



Client

DECODE

Purpose

AI/GPT: How to Leverage for SEO & Development

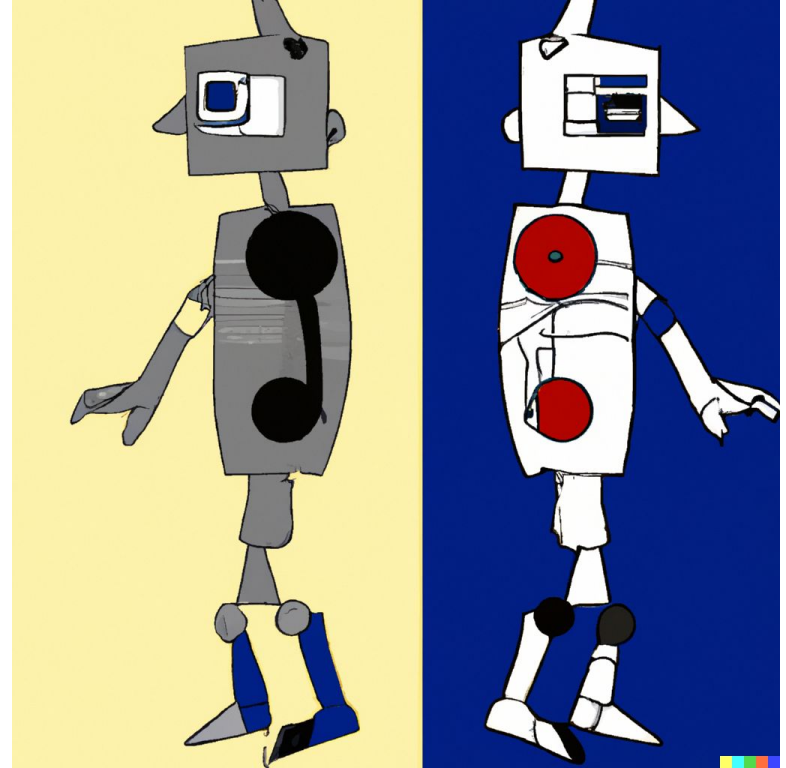
Date Created

March 2023

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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











Search: Arts and crafts ideas, with instructions for a toddler using only card

ALL CHAT IMAGES VIDEOS MAPS NEWS MORE

About 298,000,000 results Any time

See Arts and Crafts Ideas with Instructions for a Toddler Using On...

About

 <p>HYDRO CELL Stainless Stee... \$15.50 Amazon.com</p>	 <p>Liftmaster 375LM Compatible Uni... \$36.50</p>	 <p>60% OFF Coach Outlet Track Pack In ... \$159.20 \$398.00 Coach Outlet</p>	 <p>Pyle Pro PTAU23 Mini 40 Watt X ... \$53.70</p>	 <p>22% OFF Shark Navigator Zero-M Pet Pr... \$249.99 \$319.99 Kohl's</p>
 <p>Hebetag Small Leather Should... \$26.69 Amazon.com</p>	 <p>Hogwarts Legacy Deluxe Edition ... \$69.99 GameStop</p>	 <p>RTIC 200z Tumbler, Stainl... \$13.99 RTIC Outdoors</p>	 <p>Brita Insulated Filtered Water ... \$21.99 Amazon.com</p>	 <p>Bass Pro Shops Sling Pack - Bl... \$19.99 Cabela's</p>

See all

100 Amazing Cardboard Box Activities & Crafts for Kids
<https://happytoddlerplaytime.com/cardboard-box-activities-crafts-for-kids>

I found some **arts and crafts ideas** for a toddler using only cardboard boxes, plastic bottles, paper and string. Here are some examples:

- You can make a **cardboard box guitar** with a tissue box, a cardboard tube, some rubber bands, paint and glue. You can find the instructions here ⁴.
- You can make a **plastic bottle bird feeder** with a 2-liter bottle, some chopsticks, twine, a pin and birdseed. You can find the instructions here ⁷.
- You can make **plastic bottle flowers** with empty water bottles, scissors, paint and pipe cleaners. You can find the instructions here ⁸.

I hope you and your toddler have fun with these crafts! 😊

Learn more:

1. [camliveoakfl.com](#)
2. [happytoddlerplaytime.com](#)
3. [playideas.com](#)
4. [happytoddlerplaytime.com](#)
- +5 more

How does Bing work?

Show me more crafts with cardboard boxes.

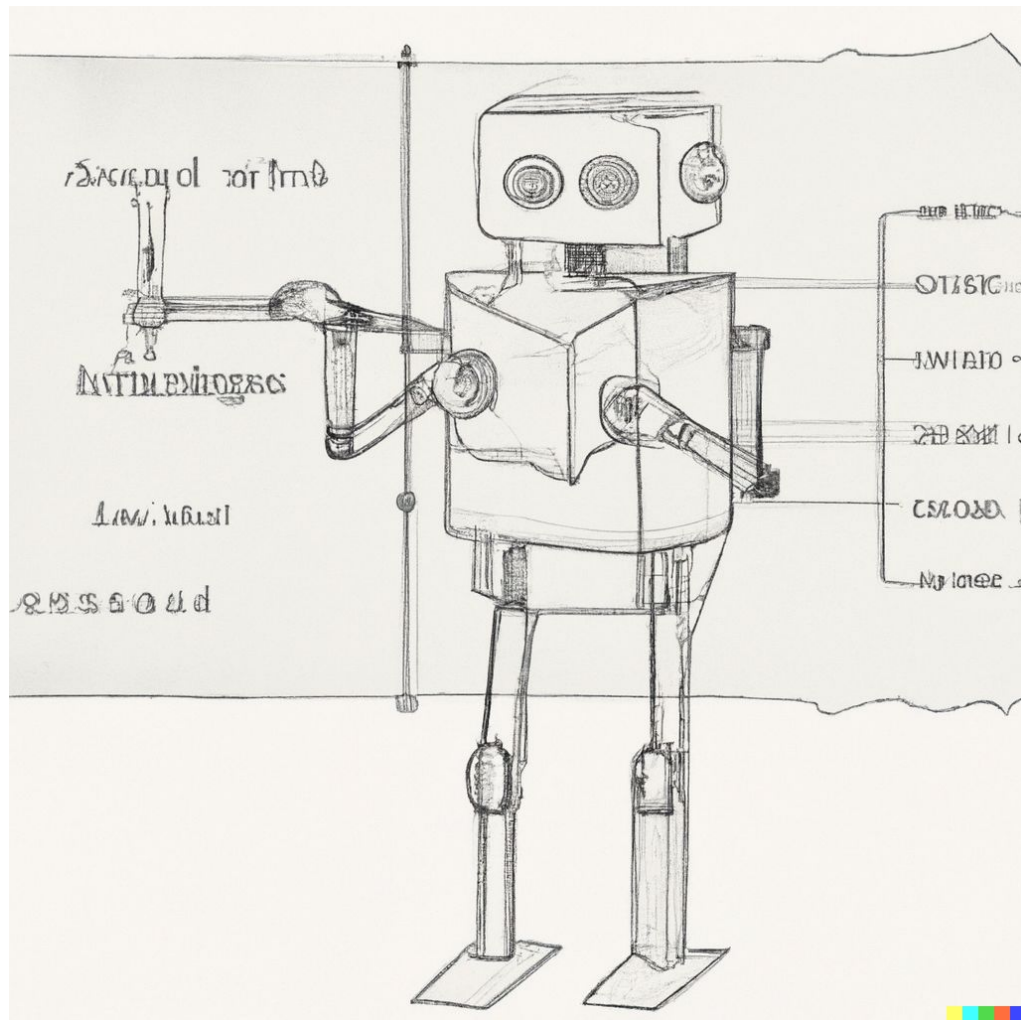
Show me more crafts with plastic bottles.

Show me more crafts with paper and string.

Let's chat

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



A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame with a vibrant pink and purple hue. The sky is filled with numerous stars, and the overall scene is dark and atmospheric. The person is standing on a dark, rocky outcrop in the foreground, looking up at the stars.

**“THE FUTURE BELONGS TO THOSE
WHO PREPARE FOR IT.”**

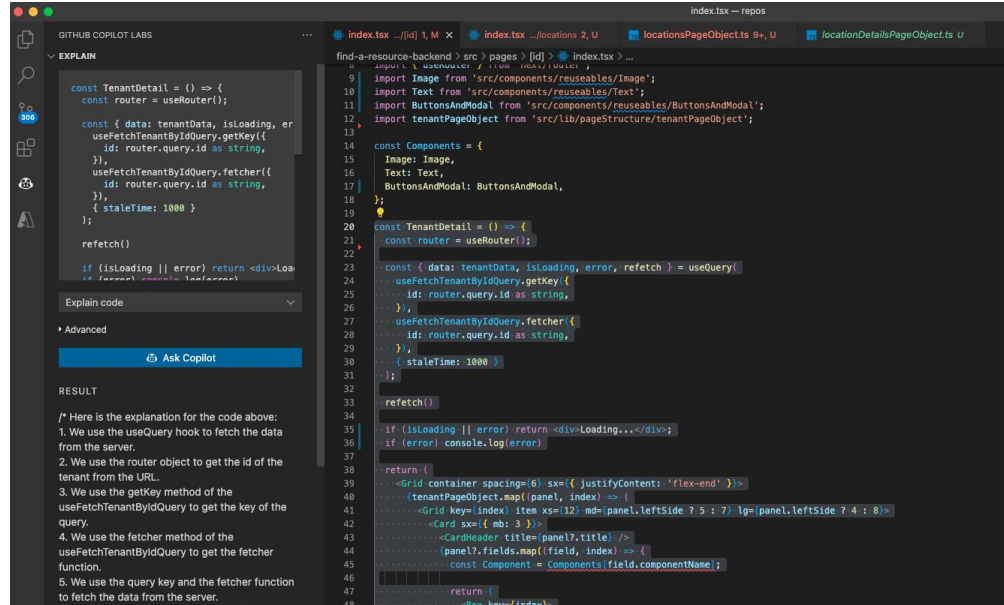
SUPE UP YOUR SEO

- 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

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