

AI-Assisted Content

Managing AI-Assisted Content: Potential Pitfalls

Having a solid prompting strategy significantly improves the quality of AI outputs and speeds up the drafting process. However, it's important to be aware of potential issues that may arise in AI-assisted content.

By understanding these challenges and knowing how to address them, you can maximize your efficiency and make the most of AI in your content creation workflow.

Fabrication of Facts

- Pitfall: AI tools like ChatGPT predict word sequences based on learned patterns rather than understanding facts, which can lead to inaccuracies.
- Solution: Always fact-check AI outputs to verify accuracy.

Repetitive Content

- Pitfall: AI can fall into repetitive patterns in phrasing or structure, resulting in monotonous content.
- Solution: Use smart prompting and thorough reviews to identify and correct repetition.

Lack of Contextual Understanding

- Pitfall: AI often processes requests in isolation, missing broader context or ongoing trends and making content seem out of touch.
- Solution: Provide comprehensive context in your prompts and supplement drafts with current insights.

Generic Responses

- Pitfall: AI may generate generic responses lacking specificity or a strong point of view, leading to bland content.
- Solution: Encourage specificity in prompts and always thoroughly revise any AI outputs to inject unique brand perspectives and voice.

Bias in AI Output

- Pitfall: AI models can inadvertently generate biased or insensitive content based on the data they were trained on. This can lead to content that is unintentionally offensive or exclusionary.
- Solution: Review AI-generated content for any potential biases or insensitive language. Ensure diversity and inclusivity in prompts and adjust outputs to reflect your brand's values.



5 Steps to Perfecting AI-Assisted Content

After addressing the potential pitfalls of AI-generated content, it's crucial to remember that AI is here to assist and accelerate the writing process, not replace the human touch. High-quality content requires human insight, creativity, and expertise. Simply copying and pasting raw AI content won't cut it.

Here's how to transform pieces of AI-assisted text into polished, publish-ready content:

- 1. Edit for Overall Quality:** Treat any AI-assisted content as a starting point. Carefully edit for repetitive or awkward phrasing, and correct any spelling or grammar errors. Pay special attention to sentence structure to ensure it reads smoothly and naturally. Tip: Read the content aloud to catch awkward phrasing and ensure it flows well.
- 2. Review and Refine:** Dive deeper into the content to make sure it's clear and concise. Ensure each section flows logically into the next. AI content might miss the finer details of your specific topic, so add missing information and enhance the content with relevant details. Tip: Break up long paragraphs and use subheadings to improve readability and structure.
- 3. Add a Human Touch:** Make the content relatable and engaging. Use conversational language where it fits and add transitions to improve the flow. This step ensures your content feels human and resonates with your audience. Tip: Include anecdotes, examples, or personal insights to make the content more engaging.
- 4. Fact-check Thoroughly:** As mentioned, AI can sometimes get facts wrong. Rigorously verify all information, statistics, and claims with reliable sources to maintain credibility and accuracy. Tip: Cross-check facts with multiple reliable sources to ensure their accuracy.
- 5. Optimize for SEO and Readability:** Ensure the content is optimized for search engines. Check for proper keyword usage and density, and naturally incorporate any missing keywords. Improve readability by formatting headings and subheadings, breaking up large paragraphs, and adding bulleted lists. Include relevant links with appropriate anchor text and strong calls to action (CTAs). Tip: Use tools like readability checkers to ensure the content is easy to understand and engaging for your audience.

When to Use AI in Your Content Strategy

Before integrating any other AI tool into your content strategy, it's crucial to understand their limitations and have realistic expectations. To put it bluntly, generative AI falls short of human writers across the board, especially when dealing with content that requires high levels of creativity or topics that need the latest data or expert insight.

Despite its limitations, AI can provide valuable assistance with various content creation tasks:

- **Outlining:** AI can quickly generate a structured outline for your content, helping you to organize your thoughts and plan the flow of your articles or blogs efficiently. This ensures that all key points are covered systematically.
- **Ideation:** Stuck for content ideas? AI can provide a springboard for deeper content exploration by generating topics based on current trends, previous posts, or keyword analysis.
- **Titles, Meta Descriptions, and Headers:** Crafting compelling titles, meta descriptions, and headers that are SEO-friendly can be tedious. AI can assist by generating numerous options based on best SEO practices, which you can refine to better match your brand voice.
- **Overcoming Writer's Block:** AI can help break the block by suggesting starting points, continuing a train of thought, or offering new perspectives on a topic you're stuck on, effectively kick-starting your creative process.
- **Drafting Initial Versions:** AI can produce first drafts of all types of content, from blogs to service pages. While these drafts will require human refinement, they provide a substantial starting point that can reduce the intimidation of the blank page.
- **Checking for Keyword Usage and Density:** AI tools can analyze your content for SEO essentials like keyword usage and density, ensuring that your content aligns with SEO strategies without compromising readability.
- **Tone and Style Adjustments:** AI can adapt the tone and style of your content to suit different audiences or platforms. By specifying what's needed, AI can modify the content accordingly.