Hack AI Writing with CyborgMethod™

5X High-Quality Content
and **Beat Your Competition**

SEOwind **eBook**

Tom Winter

Table of Contents

SEOwind

01

Introduction

SEOwind

Is AI Writing really that
bad as they say?

Whenever I talk with writers or marketers, I hear echoes of discontent:

- *AI content is shallow, empty, and repetitive.*
- *AI repeats stuff or adds a lot of fluff,*
- *My content writers can produce much better quality content.*

Granted, AI will lead you down a dead-end without honing research or the art of resourceful prompts.

AI Writing seems to be complicated.

Advertised promises from various AI tools often fall flat, especially for those looking for long-form content solutions.

Then, there's fear. Fear dominates discussions around AI - fear of adopting it, fear of job risk in marketing sectors, and fear of potential legal repercussions from using AI.

IMHO, there's nothing inherently wrong with AI writing. **It's all about manoeuvring it correctly.**

Misuse it, and it won't live up to your expectations. But mastering AI can open up a whole new frontier in content creation.

If deployed correctly, **AI can provide a competitive advantage, accelerate content production, and enhance content quality**, particularly for smaller teams. It can level the playing field against larger, more powerful competitors.

Consider the timeless tale of David vs. Goliath. Being the underdog positions you uniquely. You're swift, agile, and able to pivot on a dime. There's no need to navigate cumbersome bureaucratic processes to test new strategies or tools. Isn't that liberating?

That's the force AI puts in your hands.

What is needed is the correct method and the right tools. The rest will follow suit.

So, before we dive deeper into navigating AI writing, let's debunk some widespread myths and misconceptions surrounding it.

SEOwind

Debunking 3 Misconceptions about AI Writing

#1 AI Already Knows Everything
- A Three-Sentence Prompt is Adequate

A common mistake among AI writing is assuming a quick "Write me an outline on X topic" to a bot like ChatGPT will do the trick. They then expect a fully formed article or structured sections in return, while experienced users might provide more detailed commands. Regrettably, most individuals and businesses continue to struggle to harness AI efficiently and typically either refrain from using it or remain dissatisfied with the results.

Why is that flawed?

Assigning tasks to AI isn't fundamentally different from delegating to humans. Both require coherent, precise instructions for quality outcomes. The process of directing AI is mostly about supplying it with knowledge. Prompting is 1% about asking and 99% about providing knowledge to AI.

Want quality content? Supply AI with ample context like you would normally do with a human. We've never shied away from the task and neither should you. The more exact and comprehensive your guidelines are, the higher the chances of obtaining satisfying content. We input about 7k words for every 3k words produced when creating articles. This proportion drastically impacts the **quality of output**. It's a long-established programmer's rule - "Garbage in, garbage out" - it's time to apply this to our AI usage.

SEOwind

#2 AI-generated content is shallow, empty, and repetitive.

Certainly, AI can hallucinate. It can make things up or get too creative. BUT the **content doesn't have to be shallow**. It greatly depends on you. Expecting A-class narratives or ranking articles from minimal data will always lead to disappointment. Lesser quality input equates to lower quality output.

Why is this incorrect?

Poor-quality content is a direct consequence of scant contribution. Do the research, analyze top-performing content, review questions people ask, and use it to get the output. Providing a solid structure and relevant context to the AI will **stun you with its improved output quality**.

Do a similar test with a Content Writer, give them a task that lacks clarity, and verify if they understood your expectations. AI is no different than a human in this sense.

#3 AI content is not good enough for immediate publication

I often hear complaints that content created by AI can't be published immediately. Honestly, what kind of quality do you expect from long-form content produced in just 20- minutes?

Why is this incorrect?

AI-generated content may not be flawless, but considering what it can generate within 20 minutes is still **remarkable** when compared to human speed. True, it might demand proofreading, but handy tools like Grammarly swiftly eliminate grammatical hiccups, minimize repetition and streamline sentences. Incorporating unique insights adds extra value to the content.

Pairing personal expertise with AI's speed and efficiency is a potent combination. And it's high time we all realized that.

Let's start treating AI Writer as a part of your team. AI is not your enemy. It's an ally.

SEOwind

02

What's the solution?
Embrace the CyborgMethod™

AI

SEOwind

What's the solution?
Embrace CyborgMethod™

The CyborgMethod™ for writing articles is a unique technique that leverages human expertise with AI capabilities to produce high-quality content. Rather than replacing you, **the CyborgMethod™ aims to enhance your skills** by providing valuable data, insights, and even content segments. This method can be applied to various aspects of the writing process, such as crafting outlines and briefs, writing full articles, or proofreading and reviewing.

By leveraging the strengths of humans and AI, the method addresses the limitations of relying solely on AI-generated content while capitalizing on its speed and efficiency.

Looking at several updates to the Google algorithm, they mainly focus on helpful content. Considering that, **the CyborgMethod™ will help you create valuable content** for the users instead of creating spammy AI material that doesn't bring anything useful to the table.

So buckle up and let me take you on a journey to make AI Writer a part of your team, like we did.

At SEOwind, we are not only strong believers in the power of this approach. We've actually put it into practice, tested it out, adapted it, and enjoyed the results.

SEOwind

AI Writing with
CyborgMethod™

Work with AI hand in hand. Treat it as your partner and a part of your team. Engage it into each part of the AI writing process to take full advantage.

As we know writing is so much more than just writing words. It requires a concept, brainstorming ideas, conducting research, etc.

To maximize the benefits of the Cyborg Method, follow this process:

#1

Get prepared

Know what you want to write about and why, do in-depth research on the topic and keywords you want to cover and develop a **clear structure for your content.**

#2

Create articles using AI

- **Craft detailed prompts:** Provide the AI with **concise and descriptive prompts** to ensure the best results. Remember that the quality of the output heavily depends on the clarity of your instructions.

- **Collaborate with the AI:** Think of the AI tool as your creative partner. **Be open to its suggestions** and willing to revise your work based on the generated content. The CyborgMethod™ combines your expertise with the AI's capabilities.

#4

Learn and adapt

As you continue using the CyborgMethod™, note what works well and what doesn't. Adjust your approach accordingly, and don't be afraid to experiment with new techniques or prompts to optimize your results.

#3

Edit and refine

Just like any other writing process, editing and refining your AI-generated content is crucial. **Review the output and make necessary adjustments** to ensure it aligns with your goals and meets your audience's expectations.

SEOwind

By following these steps, you'll be well on your way **to mastering the CyborgMethod™**, unlocking the full potential of AI writing, and creating engaging, high-quality content that captivates your audience.

Stage	Steps	👤 Human	🧠 AI
#1 **Create a Comprehensive Content Brief**	Define intent and the goal	👤	🧠
	Conduct keyword research	👤	🧠
	Create a comprehensive content outline	👤	🧠
	Answer Frequently Asked Questions	👤	🧠
	Adopt you Brand Voice	👤	🧠
#2 **Create articles using AI**	Craft a detailed prompt	👤	✕
	Write Articles with AI	✕	🧠
#3 **Give it a Human Touch**	Proofread and edit	👤	🧠
	Add your expertise	👤	✕
	Do the fact-checking	👤	✕
	Optimize for SEO	👤	🧠
	Use internal linking	👤	🧠
	Add visuals	👤	🧠

SEOwind

Stage #1

Create a Comprehensive Content Brief

No matter how advanced AI technology becomes, it's crucial to first establish a clear understanding of your content requirements and objectives. AI is not a magic wand that can read your mind or predict search engine algorithms. To create content that ranks, you must first do your homework.

No matter who is writing it, an AI tool or a human, a comprehensive content brief is essential for producing quality content. Based on conversations with over 600 Marketing experts, we know that this step takes from 1-3 hours if done manually,

depending on how in-depth you want to go. Keep in mind that you can automate certain steps and speed them up using tools like SEOwind to reduce the time it takes to as little as 5-15 minutes.

Let's go through the crucial tasks that will get you prepared to write high-quality content with an AI partner.

1. Define the intent and the goal

You can't reach a goal you don't set. Period.

Why is it important?

Whenever you're creating any piece of content, you need to know **who you are writing it for and why** it should be created in the first place. Too often marketers and copywriters create content just to cover a weekly publication quota and then wonder why **they don't see the desired results.**

How to do it?

Begin by establishing clear objectives for your AI-generated content. Ask yourself:

- Who is your **audience**? For whom exactly are you writing this?
- What do you want to **achieve with this article**? Are you planning to amuse, educate, persuade, or evoke emotions?

Understanding your goals will help you craft **more effective prompts** for AI-generated content.

SEOwind

2. Conduct keyword research

Keyword research is not just an SEO tactic. It's not about finding 1-3 keywords and that's it. You have to learn what kind of language is used when speaking about your chosen topic. This means identifying **20-30 keywords**, though ideally, you'd find even more. The best articles rank for as many as 100 or more keywords. By planning your targets from the start, **you're increasing your chances of getting more organic traffic.**

Important

Keep in mind that **we're against keyword stuffing**. When you have a clear list of keywords that your customers are using it's just easier to speak their language. Using the right keywords should come more naturally.

Why should you do it?

Analyzing keywords and including them in your article or blog post is **essential** for several reasons. It helps you:

- **Understand search intent** and learn what kind of topics answer the user queries
- Grasp and **understand the language** used by your prospective customers, comprehend how they identify their requirements, and label items
- **Discover valuable subject** matter insights to write about – which should be derived from people's searches – rather than speculating or presuming you possess the optimal knowledge.

How to do it?

Open up a document file so you can write everything down. Don't assume that you can memorize everything!

Start with a **main keyword** and type it into Google. Browse through the top Search Engine Results Pages (SERPs). Investigate what keywords they rank for using SEO tools that can provide you with such data. **Look at:**

- **How highly they rank for these keywords.** If they are in the top 30 positions, it means that the search engine finds this content relevant
- **The keyword search volume**, which tells you how many times per month, on average, a certain keyword is searched for in a specific location
- **Keyword difficulty,** a metric used to determine how difficult it is to rank for a keyword.

This will **help you decide which keywords to choose.**
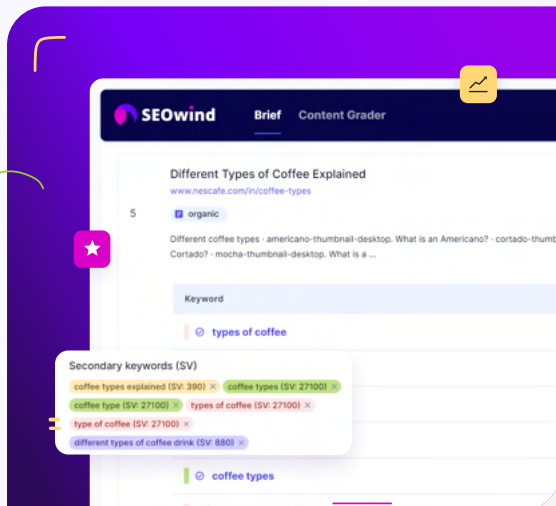
SEOwind

Useful tools

- **SEOwind:** users get the keywords for the top 10 SERPs ranking within the first 30 positions and with search volume above 10, keywords are clustered with AI

- Paid keyword research tools: **Semrush** or **Ahrefs**

- Free keyword research tools: **Google Keyword Planner**, **Ubbersuggest**, **Answer The Public**, or **Keywords Everywhere**

Tips for identifying keywords

- To find the right keywords, you have to **check the search volume**. If you are starting to build content, it might be worth looking into more specific mid or bottom-funnel keywords with lower search volume (10-300) rather than general, juicy keywords that bring along more competition.

- Keep in mind the keyword difficulty. Again, if you are just starting your content marketing adventure, then **it's better to pick keywords with low** (20-30) **to medium** (30-45) **keyword difficulty.**

Recommended Resources

🔗 How to do SEO Keyword Research in 2023 – Step-by-Step Guide

🔗 Discover the Best Keyword Research Tools of 2023

SEOwind

Keyword clustering

Use AI to help you with keyword clustering. Group related keywords together to create **more focused and relevant content**. Clustered keywords are much easier to use when writing an article, as they are grouped by similarity and can often be used interchangeably or somewhere close to each other.

To do so, just go to ChatGPT and use the following prompt:

```
> Use the following list of keywords and group them together to
  create content clusters: [list of keywords]
```

Clustering keywords

Prompt:
Use the following list of keywords and group them together to create content clusters: **[list of keywords]**

Example:

```
Content Clusters:

1. Vegetable Gardening for Beginners:

  • vegetable gardens for beginners
  • veg garden for beginners
  • vegetables garden for beginners
  • vegetables gardening for beginners
  • vegetables garden for beginners
  • garden vegetables for beginners
  • how start a vegetable garden
```

```
Content Clusters:

2. Background Vegetable Garden Ideas:

  • backyard garden ideas vegetables
  • veg garden ideas
  • veggie garden ideas
  • veggie gardens ideas
  • backyard gardening ideas vegetables
```

For more useful SEO prompts in ChatGPT, check out our article:

🔗 Unlock the potential of ChatGPT to boost SEO results [with ready-to-use prompts]

SEOwind

3. Create a detailed outline based on SERPs and SEO data

It's time for **the most crucial step**, which has the biggest impact on the article you're using AI to write. To develop high-quality content that outranks your competition, start by **conducting a thorough analysis of the best-performing SERPs**. This process helps you understand what Google considers valuable content for a particular search query and allows you to build on that foundation to create an even more engaging piece.

Why should you do it?

Companies on the first page of Google are there for a reason: they **nailed the search intent**.

By examining the content structure, topics, and questions of top-ranked pages, you can create an outline that **similarly engages your audience**.

Your goal is to deliver **more value to the reader** by making your article more comprehensive, practical, or visually appealing. Utilize the topics addressed by the top pages as building blocks. Carefully select the ones that align with your objectives and create content **superior to each individual SERP!**

Important

We all would love to be different and not follow in the footsteps of what already ranks. But the search intent of a keyword is specific, and **if you don't push the right buttons**, 9 out of 10 times you won't manage to rank among the best articles. Changing Google's mind about the search intent is hard and takes time.

In our experience, nailing search intent and putting some extra value on the top **proves more effective** than trying to be different at all costs.

How to do it?

Use the **doc file** in which you've already gathered your keywords. Begin by typing in your target keyword and opening each SERP in a new tab, after which you'll have 8-10 pages opened.

Analyze the headings and subheadings of your competitors' pages while looking for similarities, standout topics, and potential areas for improvement. Use this information to **create a content outline** in the doc file.

SEOwind

<u>Useful</u> tools

SERP analyzers and SEO content brief generators can **greatly** assist with this process.

SEOwind, for example, offers comprehensive competitive landscape analysis by extracting all competitor outlines and putting them next to each other. This makes it **easy to draw conclusions** and create data-based briefs with a single click, especially when creating content at scale. To do so, SEOwind uses huge amounts of data gathered from SERPs and competitors to feed the AI model.

As a result, it's able to draw **conclusions** from and write a comprehensive brief that nails the search intent.

(!)
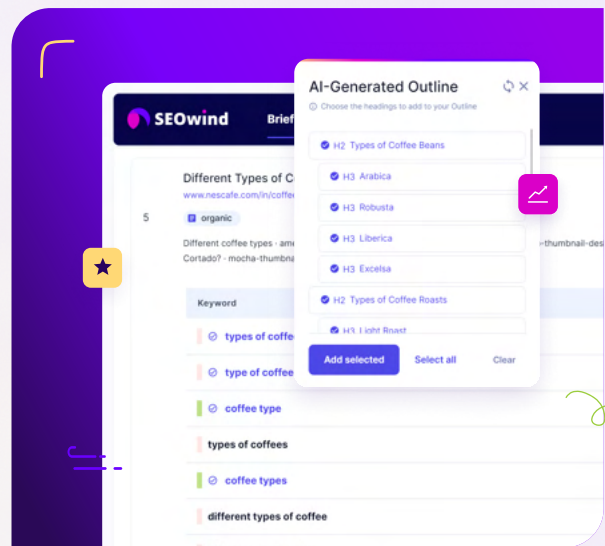
Important

Don't use ChatGPT to write an outline, as it doesn't have any knowledge of SERPs and search intent if you don't feed that information. Because it's a language model and not a knowledge model, the tool will create a topically relevant outline, but its **quality will be no better than guesswork**, even if it might look logical at first glance. To achieve the best results, use AI-generated outlines based on SERP analysis.

Recommended Resources

🔗 <u>The Definitive Guide to Writing a Content Outline</u>

🔗 <u>Everything you need to know about SEO Content Brief – Ultimate Guide</u>

---

4. Answer Frequently Asked Questions

To stand out from the competition, **go beyond** what they've written and provide additional value to your readers by addressing their questions, challenges, and needs.

Why should you do it?

By diving deeper into user questions and issues, you can make your content **more unique** and **valuable**. This ultimately leads to **higher engagement** and better SERP rankings.

SEOwind

💡 Tips

The trick here is to search Quora and Reddit **using Google.** In our experience, Google **is much better** at finding relevant topics. To do that, just go to Google and type in 'site:quora.com {keyword}' or 'site:reddit.com {keyword}'.

The first part of the query (site:reddit.com) will limit Google's search to a specific domain. By adding your keyword, Google **focuses on finding the topics related to what you're looking for**.

How to do it?

Find user questions by exploring resources such as:

- **People Also Ask** by Google, which lists additional questions related to a user's query
- **Related Searches** in Google, which suggests alternative but related keywords
- **Quora**
- **Reddit**
- Any other forum or community **relevant** to your niche.

Another incredible source of questions is to **speak with your customers**. Address their interests based on the insights you gain during those calls and meetings.

Useful tools

- **SEOwind -** In addition to analyzing SEO data, SEOwind collects questions from People Also Ask, Quora, and Reddit, making it easy to gather all relevant information in one place.

- **Ahrefs Keyword Generator** - Discover question keywords, keyword difficulty, and search volume.

- **Answer the Public -** This tool uses an extensive database to predict what users will ask in their search queries.

- **Keywords Everywhere** - A browser add-on for Chrome and Firefox that provides monthly search volume, CPC, and competition metrics across multiple devices.

- **KWFinder -** Lists all the relevant question keywords.

- **Semrush Keyword Magic Tool** - Generates an extensive list of related keywords to help uncover more user questions.

Recommended Resources

🔗 Google People Also Ask (PAA) – get questions to rank higher

🔗 Google's 'People Also Search For': The Secret to Better SEO

SEOwind

5. Adopting Your Brand Voice to AI Content

Let's talk about how you can make your AI content unique with style and tone of voice. One of the common issues people encounter with AI is that it sometimes lacks that human touch. Ever read something that sounds a little off? Not quite like your brand is communicating? That's what I'm talking about.

Why is it important?

Well, each brand speaks uniquely, and that's how they connect with their audience effectively and consistently. It's like preparing a consistent cup of coffee every time. People get used to it, they love it, and that's what brings them back. And for each type of content, you might need a specific tone. For example, posts meant to be informative or educational might need a more authoritative tone.

In contrast, more personal or emotional topics need a more empathetic or emotional tone.

The challenge is how to instill this in AI-based content.

The good news is that you do have some solutions. You have two major ways to make AI write more like you: using specific prompts or providing solid examples. Let me go over them in detail.

Option #1

Define Your Writing Style and Tone of Voice

The first option you have is to define your writing style and tone of voice clearly. ChatGPT has been designed to accommodate a range of conversational styles by offering different voice and tone options. Each option serves its unique purpose and can help you nail the vibe you want in your communication.

Sample Writing Styles

Let's look at some examples of writing styles:

1. **Professional**: Opinions backed with reasons and explanations.
2. **Conversational**: Speak as you would to a friend, with a warm and familiar touch.
3. **Humorous**: Light-hearted and funny, sure to leave your audience chuckling.
4. **Empathetic**: Understanding and considerate, particularly suitable for sensitive topics.
5. **Simple**: Straightforward, using easy-to-understand language.
6. **Academic**: Detailed and analytical, filled with plenty of research.
7. **Creative**: Out of the box and original, inspiring thought and imagination.

Sample Tone of Voice

Now, let's talk about the tone of voice. It's all about striking the right chord with your audience. You could go for:

1. **Authoritative**: Make statements that show you know what you're talking about.
2. **Calming**: Soothe your readers' worries.
3. **Compelling**: Draw your readers in.
4. **Curious**: Spark intrigue and interest.
5. **Engaging**: Keep your readers hooked.
6. **Excited**: Show your enthusiasm.
7. **Formal**: Avoid slang and keep things strictly professional.
8. **Friendly**: Make your readers feel at home.
9. **Funny**: Crack a joke or two.
10. **Informative**: Share useful information.
11. **Inspirational**: Motivate your readers.
12. **Witty**: Use intelligent humor.
13. **Optimistic**: Stay positive and hopeful.
14. **Worried**: Express concern or urgency.

For a bit of a twist, you can also try writing as:

- A **character from a book**
- Like a **celebrity**
- A certain **author**

SEOwind

Sample prompts to use

Now here are **a few examples of the kind of writing prompts you can use**:

```
> Your writing style is conversational and persuasive. Use logical arguments and stats, keep
things clear and concise but dial down on the humor.

> Your writing style is explanatory, breaking down complex ideas and subjects into simple terms
while incorporating examples and visual aids to illustrate the points made.

> Your writing style is informative, objectively presenting facts and data while incorporating
clear headings, bullet points, and concise language.

> Your writing style is informative, friendly, and engaging, incorporating humor and real-life
examples to brighten things up.
```

Option #2

Let ChatGPT define your Writing Style

Sometimes, putting into words the exact tone and writing style you're aiming for can be tricky. **There's a workaround.**

You can feed ChatGPT with **the right prompt succeeded by a sample of your writing**. Then, watch the magic happen. GPT technology will assess all aspects of your content, data, and language to develop a unique voice style. The best part? **It's tailored for your audience and aligns perfectly with your brand.**

Here's a sample prompt for you to use:

Sample prompts to use

Prompt no 1

```
> Based on the tone and writing style in the seed text, analyze and describe the
style, voice, and tone of writing. We will use this input when providing instructions
to AI or humans.
```

Beneath this, type "SEED TEXT" and then enter your example.

Outcome:

In the prompt, we used our article <u>AI Article Writing with ChatGPT – CyborgMethod</u>™ <u>[eBook with</u>
<u>tested prompts]</u>.

This is the outcome that we got from ChatGPT:

```
The writing style in the provided seed text can be classified as authoritative,
informative, and engaging. The author uses a direct and conversational tone to impart
firm and reliable knowledge. The tone evokes a sense of intrigue and curiosity,
prompting the reader to want to learn more about the subject. The author uses
persuasive language to capture the reader's attention and maintain their interest.

The text is very organized and structured, making the author's points easy to follow
and understand. The writing often adopts a problem-solution style, addressing
potential concerns and offering solutions. The author utilizes buzzwords and jargon
relevant to the subject matter, extending credibility.

The author's voice in the text is friendly, inviting, and reassuring, fostering a
rapport with the reader. It blends a professional tone with colloquial language to
make the content more digestible. Using emoji, bullet points, and stylized text (bold,
italic) makes the content visually interesting and easy to navigate.

Commands and question forms are employed throughout the text, making it a more
interactive experience for the reader. Analogies and metaphors are used to truly
cement the presented concepts' understanding. Instructions are clear and concise,
underscoring the informative nature of the writing style.

The author uses a persuasive tone to prompt the reader to consider using AI article
writing, leading them through the provided ebook and webinar. The text is motivating
and optimistic, emphasizing the suggested method's benefits.

The writer also employs personal pronouns such as "you" and "we" to create a
personalized experience, suggesting that the reader is included in a conversation
rather than just a passive receiver of information. There are also instances of light
humor to keep the content from being too heavy or overly technical.
```
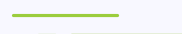
Overall, this text's style, voice, and tone demonstrate an engaging, authoritative, and persuasive
style of writing that **aims to inform and motivate the reader in a friendly and direct manner.**

Prompt no 2

```
› Analyze the text below for style, voice, and tone. Then, using natural language
processing (NLP) create a prompt to write a new article in the same style, voice, and
tone.
```

Outcome:

Again, we used the prompt in our article <u>AI Article Writing with ChatGPT – CyborgMethod</u>^{TM} <u>[eBook with tested prompts]</u>. This is the outcome that we got from ChatGPT:

```
Style: The text uses an instructive, persuasive and informative style. It uses a
conversational tone with some technical jargon related to AI and SEO. The structure is
detailed, explaining different steps and procedures to follow.

Voice: The voice is authoritative, knowledgeable, and confident, demonstrating a high
level of expertise in AI content writing.

Tone: The tone is optimistic and encouraging, clearly highlighting the benefits of AI-
powered article writing. The tone is consistently formal yet conversational.
```

That's how you teach an AI to write more like humans, to echo your brand, and to stay consistent. Remember, the key is in the style and tone you choose.
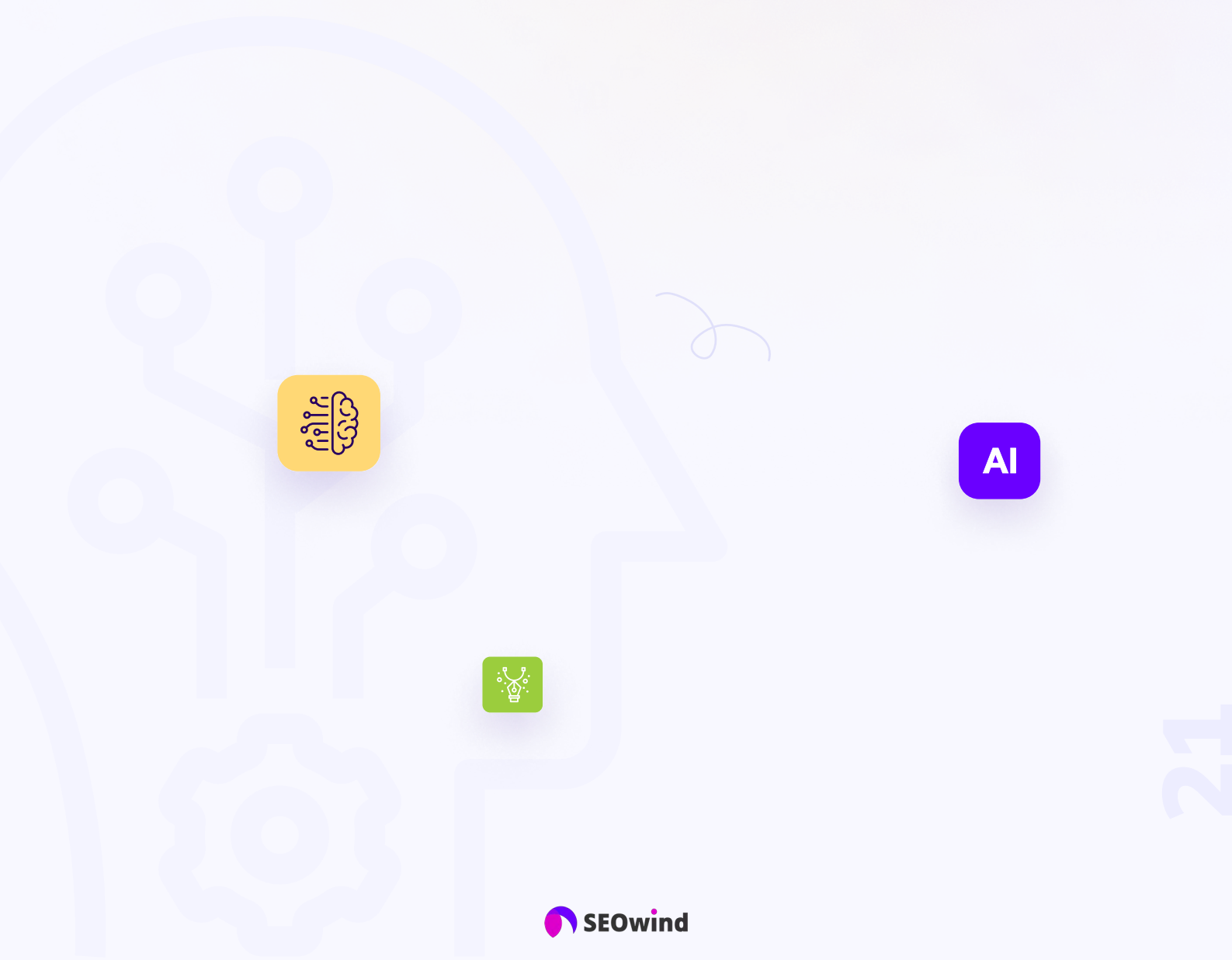
Stage **#2**

Create Articles with AI

1. Craft a detailed prompt

Crafting the perfect AI prompt can be **a game-changer** in your quest to produce impactful articles using GPT-based tools. With the right approach, you can coax the solution into generating content that is **both engaging and informative**.

Let's discuss some of the best practices that can help you master the art of **creating effective prompts** for AI-powered article writing.

Provide context

Start by **explaining the purpose** behind your content and the perspective you want to represent. Make sure to consider the following points:

- **Who** is the person behind the article?
- **How** are they communicating?
- What is their **perspective** and point of view?
- Consider using **expressions** like "Act as..."
- Add **product or service information**. This helps the AI understand the industry you're coming from by providing relevant details.

Describe the task

Be as detailed as possible when outlining the task. Include information such as:

- Content **goal**
- **Target** audience
- **Detailed** SEO outline
- **Keywords** to target
- **Questions** to answer.

Provide instructions

Below you can find some directions regarding instructions to include:

- **Clarify the language**: Include the directions, tone of voice, and level of expertise you want the AI to use in the content.
- **Specify the structure**: Offer hints regarding the structure of the article. Should it include ordered or unordered lists? What should the depth of headings be? **This information will help** the AI generate a well-organized article.
- **Set the desired length**: Indicate the preferred length for your article, whether it's a short blog post, a medium-length article, or a lengthy, in-depth piece. Providing this information will help the AI generate content that aligns with your **expectations**.
- **Use examples**: Providing examples or sample phrases in your prompt can help guide the AI's writing style and give it a clearer understanding of the tone and **language you're looking for**.
- **Specify the format**: Indicate whether you want the content to be a how-to guide, an opinion piece, a listicle, or any other specific format. This will help the AI tailor its writing style **to match your requirements.**
- **Incorporate storytelling elements**: Encourage the AI to use storytelling techniques, such as anecdotes or case studies, to make your content more relatable and engaging. Provide some guidance on the type of story or narrative **you'd like to see in the article**.

Important

- Pay attention to the **language you use when writing your prompt**. Be specific and use action words. Avoid any ambiguity, as it can lead to less-than-ideal results.
- Remember, the quality of AI-generated content relies heavily **on the input data used to create it.** The better the prompt, the higher the quality of the content you'll receive. If your request is vague or lacks context, expect random and less relevant responses.
- This is just the beginning. Your prompt should be **evolving and updated**. If you don't like certain expressions the AI is using, instruct it explicitly not to use them. If you would like to see more of something, metaphors, and anecdotes, mention it.
- **Request revisions or iterations**. Don't be afraid to ask the AI to revise or iterate on its output. You can provide additional guidance, clarify your expectations, or request that certain sections be expanded or reworked. This will help you fine-tune the content until it fulfills your expectations.

SEOwind

Sample AI prompt for article writing

Let's say you're an owner of an online and offline garden store and you want to write an in-depth article on how to grow blueberries. Here, we'll walk through a sample prompt.

```
Context
You're a passionate and experienced gardener who is running an online and offline
garden store. You know gardening inside and out as you've been in the field for over
20 years. In your store, you have garden plants, fruit trees, vegetables, house
plants, and garden supplies. You love sharing your knowledge on how to take care of
plants so that they have optimal conditions for growth. You have an exceptional
vocabulary in this field and you love writing about it.

Task
Your task is to write a guide with suggestions for how to grow blueberries. The guide
should have at least 2500 words. The goal of this guide is to educate people on how to
grow and take care of blueberries so that they grow a lot of sweet fruits.

The guide should have the following outline:
H2 - Introduction to Growing Blueberries
H2 - Types of Blueberries
H2 - When to Plant Blueberry Bushes
H2 - Choosing and Preparing a Planting Site
H2 - How to Plant Blueberry Bushes
H2 - Can You Grow Blueberries in a Container?
H2 - How to Care for Blueberry Bushes
H2 - How to Prune Blueberry Bushes
H2 - How to Harvest Blueberries
H2 - How to Store Blueberries
H2 - Common Pests & Plant Diseases
H2 - Common Problems With Blueberries

Below there are relevant keywords, clustered in a semantic way, that you should use
across the guide:

 • blueberries where to plant, best place to plant blueberry bushes,
 • blueberry planting, blueberry when to plant, best time to plant blueberries, when is the best
   time to plant blueberry bushes, best season for blueberries
 • blueberries how to grow, blueberry bush how to plant,
 • blueberries growing tips, blueberry planting guide, tips for growing blueberries, how to grow
   sweeter blueberries
 • blueberry bushes care, blueberry plant care
 • how to plant a blueberry bush, how to plant a blueberry, how to grow a blueberry bush
 • spacing for blueberry bushes, blueberry bush spacing, blueberries plant spacing
 • what do blueberries grow on
 • best soil for blueberries, conditions for growing blueberries, type of soil for blueberries,
   soil type blueberries, blueberries soil requirements
 • how much sun do blueberry bushes need, how much sun do blueberries need, how many hours of sun
   do blueberries need
 • blueberry cultivation
 • different types of blueberries, are there different types of blueberries
 • how far apart to plant blueberries, how close to plant blueberry bushes, how much space do
   blueberry bushes need, distance between blueberry bushes

Instruction
Your writing style is informative, friendly, and engaging while incorporating real-
life examples. I want you to write in the same way you would write to a friend, using
a conversational tone.

Write the article.
```

Voilà. You're ready to have your article written.

SEOwind

> **⚠ Important**
>
> If you're using ChatGPT for writing content, be aware that it can **stop producing content after 500 words** and will cut off mid-sentence. If it happens, check where it stopped and continue from the heading it stopped at.
>
> The other option is just to write "continue where you stopped," but this is less predictive.

2. AI writing

This is the part where you can relax and take a break as AI does the heavy lifting for you.

You can also start researching for another article. AI tools enable you to write multiple articles concurrently - impressive, right? With your keyword set, you can manage briefs while AI Writer crafts your article.

Step #3

Give it a Human Touch

Your job is not done yet. If you want to have something **really amazing**, then you'll need to add the human touch. We like to treat AI content as a strong foundation on top of which you should add extra value.

Below you can find our approach to **giving AI-written content a human touch**.

Review and revise AI content

Read through the content generated by the AI. Algorithms can make **mistakes** and generate irrelevant content, so it's important to:

- **Adjust** expressions that don't fit your style
- **Remove mentions** of competitors or market leaders unless necessary
- **Update** outdated information
- **Restructure** the content if needed.

This will ensure that the AI-generated content aligns with your **brand and intended message**.

Add your expertise and personal touch

You are the true expert in your field. To make the **content exceptional**, add your unique know-how, expertise, and real-life examples. This personal touch will not only make the content more engaging but will also **help establish your audience credibility.**

Make sure to fact-check

The AI-generated content might contain quotes, links, or data that need **verification**. Always thoroughly fact-check AI-written content to ensure the accuracy of the information provided. **This is crucial** to maintain your audience's **trust and your reputation** as a reliable source of information. On average, GPT4 has about a 50-70% accuracy rate, so it's **essential** to double-check the facts.

SEOwind

Optimize for SEO

AI is not an SEO expert, so it's crucial to optimize the content for search engines. Use **content optimization tools** to make your content rank higher in search results.

Incorporate relevant keywords and topics to ensure your content offers **valuable information** to your target audience. This might involve adding more paragraphs or headings to cover additional perspectives that you hadn't initially considered.

Proofread to check grammar and sentence length

AI tools sometimes create longer and more complex sentences, which **may not always be suitable** for your audience.

It's essential to proofread the content, focusing on grammar and sentence length. Provide instructions to the AI writing tool regarding sentence structure, but be prepared to make adjustments manually if the AI doesn't quite get it quite right.

Use internal linking

If you have relevant content on your website that complements the AI-generated piece, add **internal links** within the content. This helps **keep readers engaged** and encourages them to explore more of your website, ultimately improving your site's overall SEO performance.

Add visuals

Incorporating visuals into your content helps to **better present your points** and keeps your audience engaged. Use relevant images, infographics, charts, or videos to break up large blocks of text and enhance the overall user experience. Visuals can also help to **clarify complex ideas**, making the content more accessible to a wider range of readers.

By following these steps and adding a human touch to your AI content, you can create **truly exceptional pieces that resonate with your audience and effectively convey your message**. Always remember that AI is a tool meant to assist you, but it's your expertise and personal touch that will make the final product stand out.

SEOwind

03

How we use
CyborgMethod™ at SEOwind

AI

SEOwind

How we use
CyborgMethod™ at SEOwind

Who we are?

SEOwind is a long-form AI Writer based on in-depth SEO and content research.

How we use CyborgMethod™

We use CyborgMethod™ whenever we're creating content with SEOwind. It's in our DNA. Let's go into detail about what place SEOwind takes in the process.

Stage	Process	Human	SEOwind
Create a Comprehensive Content Brief	Define intent and the goal	👤	• Sourcing data and showing it in a structured and easy-to-draw conclusions way
	Conduct keyword research	👤	• Conducting keyword research of top content with search volume above 10 and keyword difficulty • AI clustering keywords based on semantic
	Create a comprehensive content outline	👤	• Getting AI outline with 1 click based on top content • Using researched data to enrich the outline
	Answer Frequently Asked Questions	👤	• Using collected questions regarding keyword from Google, Quora & Reddit
Create articles using AI	Craft a detailed prompt	👤	• When creating articles, we input about 7k words for every 3k words produced. • Providing AI with a comprehensive outline, topic context and all the SEO and writing best practices
	Write Articles with AI	✕	• Generating articles with 1-click
Give it a Human Touch	Proofread and edit	👤	
	Add your expertise	👤	
	Do the fact-checking	👤	
	Optimize for SEO	👤	
	Use internal linking	👤	
	Add visuals	👤	

SEOwind

CyborgMethod™ in practice - AI Writing Challenge results

We launched #100Posts30DaysChallenge - "100 Posts in 30 Days Challenge" written with our AI tool.

We wanted to prove **a small team can scale content production with AI and get amazing results.**

📋	👆	👁
116	**77%**	**124%**
AI Articles Published	**Total Clisks** Growth	**Impression** Increase

Main background info

- **CyborgMethod™** - We use the SEOwind tool and our expertise to create AI content and optimize it.
- **SEOwind.io domain** - we published all the articles on our SEOwind domain which can be representative of our customers.
- **Resources** - We divided the work between 2 people (writing AI content is just a part of our everyday job).
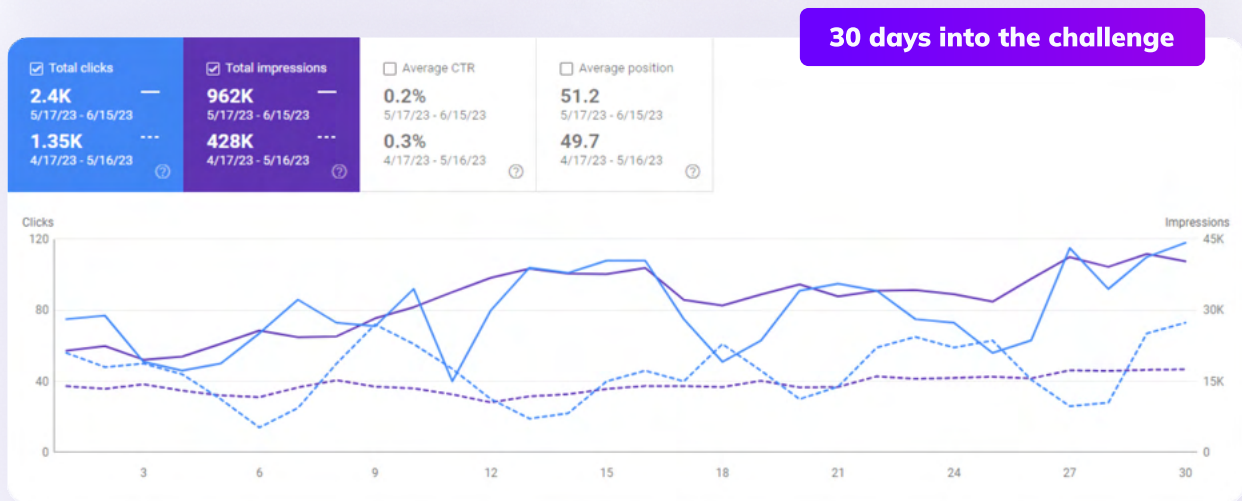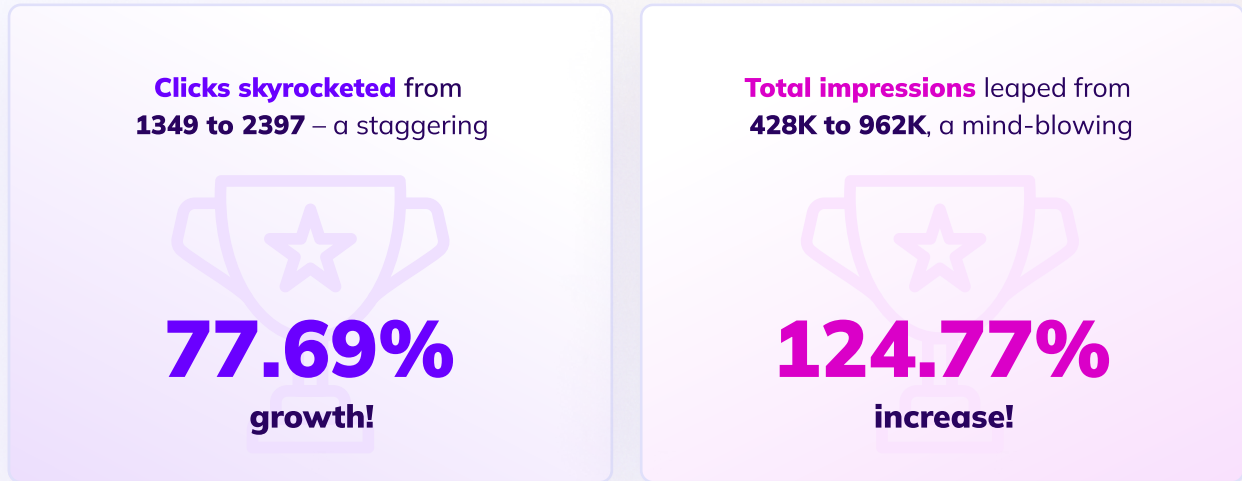
Kick-off data

SEOwind.io starting point for #100Posts30DaysChallenge

- Google Search Console (GSC) shows in the last 28 days – **1220 Click** and **396 536 Impressions**
- According to Ahrefs, we have **106 referring domains** on SEOwind.io
- At the end of November, when we launched the product, we were getting **1-3 clicks** per day (probably our friends searching for SEOwind :-))

SEOwind

Day 30: Final results – AI content results are impressive

We've published **116 articles in 30 days** on the SEOwind domain.
On average, we publish **3.87 articles per day** (counting weekends).

Comparing the 30-day Challenge period with the 30 days prior, our GSC data reveals:

Clicks skyrocketed from
1349 to 2397 – a staggering

77.69%

growth!

Total impressions leaped from
428K to 962K, a mind-blowing

124.77%

increase!

30 days into the challenge

	Total clicks		Total impressions		Average CTR		Average position	
	2.4K	—	962K	—	0.2%		51.2	
	5/17/23 - 6/15/23		5/17/23 - 6/15/23		5/17/23 - 6/15/23		5/17/23 - 6/15/23	
	1.35K	···	428K	···	0.3%		49.7	
	4/17/23 - 5/16/23		4/17/23 - 5/16/23		4/17/23 - 5/16/23		4/17/23 - 5/16/23	

SEOwind

Step-by-Step Process:
How we approach AI Article Writing

Let's dive into our behind-the-scenes process of crafting AI articles with our meticulous CyborgMethod™. Discover our step-by-step process and gain practical insights into how we bring engaging AI content to life.

Step 1: Topic Selection

We focus on topics relevant to our business. SEOwind conducts content research, creates outlines and briefs, and writes AI articles - we focus on that. We also looked into insights from over 500 talks I had in the last few months. Quite a source of goals, needs, and pains.

We've chosen to cover such topics:

- Content strategy & writing
- Blogging
- Tools for writing, optimizing, researching
- SEO
- AI & ChatGPT

This led us to dozens of seed keywords.
Tools we use: Google, customer conversations

Step 2: Keyword Selection

- We conducted keyword research to identify opportunities,
- We looked at Google Search Console (GSC) for keywords with impressions but still underperforming,
- We conducted a content gap analysis to see what our competitors cover.

Tools we use: SEOwind, Ahrefs, Semrush, GSC

Step 3: Data-Driven Content Outline Creation

Starting with the primary keyword, we use SEOwind to conduct content research. It gives us competitive analysis, competitor outlines, questions to answer, and ranking keywords.

Our tool uses AI to create titles, meta descriptions, and AI outlines, which we treat as a strong starting point. We add to the outline our insights, tips, best practices, and our product where relevant.

We also add secondary keywords. SEOwind provides keywords that top SERPs rank in the top 30. This way, you can rank with this content for such keywords.

Tools: SEOwind

Step 4: AI Article Writing

We use SEOwind to write the article, with detailed prompts on context, tasks, and instructions in the background.

Tools we use: SEOwind

SEOwind

Step 5: Proofreading & Editing

We carefully check content for:

- Quotes, numbers, and links (here AI makes the most mistakes)
- Brand-inconsistent expressions
- Long sentences (which we trim)
- Product descriptions

Tools we use: Grammarly Premium

Step 6: Blog Post Optimization

We optimize content by adding inbound and outbound links, relevant images with alt tags, and utilizing NLP and more keywords for better visibility. Our SEOwind tool is being beta-tested for content optimization.

Tools we use: SEOwind, Unsplash, Depositphotos, Link Whisperer

Step 7: Publish

And voila! You can publish your AI-generated content.

Afterward, we request indexing the page in GSC to speed up the process.

SEOwind
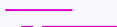
5 Top Learnings on CyborgMethod™ in practice we approach AI Article Writing

Finding #1

Briefing Humans is no different than Prompting AI.

If you want quality content, you must provide detailed input to AI. Give it **as much context as possible**. Do the research, analyze top-performing content, review questions people ask, and use it to get the output.

Don't cut corners. It's not worth it.

Finding #2

It's all about the quality of briefs you create.

A comprehensive and well-researched brief is fundamental for **high-quality content**.

Poor brief and outline = poor AI article with repetitions.

Invest your time. Good research is totally worth it.

Finding #3

You can't scale content without Tools. Don't be a cheapskate.

Producing more quality content requires being smart and efficient. Manual work is a cost too. Leverage AI and SEO tools to power up content production. **It's cheaper this way.**

Finding #4

It's all about good planning.

Scaling content within a small team means you need to be very efficient. Well-thought processes and execution are what **helped us get results**.

Finding #5

By teaming up with AI, you can coordinate writing multiple articles at once.

With AI tools, **you can simultaneously write 3-4 articles.** Cool, right? Once you have keywords you are after, you can create briefs for them. When SEOwind writes the article, you can take care of another brief.

SEOwind

04

AI Articles:
Tackling Common Objections

AI Articles:
Tackling Common Objections

Are you still on the fence about leveraging AI for content creation?

If so, that's not unusual. Let's dive into the typical concerns we've encountered while discussing with clients, and discover **how those worries were addressed** – including our own initial apprehensions!

Tom Winter
CGO | SEOwind.io

Is AI writing something I should embrace or resist?

Tom: *I can't answer this one for you, but I'll tell you my story.*

I'll admit that in the beginning, I was against AI writing tools. But then Google said AI content would be allowed in its results. The only thing that you have to remember is that, whether it is human- or AI-written, your content has to be helpful.

So I said to myself, game on Google! Following their rules, we focused on researching the topic to make our articles as comprehensive and helpful as possible. I treat AI as a better version of a pen, and I don't want to be the one that insists on using square wheels when everyone else can see how well round ones do the job.

Can AI articles be so good that I can publish them right away?

Tom: *Some people already believe in the quality of AI-generated content and publish blog posts without any modifications. These posts often perform well in terms of search engine rankings. However, I recommend taking the following steps:*

1. Conduct in-depth research and craft detailed, content-specific prompts if you're using AI platforms like ChatGPT or GPT-4.

2. Utilize tools like SEOwind that create AI articles based on extensive SERP and SEO research.

Regardless of your chosen approach, I would still advise adopting the CyborgMethod™, where AI produces the bulk of the article (70-80%) and a human writer adds extra value (20-30%).

SEOwind

Is the CyborgMethod™ worth the effort?

Tom: *Absolutely! Combining AI-generated content with human input is definitely worth the effort for several reasons:*

- *Speed: In our experience, creating content using the CyborgMethod™ is at least 5-8 times faster, while maintaining or often improving the quality of the output.*

- *Quality and coherence: While AI can produce well-structured and informative content, human intervention ensures that the final output is coherent, contextually accurate, and tailored to your target audience.*

- *Creativity and personal touch: A human writer can add unique insights, anecdotes, and a personal touch to the AI-generated content, making it more engaging and relatable to readers.*

- *SEO optimization: Although AI-generated content can incorporate keywords and follow basic SEO guidelines, a human writer can fine-tune the content to further optimize it for search engine rankings.*

- *Resource efficiency: The CyborgMethod™ allows writers to focus on enhancing the most critical aspects of the content, saving resources that can be allocated to other tasks.*

- *Adaptability: AI technology is continually advancing, and the CyborgMethod™ enables businesses to stay ahead of the curve by leveraging the latest advancements while retaining the human touch that readers appreciate.*

The CyborgMethod™ is pretty much always worth the effort, as it strikes the perfect balance between leveraging AI's efficiency and maintaining human creativity and expertise, resulting in high-quality, engaging, and well-optimized content that appeals to both readers and search engines.

Will AI replace copywriters?

Tom: *AI itself probably not, but copywriters that use AI certainly. AI will enable writers to focus on aspects that truly matter, helping them create exceptional content 5-8 times faster. Who wouldn't love that?*

Why should I use paid AI writing tools if ChatGPT offers support for free?

Tom: *If an AI article writing tool doesn't conduct any research or take SERP or SEO data specific to your topic into account, you may be better off using ChatGPT independently.*

Still, to do that research thoroughly, you will need either to spend a lot of time or use SEO tools.

However, if a tool performs competitive content and outline analysis, keyword research, develops a structure, and then creates articles based on those factors – like SEOwind – it's worth considering. By utilizing AI writing tools that incorporate thorough research and SEO best practices, you can produce engaging and expert-oriented content more efficiently.

SEOwind

SEOwind

Leverage AI & SEO
to create 5x More High-Quality Content.

Not yet another spam and useless AI articles but ones **that bring value**.

Get a demo at SEOwind and see how easy it is to **dominate your competitors.**

Get SEOWind demo

seowind.io

SEOwind