

The 9 Tenets for Creating SEO Content with AI



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AI-powered content creation is transforming the digital marketing world, enabling marketers to produce high-quality, SEO-friendly content faster and more efficiently. However, using AI effectively requires careful planning and strategy. This cheat sheet provides 9 essential tenets to help you optimize your AI-driven content for SEO, making sure it not only ranks well but also meets the needs of your audience. Whether you're a seasoned content creator or new to AI tools, following these steps can boost your content's performance and search engine visibility.

1. Test Your AI Score Before Publishing

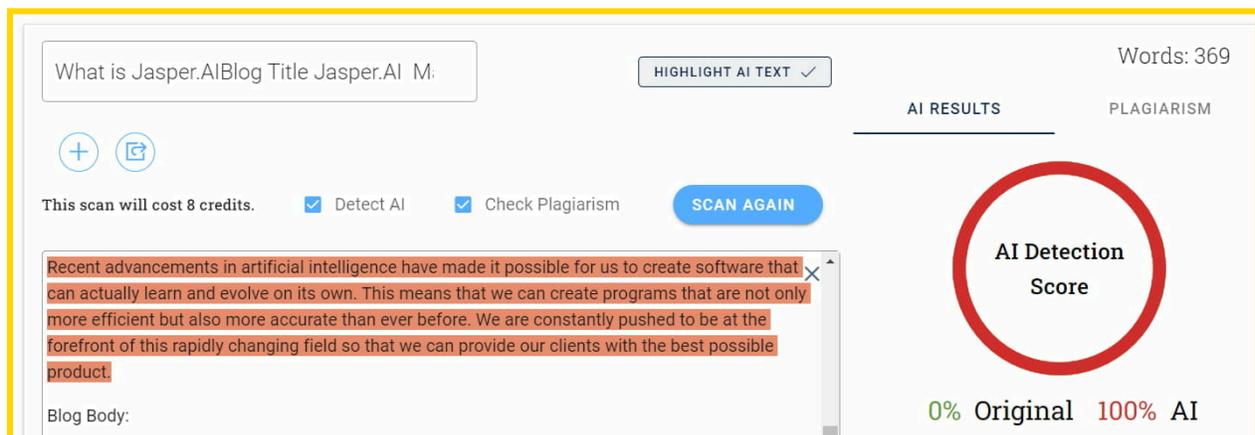
Before hitting "publish," run your AI-generated content through an SEO scoring tool. These tools evaluate various factors like keyword density, readability, and overall SEO health. Testing your AI score allows you to make improvements, ensuring your content performs better in search engines and provides a better user experience.

Examples of tools you can use include:

ZeroGPT: This tool checks for AI detection and ensures that your content doesn't get flagged as robotic or overly generated by AI systems.

Surfer SEO: A comprehensive SEO tool that analyzes the optimization of your content by comparing it to top-ranking pages for specific keywords.

Grammarly: In addition to grammar and spelling, Grammarly provides insights on readability and tone, which can improve the natural flow of AI-generated text.



The screenshot shows a web-based AI detection tool interface. At the top, there is a text input field containing the text: "What is Jasper.AI Blog Title Jasper.AI M:". To the right of the input field is a button labeled "HIGHLIGHT AI TEXT" with a checkmark icon. Further right, it says "Words: 369". Below the input field are two icons: a plus sign and a document icon. Below these icons, it says "This scan will cost 8 credits." followed by two checked checkboxes: "Detect AI" and "Check Plagiarism". To the right of these checkboxes is a blue button labeled "SCAN AGAIN". Below the input field is a text area containing a sample paragraph: "Recent advancements in artificial intelligence have made it possible for us to create software that can actually learn and evolve on its own. This means that we can create programs that are not only more efficient but also more accurate than ever before. We are constantly pushed to be at the forefront of this rapidly changing field so that we can provide our clients with the best possible product." Below the text area is a label "Blog Body:". On the right side of the interface, there are two tabs: "AI RESULTS" and "PLAGIARISM". Below the "AI RESULTS" tab is a large red circle containing the text "AI Detection Score". Below the circle, it says "0% Original 100% AI".

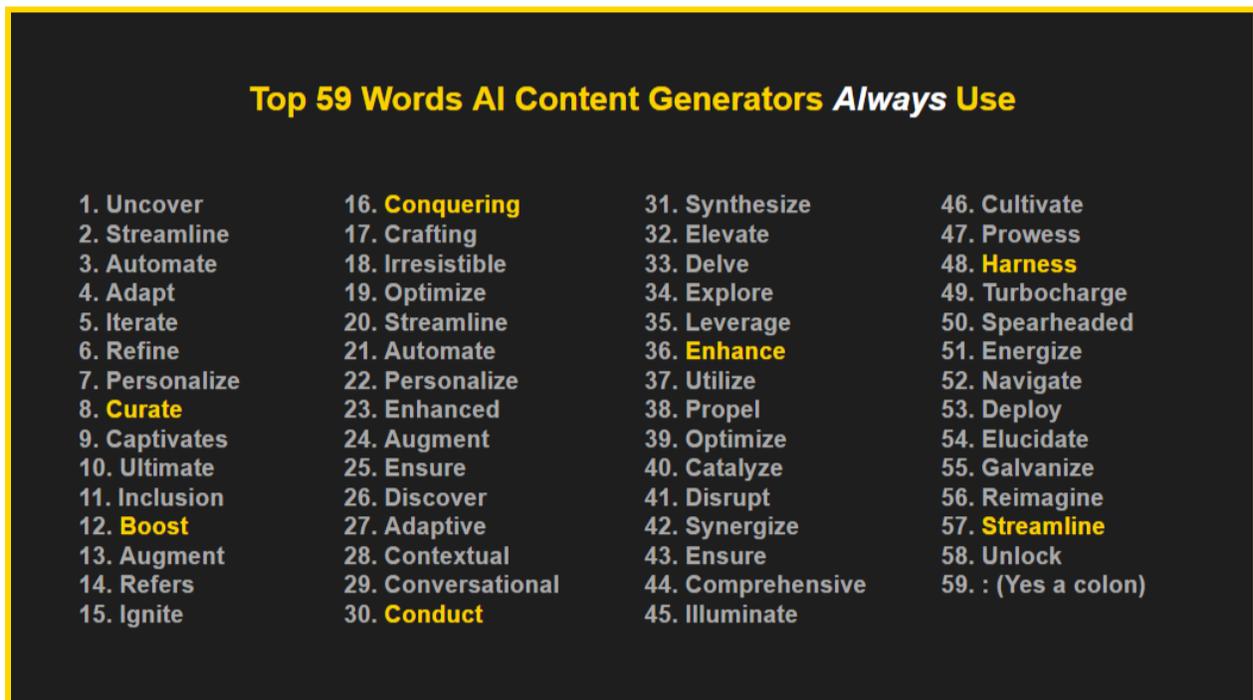
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2. Exclude Blacklisted AI Words

Ever read a piece of content, and be like, “mm, I have read this before”. Well, it is highly likely certain words have been repeated over and over again, and you have read something very similar before.

AI-generated content can sometimes contain words or phrases that make the text sound artificial or repetitive. By referring to our AI keyword exclusion sheet, you can ensure these blacklisted words are removed, making the content more engaging and natural.



3. Use the Right Prompt Framework

The way you phrase your request when generating content with AI is key to getting the best results. Use a clear framework for your prompts, this ensures the AI understands the purpose of the content, the target audience, and the desired format.

Example: "Write a blog post for beginners about SEO strategies in a casual tone." You can cite references and, better still, use a GPT model that mimics your tonality naturally. You can model this GPT and build on the framework to create a powerful content generator.

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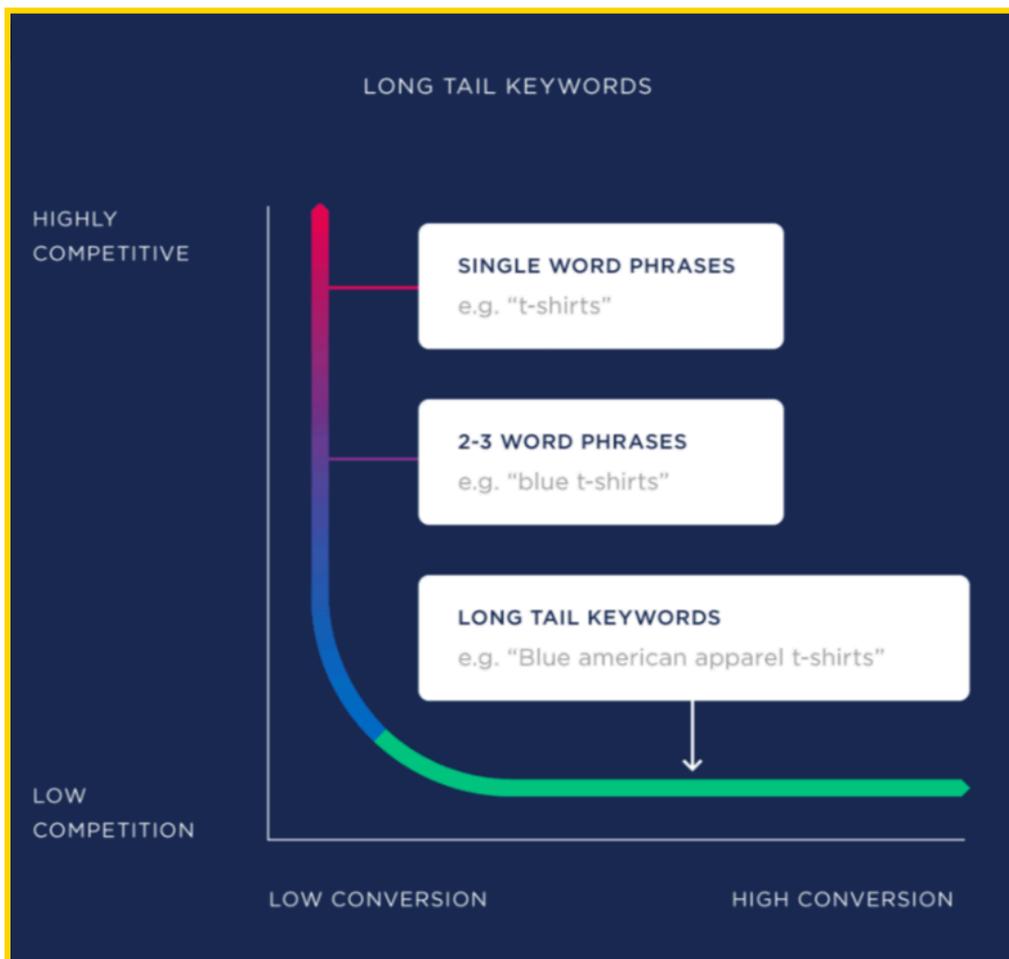
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4. Save and Share AI-Generated Content

Once you've crafted a great piece of content with AI using a prompt or GPT, save it to your GPT or prompt library for future use or repurposing. Sharing this prompt or GPT with your team will also ensure consistent quality across your site. Organizing your AI prompts for content allows you to easily retrieve successful prompts and reuse them as needed. It also improves their quality, as multiple users can use the same prompt and improve it in real-time.

5. Focus on Long-Tail Keywords

Long-tail keywords are specific phrases that may have a lower search volume but often carry higher intent. AI tools are particularly good at identifying these hidden gems. Targeting long-tail keywords can increase your chances of ranking for less competitive terms, driving more targeted traffic to your site.



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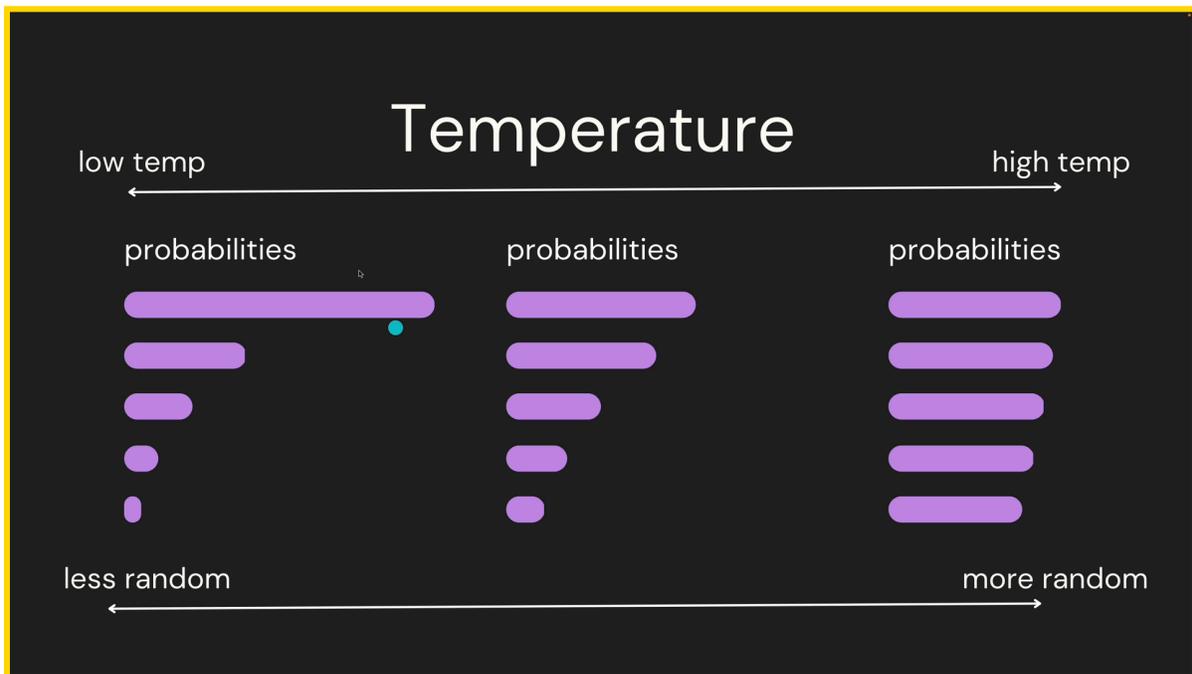
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6. Ensure Natural Language Flow

AI-generated content can sometimes sound too formal or unnatural. To avoid this, make sure to review and edit the content for tone and flow. Tools like Grammarly can help refine the language, making it sound more conversational and engaging.

7. Adjust the AI Temperature Parameter

The "temperature" setting in many AI tools controls the level of creativity or variance in the generated text. A low temperature produces more predictable and factual results, while a higher temperature generates more creative or unique content. Adjust this setting based on your needs to create the right tone and style for your SEO content.



8. Regularly Update AI Content

SEO is not a one-time task. Content needs to be updated regularly to stay fresh and relevant. AI can assist in periodically reviewing and updating your existing content, ensuring it reflects current trends, data, and SEO best practices.

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9. Incorporate User Intent Analysis

AI tools can help analyze user intent behind specific search queries. Understanding the "why" behind a search term enables you to create content that answers questions or solves problems for your target audience. This ensures that your content matches the searcher's needs, which is crucial for SEO success.

AI can be a powerful tool for creating SEO-friendly content, but only if used correctly. By following these 9 essential tenets, you'll be able to create high-quality content that ranks well, engages readers, and drives more traffic to your site. Make this cheat sheet part of your content creation process, and watch your SEO results improve!

Ready to Take Your SEO Strategy to the Next Level?

Unlock the full potential of AI in SEO with [Learn AI for SEO](#), the comprehensive program designed to help you master AI for digital marketing. With 11 expertly crafted modules, you'll learn everything you need to optimize your content, drive traffic, and boost your website's rankings.

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Each module includes:

- An in-depth ebook covering key topics.
- A video recording where I walk you through the material.
- A quiz to implement your newly acquired skills.

As a **bonus**, you'll gain access to:

- Extra resources and materials to supercharge your SEO strategy.
- A website audit to ensure your site is fully optimized for SEO success.

Don't miss this chance to transform your SEO game with AI. All classes and materials are available in an easy-to-use app, where you can access everything at your convenience.

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