

AI Content?

Attention Content Writers!



Google doesn't want your content – people do. If you try to write solely for search engine rankings, you risk being penalized.

Why? Because you're not adding value for Google's users.

The search engine giant has made significant strides in evaluating content. It now prioritizes material written for humans, not machines. Google's most recent update, the Helpful Content Update (HCU), which finished rolling out on April 19, 2024, ensures that only content adhering to EEAT (experience, expertise, authoritativeness, and trustworthiness) is valued.

This update could cause a seismic shift in the SEO world, leading to significant fluctuations in search rankings.

So, what should you do?

First, understand your role as content creators. Your primary goal should be to solve people's problems.

To do this effectively, you must understand what their problems are.

Identify the types of solutions they seek and the questions they need answered.

Ensure that the content you create is focused, intent-specific, and covers the topics in both depth and breadth.

Develop a comprehensive content plan aimed at addressing a series of questions or queries on a given topic to build trust and authority.

Using AI to generate content can contribute to the overwhelming amount of low-quality content available.

Instead, use AI as a tool to assist with research, grammar, and style improvement.

Currently, AI alone cannot secure high rankings; your input is more crucial than ever.

How AI will evolve in the coming years remains uncertain.

Until then, let's focus on serving people.

Contributor

Mohammad Hasan
Marketing Mentor
SigmaX Marketing