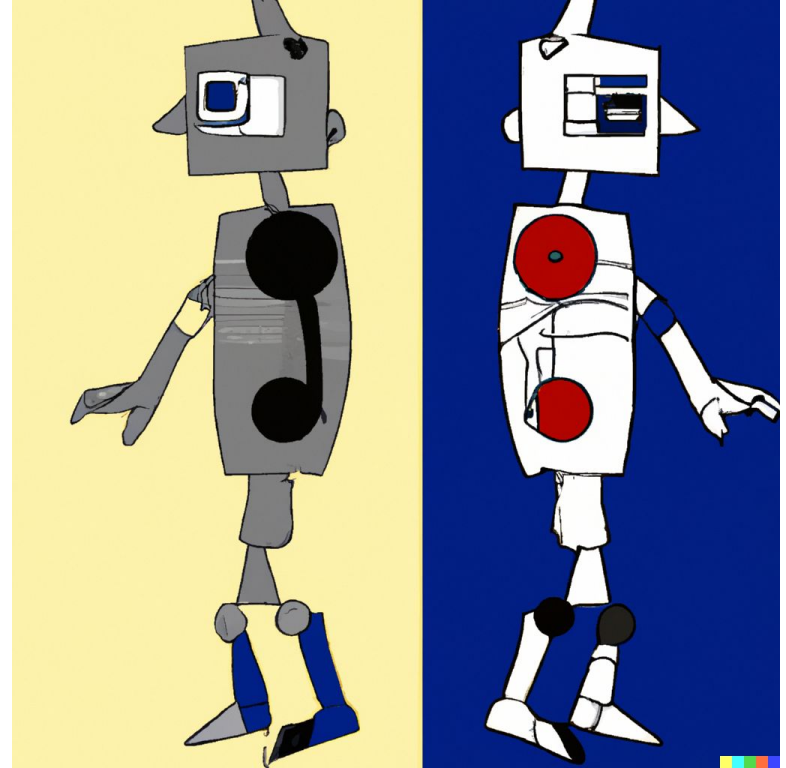| Client	DECODE
Purpose	AI/GPT: How to Leverage for SEO & Development
Date Created	March 2023

DECODE

THERE ARE TWO SIDES OF THE STORY

1. AI/GPT Impact on the Consumer Journey and Ultimately Marketing Strategy

2. Leveraging AI/GPT to increase efficiency and Quality Inside your Agency

FUTURE OF THE CONSUMER JOURNEY

- Shift to a more dialogue based search which is more innate in human linguistics
- Increase utilization of devices like Alexa and other tools to gain information and perform actions

Time Needed For Online Services Reaching One Million Users

Online Service	Launched	1 Million Users Reached
ChatGPT	2022	5 Days
Instagram***	2010	2.5 months
Spotify	2008	5 months
Dropbox	2008	7 months
Facebook	2004	10 months
Foursquare***	2009	13 months
Twitter	2006	2 years
Kickstarter*	2009	2.5 years
Airbnb**	2008	2.5 years
Netflix	1999	3.5 years

FUTURE OF THE CONSUMER JOURNEY

- This is NOT the death of search engines but those will be reimagined and integrated with the new technology
- Shift and focus on trust including sourcing and verification from users
- With zero click search focus on keywords with transactional or commercial intent which are more likely to get click through in this new landscape
- Still innate desire for consumers to press "0" for the operator

GETTING CLIENTS READY

- Invest in building out Schema via JSON-LD
- Create and update Wikipedia pages
- Focus on directory listings and completeness
- Invest in component centric website design that can easily layer in with CDP
- Curate higher level content with focus on current trends and thought leadership from experts in the industry
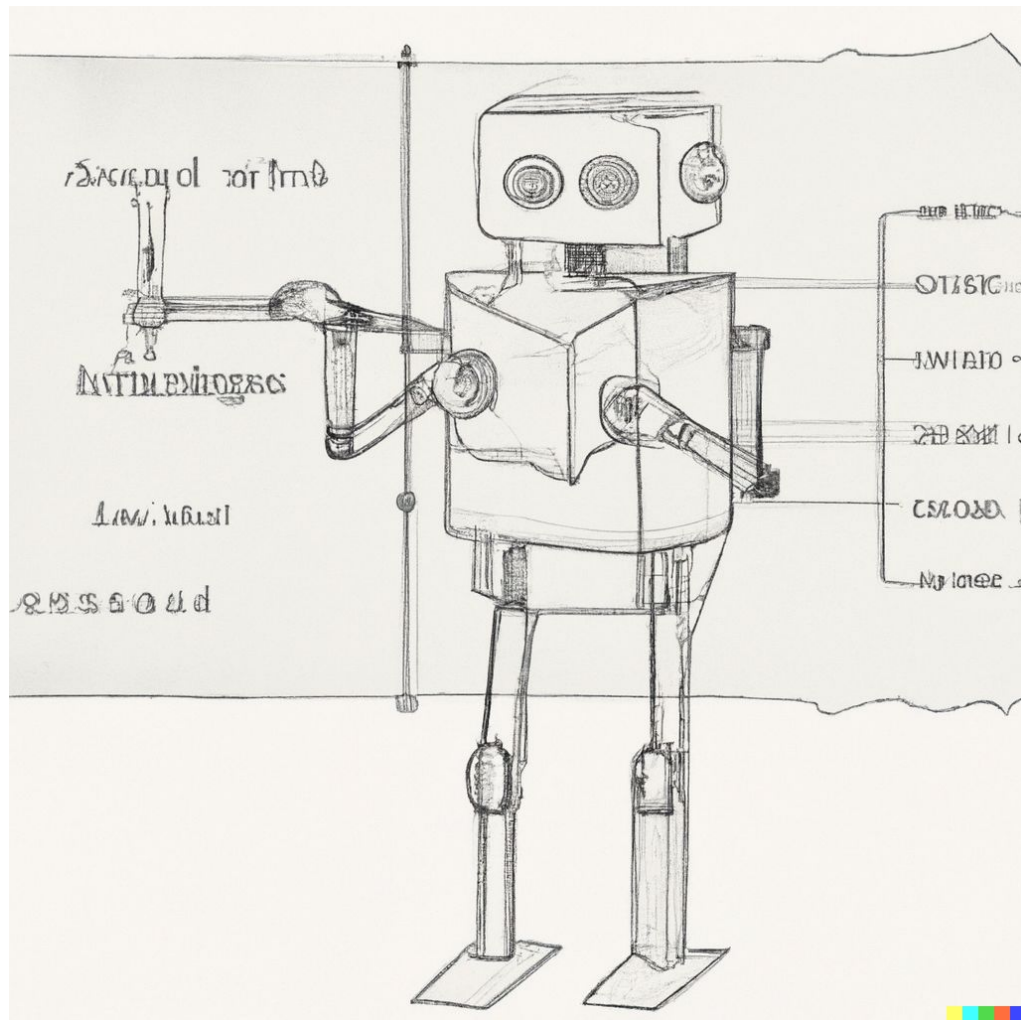
"THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT."

SUPE UP YOUR SEO

- Writing Title Tags, Meta Descriptions & Alt Image Text
- Writing Schema Markup for Content
- Writing SEO Content including topics FAQs and Subheads
- Keyword Research via Google Chrome plug-ins like AIPRM
- Leverage API in the paid version of Chat GPT-4 to produce SEO content at scale
  a. Tie into analytics to determine what is performing and provide recommendations

THE NEW OFFSHORE

- Get rid of legacy code technical debt by leveraging AI to tell you in plain english what the code is to see if it is still needed
- Leveraging tools like CoPilot to write baseline code so our developers focus on business logic
- Leverage ChatGPT to read through logs and ask questions around things like broken links, 404s, performance, server issues, and alerts
- Feed ChatGPT pieces of code and ask it to "can you rewrite this to clean, concise and functional code"
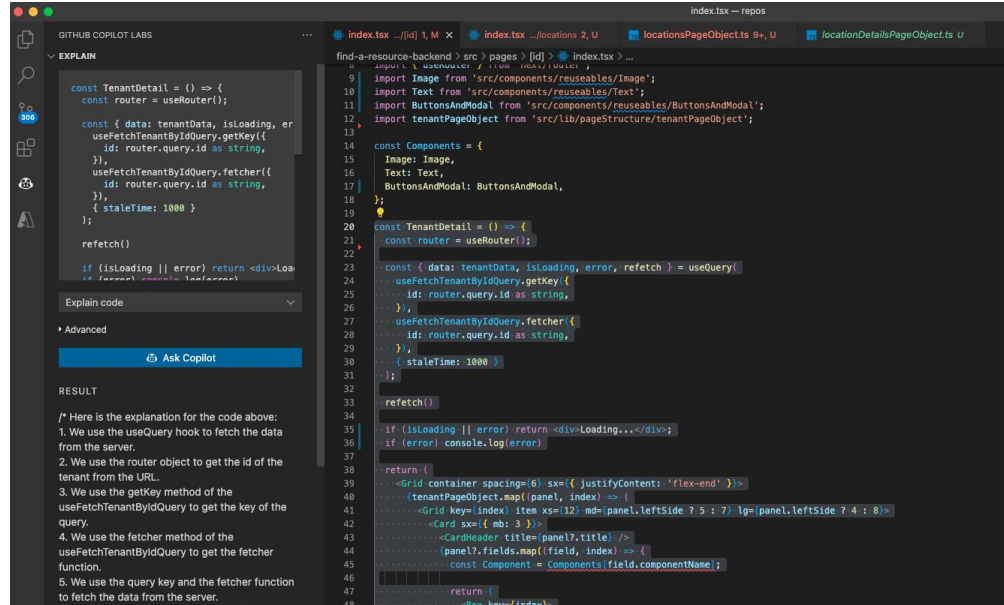
SPEAK THEIR LANGUAGE

AI/ML tools are only as successful as the prompts you provide it. Here are some templates and tips for prompts:

Take on the persona of [Expert Persona]. [Verb] [Format & Length] [objective]. The output should include relevant [Data]. The writing style is [tone of voice] targeted towards [Audience].

QUESTIONS

DECODE