<https://www.youtube.com/watch?v=zxGCY-bJYwE&t=1s>



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# AI detection in search engines

If you are already using, or thinking of using, AI to generate content for your website, then you may be interested to know whether Google (or other search engines) can detect AI-generated content.

It is thought that Google previously rewarded sites with lots of text because this represented a certain investment (of time or money) – it can take at least 2 hours to write 1000 words. Now that we can generate a 1000-word document in seconds, Google can either stop rewarding content or find some way of detecting whether content was created with or without investment.

The importance of being able to detect AI produced content obviously goes way beyond SEO and copywriting. Finding a solution for detecting fake content is an important priority for Internet security, journalism and education too.

## Google says it is not penalizing AI

Published in 2023, [Google Search's guidance about AI-generated content](#) states that “appropriate use of AI or automation is not against our guidelines”. Rather than penalize content generated by AI, Google has algorithms to assess the quality of content through systems such as

- [Product Reviews](#) which rewards quality reviews, that provide insightful analysis and original research.
- [Helpful Content](#) detection which is now integrated to the core ranking factors

- [Scaled content abuse](#) signals to detect and remove spam

Regarding spam, Google says that scaled content abuse is against policies “no matter how it's created whether content is produced through automation, human efforts, or some combination of human and automated processes”. This can be applied to any quality signals; Google will detect and penalize bad content whether it is produced by AI or not.

Commenting the March 2024 Core Update, Roger Montti contradicted Google [in an article published on Search Engine Journal](#), saying that “Google is penalizing AI-generated content” simply because “AI cannot meet Google’s quality thresholds” as described in the Product Reviews and Helpful Content documentation. For Montti, AI-generated content will always lack expertise, hands-on experience and originality unless it is produced with the input of experience and expertise at source. He suggests that marketers should be collaborating with AI rather than expect it to do all the work.

## AI Detection tools

In the [RAID: A Shared Benchmark for Robust Evaluation of Machine-Generated Text Detectors](#) study published in May 2024; 12 state-of-the art AI detectors are analyzed including 4 commercially available solutions

- Originality - <https://originality.ai/>
- ZeroGPT - <https://www.zerogpt.com/>
- GPTZero - <https://gptzero.me/>
- Winston - <https://gowinston.ai/>

Although tests showed that detectors worked most of the time, the study concludes that “detectors are not yet robust enough for widespread deployment or high

stakes use". As shared by Bruce Clay in [How to survive the search results when you're using AI tools for content](#), there are ways of getting round AI detection that are also identified in the study.

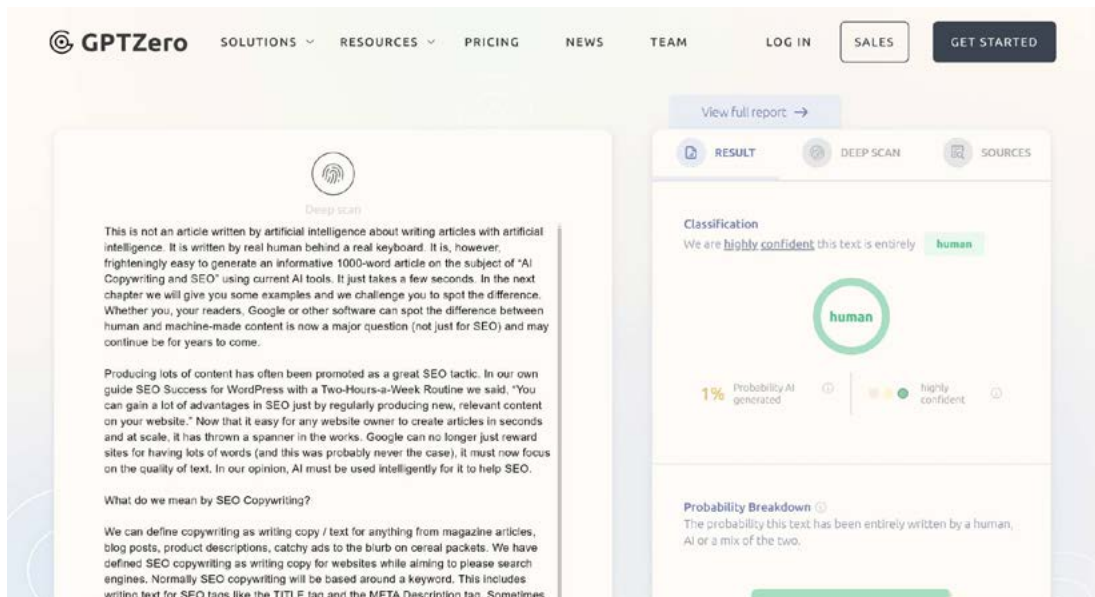
*"Detectors are not yet robust enough for widespread deployment or high stakes use" - RAID: A Shared Benchmark for Robust Evaluation of Machine-Generated Text Detectors*

Dogwan Lee, head of the [Information Knowledge and wEb \(PIKE\) Lab at Penn State University](#) - and also on the team at GPTZero - says that "the best AI solution that we built analyzes text and gives a confident answer — with 85% to 95% accuracy — as to whether content was written by a human or made with AI". Compared to humans who could only detect distinguish AI-generated text only about 53% of the time. But he also admits that detectors are playing cat and mouse with AI tool builders as AI generation software becomes increasingly sophisticated.

We tested the articles we produced using AI in the previous chapter "Test driving AI writing generators for SEO" using some of these tools and the results were conclusive. These tools are very good at detecting content produced by AI (in this case one-click production of articles without any post-editing).

**GPTZero** lets you check 10,000 words per month for free and plans start at \$10 per month.

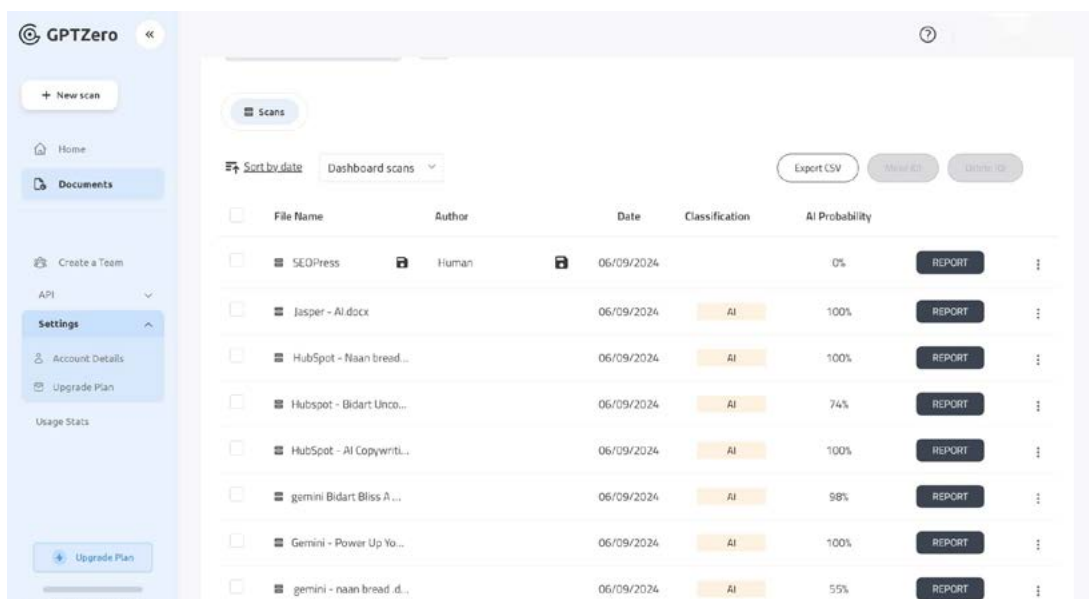
First starting with text written for this eBook, GPTZero correctly classified the text as being written by a human with just a 1% probability that it was AI-generated.



*GPTZero shows that it is highly confident that this text is entirely human written*

Text can be analyzed by copying and pasting it from a document, but you can also import files. We imported the 15 documents generated in our tests of AI-writing tools and got 13 results back before we hit the 10,000-word limit. 12 documents were considered as produced by AI with a probability of over 50%. The naan bread recipe written by Microsoft Copilot, however, only had a 35% probability that it was written by an AI.



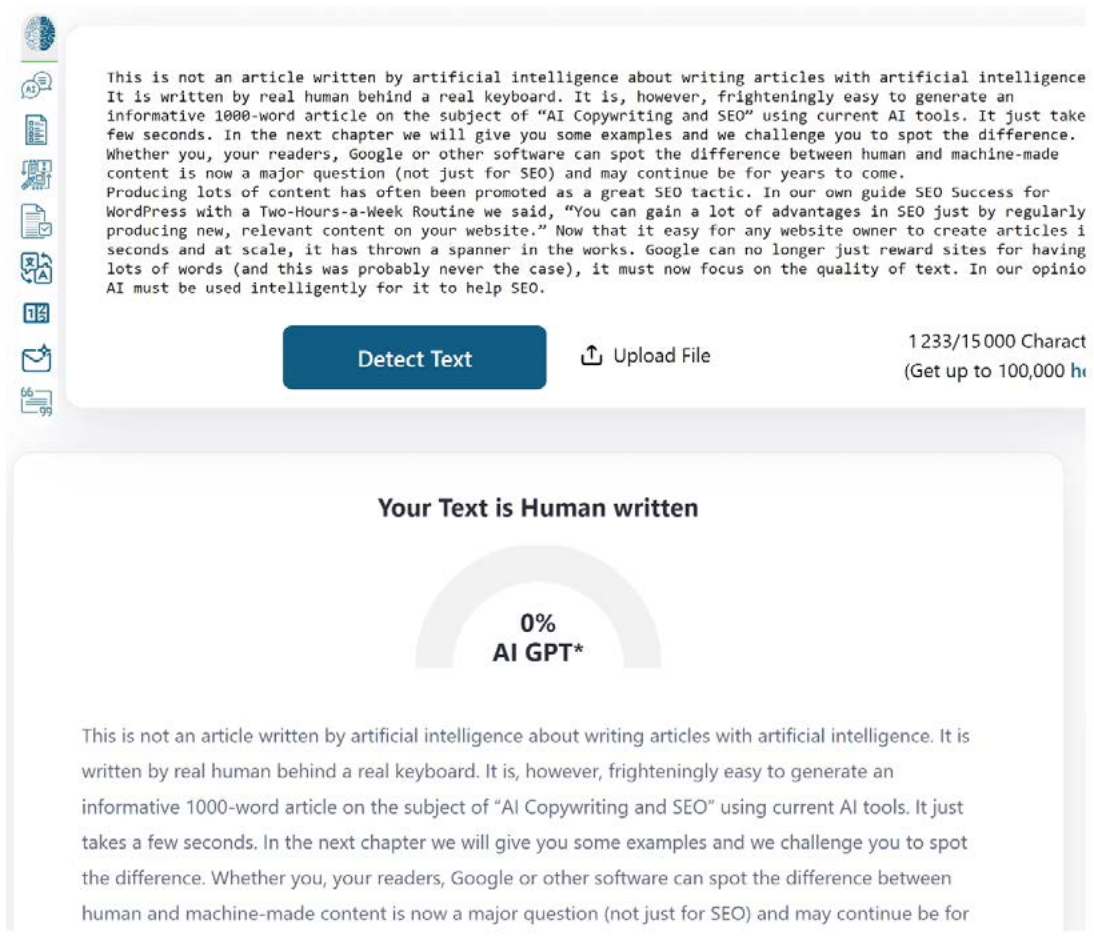


The screenshot shows the GPTZero dashboard interface. On the left is a sidebar with navigation options: Home, Documents, Create a Team, API, Settings (expanded), Account Details, Upgrade Plan, and Usage Stats. The main area is titled 'Scans' and shows a table of 'Dashboard scans'. The table has columns for File Name, Author, Date, Classification, AI Probability, and a Report button. The first row shows 'SEOPress' as human-written content (0% AI probability). Subsequent rows show various documents as AI-generated with probabilities ranging from 55% to 100%.


File Name	Author	Date	Classification	AI Probability	Report
SEOPress	Human	06/09/2024		0%	REPORT
Jasper - AI.docx		06/09/2024	AI	100%	REPORT
HubSpot - Naan bread...		06/09/2024	AI	100%	REPORT
Hubspot - Bidart Unco...		06/09/2024	AI	74%	REPORT
HubSpot - AI Copywriti...		06/09/2024	AI	100%	REPORT
gemini Bidart Bliss A...		06/09/2024	AI	98%	REPORT
Gemini - Power Up Yo...		06/09/2024	AI	100%	REPORT
gemini - naan bread d...		06/09/2024	AI	55%	REPORT

*GPTZero dashboard showing the AI probability for uploaded documents*

We then moved onto the **ZeroGPT** tool (with a confusingly similar name) and did the same tests. The free version, with ads, lets you analyze any text up to 15,000 characters long and seems to have no limit on how many documents you can analyze per month. This tool successfully detected all the AI-generated documents, although a post written by Google Gemini was given only a 45,72% probability of being AI. The human written content had a 0% probability of being written by AI.



This is not an article written by artificial intelligence about writing articles with artificial intelligence. It is written by real human behind a real keyboard. It is, however, frighteningly easy to generate an informative 1000-word article on the subject of "AI Copywriting and SEO" using current AI tools. It just takes a few seconds. In the next chapter we will give you some examples and we challenge you to spot the difference. Whether you, your readers, Google or other software can spot the difference between human and machine-made content is now a major question (not just for SEO) and may continue be for years to come. Producing lots of content has often been promoted as a great SEO tactic. In our own guide SEO Success for WordPress with a Two-Hours-a-Week Routine we said, "You can gain a lot of advantages in SEO just by regularly producing new, relevant content on your website." Now that it is easy for any website owner to create articles in seconds and at scale, it has thrown a spanner in the works. Google can no longer just reward sites for having lots of words (and this was probably never the case), it must now focus on the quality of text. In our opinion AI must be used intelligently for it to help SEO.

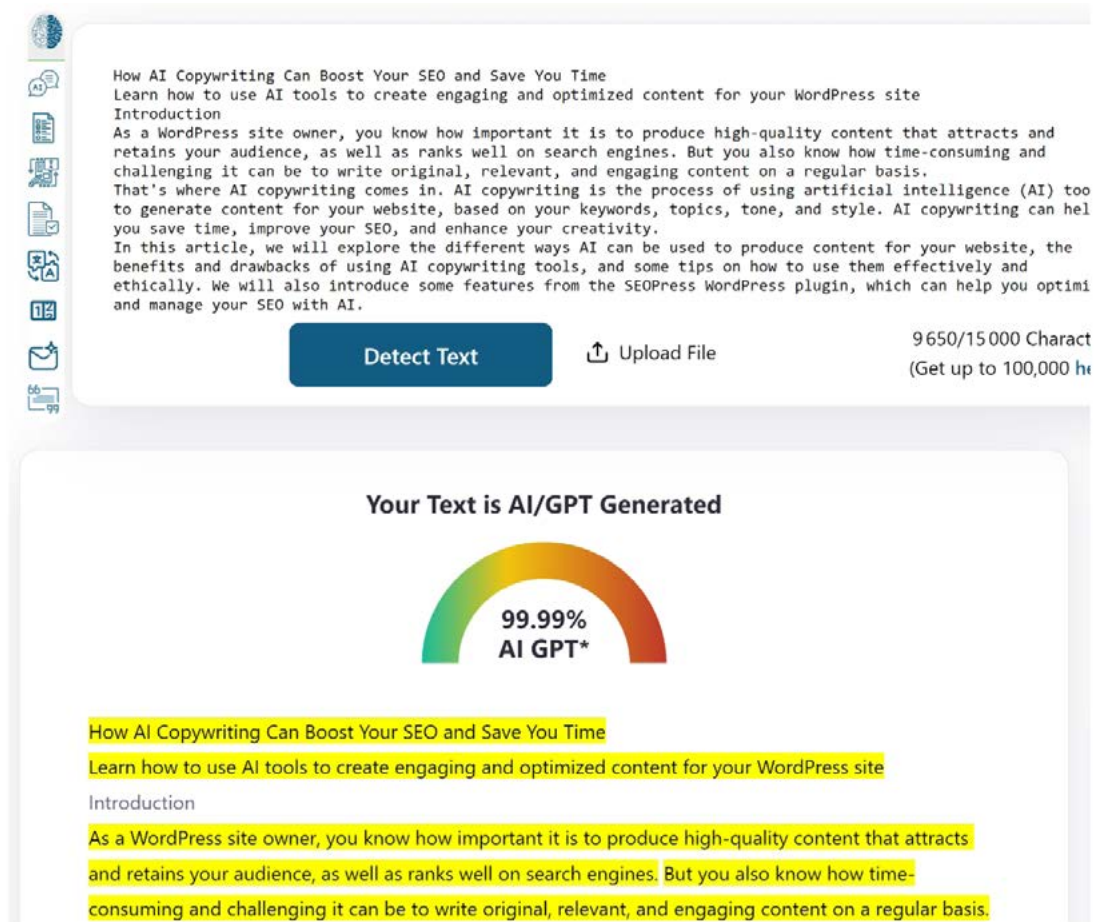
**Detect Text**  Upload File 1 233/15 000 Charact  
(Get up to 100,000 h)

**Your Text is Human written**

**0% AI GPT\***

This is not an article written by artificial intelligence about writing articles with artificial intelligence. It is written by real human behind a real keyboard. It is, however, frighteningly easy to generate an informative 1000-word article on the subject of "AI Copywriting and SEO" using current AI tools. It just takes a few seconds. In the next chapter we will give you some examples and we challenge you to spot the difference. Whether you, your readers, Google or other software can spot the difference between human and machine-made content is now a major question (not just for SEO) and may continue be for

*ZeroGPT showing a text is written by a human (and lots of ads)*



**How AI Copywriting Can Boost Your SEO and Save You Time**  
Learn how to use AI tools to create engaging and optimized content for your WordPress site

**Introduction**  
As a WordPress site owner, you know how important it is to produce high-quality content that attracts and retains your audience, as well as ranks well on search engines. But you also know how time-consuming and challenging it can be to write original, relevant, and engaging content on a regular basis. That's where AI copywriting comes in. AI copywriting is the process of using artificial intelligence (AI) too to generate content for your website, based on your keywords, topics, tone, and style. AI copywriting can help you save time, improve your SEO, and enhance your creativity. In this article, we will explore the different ways AI can be used to produce content for your website, the benefits and drawbacks of using AI copywriting tools, and some tips on how to use them effectively and ethically. We will also introduce some features from the SEOPress WordPress plugin, which can help you optimize and manage your SEO with AI.

**Detect Text** **Upload File** 9650/15000 Character (Get up to 100,000 h)

**Your Text is AI/GPT Generated**

**99.99% AI GPT\***

**How AI Copywriting Can Boost Your SEO and Save You Time**  
Learn how to use AI tools to create engaging and optimized content for your WordPress site

**Introduction**  
As a WordPress site owner, you know how important it is to produce high-quality content that attracts and retains your audience, as well as ranks well on search engines. But you also know how time-consuming and challenging it can be to write original, relevant, and engaging content on a regular basis.

*ZeroGPT showing a text is written by AI and the phrases that gave that away*

Obviously, our tests are not as thorough as those completed by the RAID study, but they appear to prove that one-click article writing using AI can be detected fairly accurately and could be used successfully as one of many signals in a search engine to measure quality.

Writer	Subject	GPTZero	ZeroGPT
Human	AI Copywriting and SEO	1,00%	0%
Copilot	AI Copywriting and SEO	98,00%	99,99%
Copilot	Bidart	35,00%	100%
Copilot	Naan	82,00%	97,08%
ChatGPT	AI Copywriting and SEO	100,00%	87,12%
ChatGPT	Bidart	74,00%	97,61%
ChatGPT	Naan	100,00%	85,36%
Gemini	AI Copywriting and SEO	100,00%	45,72%
Gemini	Bidart	98,00%	94,95%
Gemini	Naan	55,00%	92,64%
Jasper	AI Copywriting and SEO	100,00%	85,08%
Jasper	Bidart		95,63%
Jasper	Naan		86,88%
HubSpot	AI Copywriting and SEO	100,00%	99,34%
HubSpot	Bidart	74,00%	98,79%
HubSpot	Naan	100,00%	90,94%

*Compiled results from AI detectors on human and AI-generated text*

You may want to use AI detectors to evaluate your current content, and this may include content production you have outsourced and paid for. However, before acting on results that you obtain, bear in mind the ethics statement from the RAID study: “Detecting generated text is often accusatory in nature and can frequently result in disciplinary or punitive action taken against the accused party. This can cause significant harm even when detectors are correct, but especially when they are incorrect. This is especially problematic given recent work by Liang et al. (2023c) showing that detectors are biased against non-native English writers. Our results also support this and suggest that the problem of false positives remains unsolved. For this reason, we are opposed to the use of detectors in any sort of disciplinary or punitive context and it is our view that poorly calibrated detectors cause more harm than they solve”.

## Watermarking for easier AI detection

As AI technology improves, pressure is mounting for AI companies to help users identify fake content. This applies to deepfake videos, images and written text. In May 2024, Google announced that it has [added watermarking to text generated by Gemini using SynthID](#) as well as to images and videos produced by Google technology.

### Input

Can you help me make my email sound more professional?

### Output

"Hello,

I hope this email finds you well. I'm excited to share with you some updates on the upcoming event.

We've just secured several incredible speakers who will be sharing their expertise and experiences. These speakers are leaders in their field and have a wealth of knowledge to offer. In addition to the speakers, we will also have other engaging activities such as interactive workshops, break-out sessions and networking opportunities. These activities will provide attendees with the opportunity to dive deeper into the topics, connect with peers, and build valuable relationships.

I'm confident this event will be a great success, and I'd love to have you as a speaker or workshop leader. I think your knowledge and experience would be a valuable addition to the event. If you're interested, please let me know your availability, and we can discuss the details.

I'm excited to hear your thoughts and ideas for the event. Let's stay in touch and figure out a time to chat more in-depth about the event.

Best regards,"

Probability of being watermarked: 99.9%

*A piece of text generated by Gemini with the watermark highlighted in blue*

The watermark (hidden in the text by a sequence of words) allows other software like browsers, email software or search engines to identify content as AI-generated using SynthID detection. Similar software has already been added to TikTok and it is believed that [OpenAI already added watermarks to ChatGPT back in 2023](#) (link to an article by Matt Popovic who gives tips on avoiding the watermark).

Google says that watermarking is not infallible, but we see it as an extra tool on top of AI detectors that will allow search engines to take into consideration how content was produced as a ranking factor. Unlike AI detectors watermarks should not produce false positives (human written text detected as AI-generated).

This means that watermarking will allow search engines and browsers to safely add warnings on web pages where watermarks identify AI-generated content (text, images or videos). This may discourage the use of AI to mass-produce articles, but it will be at the discretion of the end user to decide whether the fact that AI was used to produce content is important for them.





## SEOPress PRO

Premium features to increase your rankings  
and visibility in search engines results

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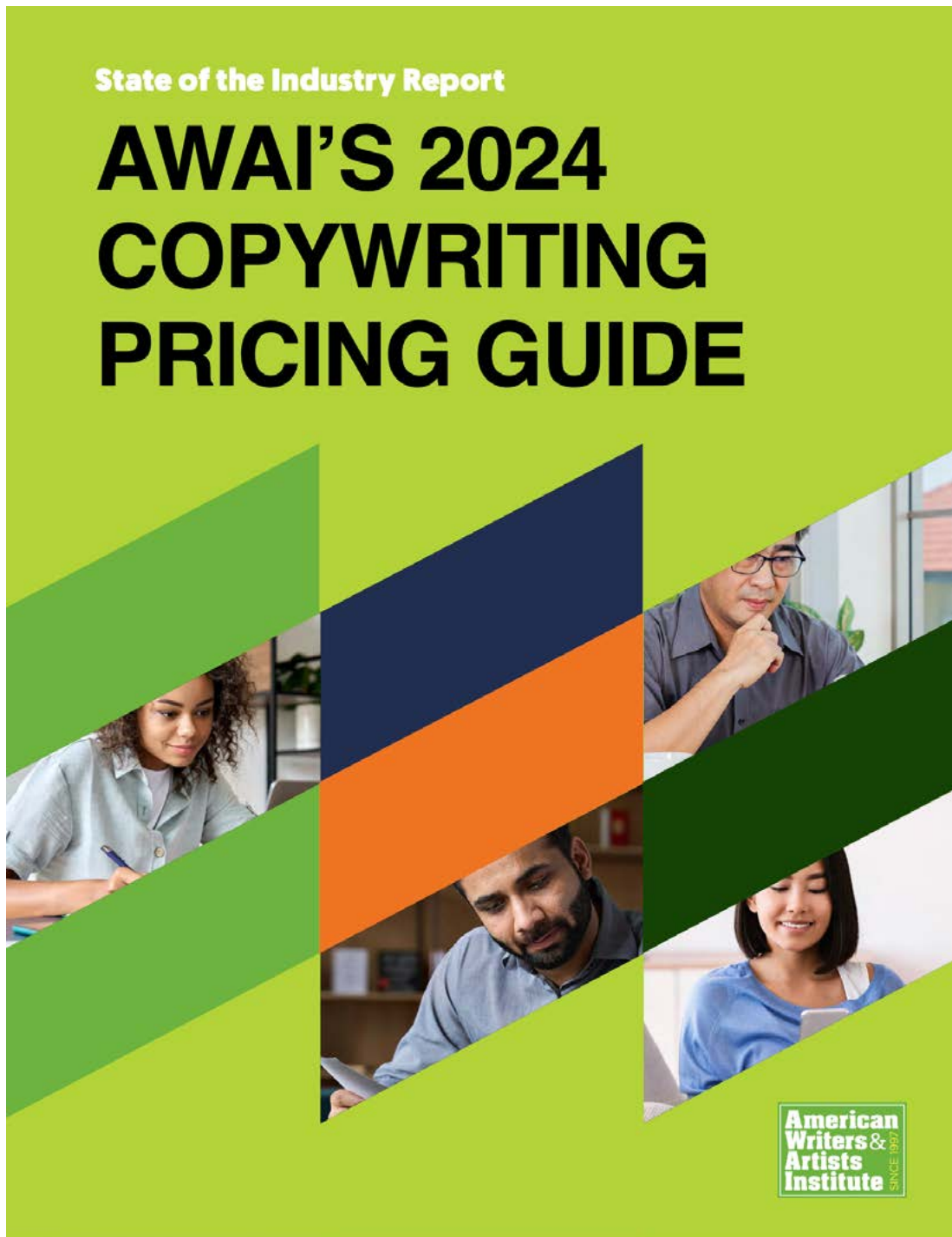
# Using AI as a Free Blog Writer

We saw in a previous chapter just how easy it was to produce blog posts using AI. Does this mean that AI can be used as a free blog writer? It is probably not what we would recommend. Not if you want to also produce high-quality, SEO-optimized content that ranks in Google. But let us go through the math and how it works out.

## Cost of copywriting

In our eBook [SEO Success for WordPress with a Two-Hours-a-Week Routine](#) we say that you can write one thousand-word blog post in two hours. If you are writing blog posts yourself, that is not free – it is whatever your hourly cost is multiplied by the number of hours you spend writing. If you are outsourcing work to a professional copywriter, you can expect to pay between \$250 to \$800 per blog post in the US according to the AWAI (American Writers & Artists Institute) [2024 Copywriting Pricing Guide](#) (which also has a great review of the state of the industry that takes into consideration SEO and AI).





*AWAI's 2024 Copywriting Pricing Guide*

The AWAI document reminds us that the cost of a copywriter is not the cost of producing a Word document, but a collaboration that is guided by the copywriter

so that they can understand the marketing essentials of each client (product, clients, positioning, competitive advantage, etc.). It is often a collaboration that goes beyond the production of just one article and every new mission enriches the results.

Download [\*SEO Success for WordPress with a Two-Hours-a-Week Routine\*](#)

## What are we calling free?

To replace the copywriter for free, we are expecting AI to do the copywriter's job: respond to a brief and deliver a finished blog post. As with a human copywriter, you may need to spend time working on the brief, answering questions and commenting on the first draft. You may also need to spend time copying the blog post content from a Word document into WordPress.

As shown in our chapter **Test driving AI writing generators for SEO**, free tools exist for writing blog posts with AI. In our examples, the [Google Gemini App](#) and [HubSpot AI Content Writer](#) are completely free. There is a free version of Microsoft Copilot in [Bing](#) and [ChatGPT](#) also exists in a free version although this is not the same technology as ChatGPT Plus. On free versions of AI tools, you may hit delays or limits with relatively intensive use.

You may argue, though, that investing \$20 - \$40 per month for advanced apps with fewer limitations is small change compared to the cost of paying a copywriter for a blog post. Or even 2 hours of your time.

## Is it worth the money?

Is free content produced by a free AI blog writer worth the price you pay for it. Certainly! But is it worth the price you would pay for a professional, human copywriter. Definitely not!

You can review the blog posts we produced in a previous chapter or test the solutions we have linked to above. Ask the tools to produce content in your native language on a subject that you know a lot about and I think that you will agree that the content is just not good enough. Marketer Bibi Raven invited on the [SEO in 2024](#) podcast says that “a lot of language models are based on similar copy, and they overuse phrases that were already overused”. She won’t use it for long-form copy and still relies on human writers.

There is also a problem of hallucinations (or [confabulations](#) as Harvard Business Review called them) in content produced Generative AI. You must carefully fact-check content produced by AI because it quite happily makes things up. We spotted them in the text written about Bidart, for example, but we may not have noticed in a text generated for a town we knew nothing about. Types of hallucinations can include factual inaccuracies, invented quotations and logical inconsistencies. Hallucinating is not something you expect with most human copywriters. Using AI will give you more work.

This is going to be one of the bones of contention we have with using AI as a free blog writer. By using AI rather than a human, you are going to give yourself more work – learning to use AI tools and carefully checking content. It is not really free if it is giving you more work.

## Is it bringing value to your SEO?

Free or low-cost writing means that you can increase the number of posts you publish and this must seem like a big advantage for SEO. More content means more keywords targeted, more internal netlinking and more chance of attracting links from other websites. Many people have already jumped on this bandwagon though and Google has had to deal with an exponential increase in low-quality, generic content published in scale on the web since before the launch of ChatGPT.

It seems easy to detect AI-generated content using commercially available technology and one would think that Google also has something equivalent to tools like [GPTZero](#) internally. Publicly Google says that it doesn't penalize AI-content but low-quality content. They do, however, insist on the fact that websites publishing lots of low-quality content (whether that content is being written by humans or AI) will be considered as spam. Recent Helpful Content Updates and the March 2024 Core Update appeared to have hit AI-generated content severely.

For the future, Google added watermarking technology to their own AI-generation tools to make it even easier to identify AI-generated content and there are calls for other actors to do so.

Using content straight from AI writers without editing it is therefore almost certainly bringing no value to SEO and may even damage your ranking if you are considered a spammer.

To succeed in the future, more than ever you need to produce high-quality content to stand out and gain an advantage from Google. It may be easier to produce this type of content using experienced human copywriters, but AI may be used to make the production process more efficient and less expensive. But it will not be free.



# SEOPress Insights

Rank and backlink tracking in WordPress  
Off-site SEO plugin

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# AI Writing Best Practice for SEO

[SEOPress started working with OpenAI in January 2023](#). Although we were early adopters of this new technology, we have long been convinced that trusting AI to write articles instead of human copywriters was a bad long-term strategy. This is why an article-writing feature was not integrated into SEOPress. Recent updates from Google seem to have proven this point and the tests we have conducted during the creation of this eBook have shown that AI-generated content has a strange quality compared to human-written text, can contain errors and that it can be detected by software. It appears that sites that were early in adopting AI-generated content found success in ranking with Google in 2023 but this success was short-lived.

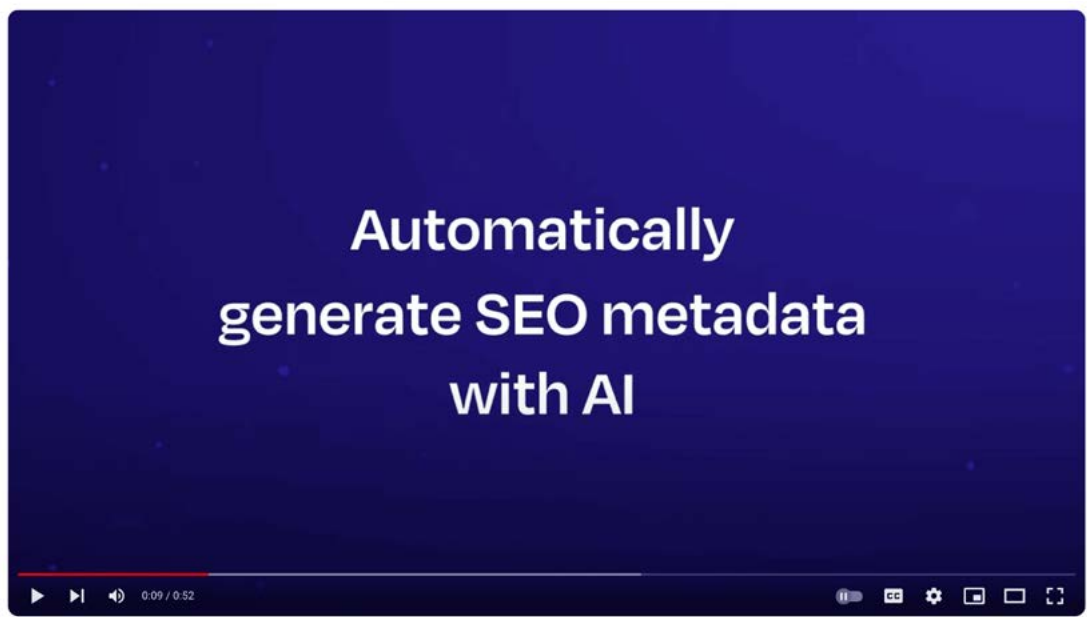
Using content straight from AI writers without editing it is therefore almost certainly bringing no value to SEO and may even damage your ranking if you are considered a spammer. This does not mean that AI is bad, and it can be embraced as a solution to make content production more efficient.

## Use AI to write TITLE and META Description tags

In one of our articles on SEO basics, [Optimize WordPress posts for a keyword](#), we insist on the importance of adding TITLE and META Description tags to all your pages and posts in WordPress. By default, SEOPress will set your TITLE and META Description to default values using your page TITLE and text from your page, but our recommendation (backed up by Content Analysis reports in

SEOPress) is to use the SEO metabox to add personalized (and optimized) text in the **Title** and **Meta Description** fields.

You will find this advice in many SEO experts as well as Google who provide best practices for writing [TITLE](#) and [META descriptions](#). With the latest version of [SEOPress PRO](#), you can now use AI (OpenAI) to do this for you.



<https://www.youtube.com/watch?v=tMoh2FAfbBo>

If you have a lot of posts, writing TITLE and META Description tags can be a big job. If you need 10 minutes per post and you have 100 posts, that is over 2 days work (1000 minutes, 16,67 hours) that can be done by SEOPress in seconds. You can spend those 2 hours on more important SEO tasks like writing content, adding schema or correcting broken links.

Because TITLE and META Description tags are short and are not considered as the main content of the page, we do not think that there is any risk to your SEO from AI detection.

## Learn to prompt

If you want to use Large Language Models (LLMs) like ChatGPT or Gemini for copywriting (as opposed to dedicated AI copywriting software like Jasper.ai or Copy.ai) then you should spend some time learning how to write prompts. We gave some examples in our previous chapter “Test driving AI writing generators for SEO” but you can go a lot further. See [70 Blog Writing Prompts to Inspire You by Ryan Robinson](#) or [Advanced AI prompt engineering strategies for SEO](#) by Paul DeMott for some more information on the subject.

International SEO expert Aleyda Solis has produced a free to use [SEO prompt generator](#) based on the 5Ws & The H method (what, where, how, who, when, why). This can be used for writing prompts to generate articles but also do other SEO tasks.

	A	B	C	D	E	F
1	<b>Prompt Characteristics</b>	<b>Prompt Specifications</b>		<b>Example 1 of Prompt Specification</b>	<b>Example 2 of Prompt Specification</b>	<b>Example 3 of Prompt Specification</b>
2	What [is the expected task]	To fill with your task main action		Create 5 title tags	Create a hub and spoke model from a list of these keywords, taking their search intent into consideration to group them: remote work, remote work Spain, remote work usa, remote work europe, remote work uk, remote work productivity, remote work tips, remote work guides, remote jobs, remote communication, remote companies, remote work trends	Generate 10 article ideas about popular "remote work advice" topics
3	Where [is it going to be used]	To fill with the location where your task will be used		to be featured in a white jeans category page	to be used to structure a remote work site resources section	to be used to identify articles opportunities to write about in a remote work website
4	How [is the format / language / structure / tone / length / characteristics / constraints]	To fill with the characteristics of your task		descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each	The hub and spoke model should be listed in bullet points, in English, along with the search intent of each of the keyword	The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment
5	Who [is the target audience]	To fill with your task audience		potential jeans buyers	professionals looking to work remotely	professionals looking to work remotely
6	When [is it going to be used]	To fill with your task timing		at an ongoing basis	for a resources section to be published in April 2023	for an article to be published in April 2023
7	Why [you want to use it, the expected goal]	To fill with your task purpose		to engage the audience and rank better in search results	to attract and fulfill the need of a digital nomad professional audience	to attract and fulfill the need of a digital nomad professional audience
8		<b>Prompt Output To Use</b>		<b>Example 1 of Prompt To Use</b>	<b>Example 2 of Prompt To Use</b>	<b>Example 3 of Prompt To Use</b>
9				Create 5 title tags to be featured in a white jeans category page. The characteristics to take into account are the following: descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each. The target audience are potential jeans buyers. To be used at an ongoing basis with the goal to engage the audience and rank better in search results	Create a hub and spoke model from a list of these keywords, taking their search intent into consideration to group them: remote work, remote work Spain, remote work usa, remote work europe, remote work uk, remote work productivity, remote work tips, remote work guides, remote jobs, remote communication, remote companies, remote work trends to be used to structure a remote work site resources section. The characteristics to take into account are the following: The hub and spoke model should be listed in bullet points, in English, along with the search intent of each of the keyword. The target audience are professionals looking to work remotely. To be used for an article to be published in April 2023 with the goal to attract and fulfill the need of a digital	Generate 10 article ideas about popular "remote work advice" topics to be used to identify articles opportunities to write about in a remote work website. The characteristics to take into account are the following: The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment. The target audience are professionals looking to work remotely. To be used for an article to be published in April 2023 with the goal to attract and fulfill the need of a digital
10		To fill with your task main action To fill with the location where your task will be used. The characteristics to take into account are the following: To fill with the characteristics of your task. The target audience are To fill with your task audience. To be used To fill with your task timing with the goal To fill with your task purpose				

*How to prompt guide*



## Use AI to brainstorm

An important part of copywriting is coming up with the ideas for articles. This can often mean imagining the subjects of a series of articles that can represent a long-term plan or cluster of articles on the same subject to target a specific keyword.

This is where using a chat-based AI can be useful. You can simply ask the AI to “Generate 10 blog post ideas for a mobile hairdresser in Las Vegas” for example. Using [Microsoft Copilot in the Edge navigator](#), you can navigate to a site and ask “Based on the webpage I am visiting can you suggest some good blog post ideas.” You may need to accept that Copilot can use “context clues” for it to access the page you are on.

Continuing the conversation with the AI, you can refine your plan, ask it to provide outlines for articles and ask it to suggest keywords. The outline may be enough to inspire you and reduce the time it takes to produce content.

Be careful asking generative AI for “keywords” though. They will successfully list expressions, but these are not necessarily the expressions you would choose as keywords based on search volume. Unless you upload keyword volume data to the AI it has no idea of how often expressions are searched for in Google.

## AI writing as a draft

We feel that publishing one-click AI-generated blog posts is a bad idea for SEO. Google can detect AI-generated content and it is likely that the content produced will be of poor quality. However, getting AI to write a first draft can be an effective way of improving your writing efficiency.

AI-written content can give you as structure that you can follow. We suggest that you rewrite large portions of the content and that you add examples or

illustrations that prove your experience and expertise on a subject. Where AI content has cited statistics, companies or events, try and validate the sources of that information. You may improve the quality of your post by adding links to those sources.

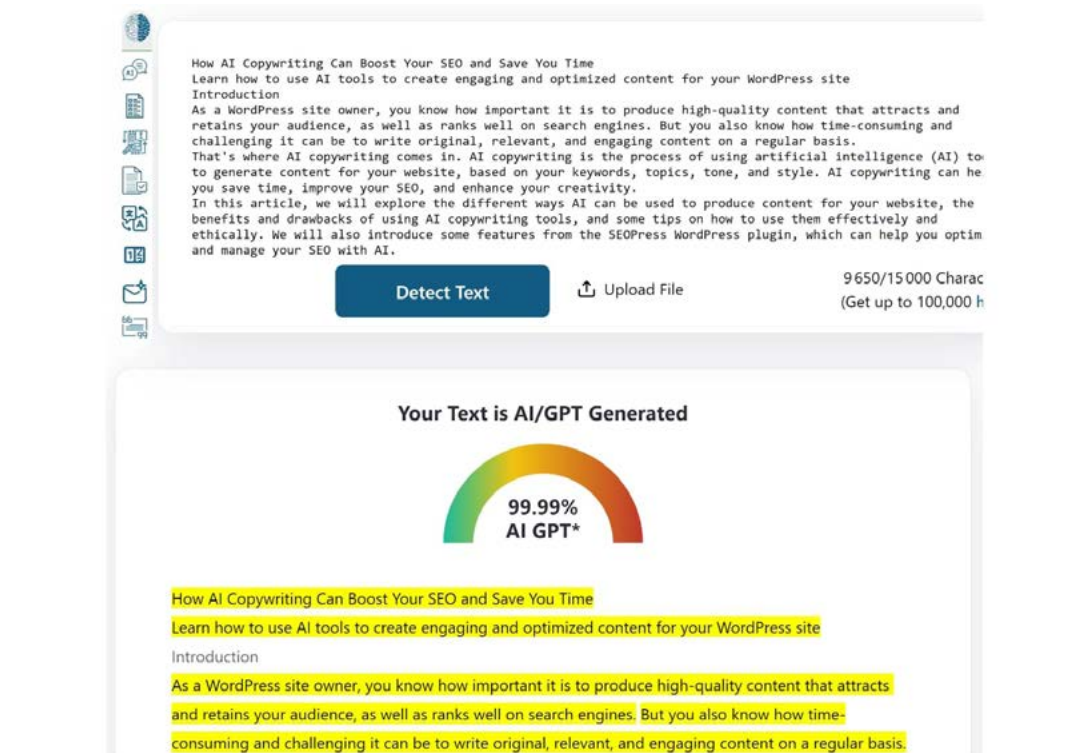
AI naturally produces compelling titles for blog posts. Maybe too compelling. H1 and H2 titles written by AI may be the biggest giveaways when you want to detect AI written content. You may want to tone them down and make sure that keywords are used as early as possible in the title.

## Use AI detection tools

Although Google says it does not penalize AI-generated content for being AI-generated, we do believe that they use some sort of AI detection signal as part of their ranking systems. We believe you should start systematically using AI detectors and test content before publishing it on your site. The following are current examples the top of the range AI detectors.

- Originality - <https://originality.ai/>
- ZeroGPT - <https://www.zerogpt.com/>
- GPTZero - <https://gptzero.me/>
- Winston - <https://gowinston.ai/>

ZeroGPT has a free version that it is adequate for analyzing texts up to 3000 words (although the ads may drive you mad).



*ZeroGPT showing a text is written by AI and the phrases that gave that away*

You need to decide where you should set the threshold for acceptable levels of AI/GPT generated content for your website. All of the human-written text we tested in ZeroGPT came out as 0% AI/GPT. ZeroGPT, however, tolerates a score up to 20%. Below 20% it considers that text is still written by a human. From 20 % it will say that the text is “Most likely human may include parts generated by AI.” Over 50% and the text is marked as “AI/GPT Generated”.

## Be careful with content re-written by AI

We have seen advice on creating content that consisted of giving AI a rough version of an article (or simply notes) and asking it to write a more polished version. Our tests have shown that this produces content that is flagged by AI detectors as written by AI. With watermarking ([as already introduced by Google](#)) this will be detected more robustly.

If you use AI to generate copy by rewriting all or part of an article, including asking the AI to add an introduction or FAQ, then treat this as a draft. Rewrite this article yourself and use an AI detector to make sure that you pass the test.

## Check your content against Google guidelines

With the introduction of the Helpful Content System to combat low-quality content, Google published a guide on [Creating helpful, reliable, people-first content](#). This gives a checklist you can use to evaluate your own content based on content, quality and expertise. The document also insists on the fact that content should not be search-engine first and three of the self-assessment questions that help evaluate search engine first content are related strongly to AI copywriting.

- Are you using extensive automation to produce content on many topics?
- Are you mainly summarizing what others have to say without adding much value?
- Does your content leave readers feeling like they need to search again to get better information from other sources?

## Conclusion

Although we can admit that AI technology does an amazing job of writing content, we cannot recommend that you can use AI as a free blog writer to help your SEO. Publishing lots of AI-generated content could event damage your SEO because Google will penalize sites that use AI to mass-produce low-quality content. This means losing ranking across the whole site and not only for parts that are AI-generated.

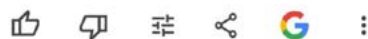
AI can be an amazing tool for writers, though. It should help produce content more efficiently and can help with writer's block. Content still needs to be rewritten, fact-checked and injected with some proof of human experience for it to be good enough for SEO.

You need to be aware of the existence of AI detectors and the future use of watermarking that will help search engines and client software report on AI-generated content. Beyond SEO this is something that we may need in the future to differentiate the real from the artificial. The human from the machine. If you use AI, you may want to be transparent with visitors about that on your site by labeling content as "AI generated". Someday soon, that may be a legal requirement.

But enough of what I think, how would our AI copywriters conclude this article?



AI can't replace human SEO writers, but it's a powerful tool. Use AI for titles, descriptions, and brainstorming ideas. However, rewrite AI drafts, verify info, and prioritize human expertise. Google rewards informative, trustworthy content that caters to readers. By leveraging AI while focusing on human quality, you can create exceptional SEO content. (99 words)



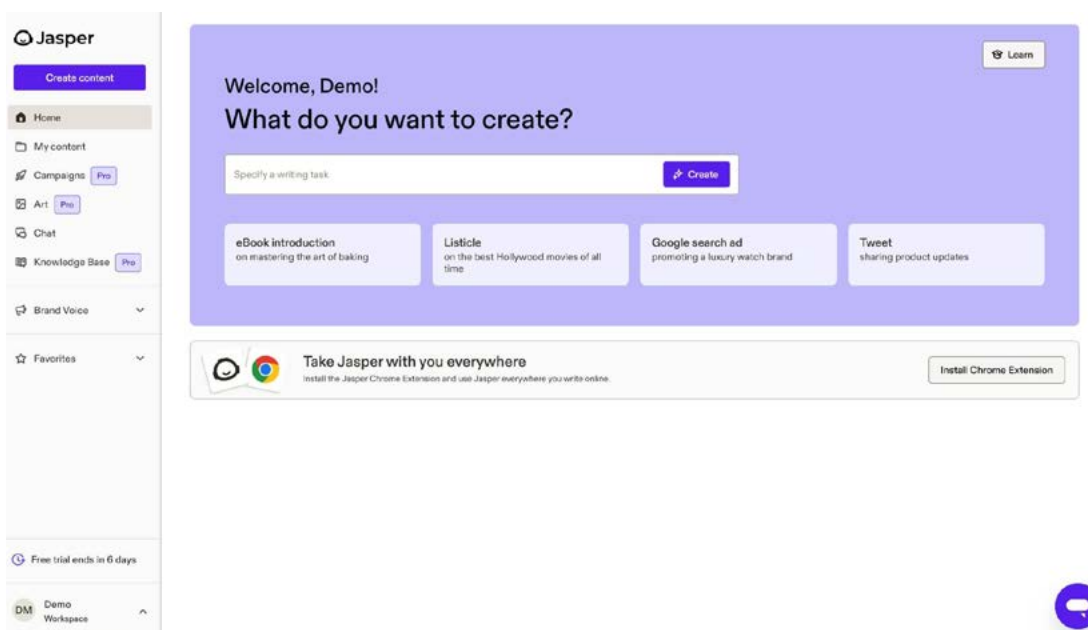
*Google Gemini's 100-word conclusion to our article*

In conclusion, SEOPress's collaboration with OpenAI shows AI's potential in content creation but also its limitations. AI-generated content often lacks the quality of human writing, can be inaccurate, and is detectable by AI tools, which can harm SEO. Instead, use AI to enhance efficiency in generating TITLE and META tags, brainstorming ideas, and drafting content. This allows more time for refining and personalizing material, ensuring quality and value. Adhering to Google's guidelines and using AI detection tools will help maintain compliance and effectiveness. Balancing AI's efficiency with human creativity is crucial for successful SEO.

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Cette conversation vous a-t-elle été utile jusqu'à présent ? 👍 🗨️ ✕

*ChatGPT's 100-word conclusion*



*Microsoft Copilot's conclusion*

SEOPress

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