CREATING HELPFUL CONTENT IN THE AGE OF AI + E-E-A-T

LILY RAY | FRIENDS OF SEARCH | MARCH 2023
AI entering the SEO discussion in 2023...
KEY POINTS ABOUT
SEO + AI
AI chatbots will not replace search.

But they will change and enhance the way people search.
“I just want to be very clear: Bard is not search.”

– Jack Krawczyk, Bard product lead
AI will not replace SEOs...

but SEOs should learn how to use AI.
AI tools can create significant efficiencies for SEO, but don’t misuse them.
There is more to SEO in 2023 than AI – don’t forget about the other major forces at play.
The Helpful Content Update
Launched in August 2022

More content by people, for people in Search

Aug 18, 2022 · 2 min read

Danny Sullivan
Public Liaison for Search
CREATED A NEW SITE-WIDE SIGNAL

The “unhelpful content” classifier
“In search of content with little value, low-added value, or that is not particularly helpful”

What the classifier looks for...

Google actually means: SEO spam
If the majority of site content is “unhelpful”, a site-wide ranking demotion is applied… even for “helpful” content.
The (un)helpful content classifier:

- Is automated
- Uses machine learning
- Runs continuously
- Can affect a site at any time
- Is not a manual action
- Can be “lifted” after unhelpful content is removed
Categories Impacted

- Lyrics sites
- Adult sites
- Grammar sites
- Travel blogs
- Low-quality affiliate sites
- Product manuals (duplicate content)
- Aggregator sites
- Guitar chords
Rapid Growth Before Decline

Many affected sites exhibit this pattern...
What does the “unhelpful content” look like?
23 Best Free Text To Speech Software

Here are 23 best free text to speech software. These text to speech software read out text for you easily. All these text to speech software are completely free and can be downloaded to Windows PC. These text to speech software offer various features, like: reading text that you paste or type, save text as WAV, MP3, WMA, OGG etc. formats, read web pages, word documents, emails, PDF files, read clipboard contents, speak in different voices, adjust rate of speech and volume, and more. So, go through this list of free text to speech software and see which ones you like the most.

Also checkout best free ebook readers and best free duplicate file finders reviewed by us.
Lists of “Top ___#__ Best ___”

35 Best Songs About Falling In Love With Your Best Friend

By Joe Smith
Last Updated On: January 27, 2023
However, it’s no longer just fruits and vegetables among the hidden gems in this California town! Brentwood has grown to become quite a dynamic town, and there is a lot to interest both those who live here and those visiting the area.

Today, while agriculture remains the top answer whenever anyone asks what is Brentwood, California is known for, there are also other answers.

Answers like outstanding parks and recreation, premier restaurants, and attractions for the whole family to enjoy. The following is a look at just a few of the best things to do in Brentwood, California, to help you as you plan your exciting vacation or a big move to this lovely Northern California city!

1. Mount Powell Court, Antioch, California
Top Recommendation
Mount Powell Court is a homestay located in Antioch, California. It has free parking, and guests can enjoy a garden view from all rooms. The apartment features air conditioning, heating and a flat-screen TV. Towels and bed linen are provided at Mount Powell Court.
Tech Content

- VPN comparisons
- MP3 downloads
- How to delete Instagram/Twitter
In Holland:

Entire site dedicated to how to log into different websites

Frama inloggen
7 Jan 2023 — In 4 stappen Frama inloggen, Frama helpdesk, Frama lint vervangen, Frama inktlint bestellen, Frama best for pets, Frama frankeermachine ...

Geneanet inloggen
9 Jan 2023 — In 4 stappen Geneanet inloggen, Stamboom familie, Geneanet nederland, Geneanet app installeren, Geneanet belgie, Geneanet premium gratis, ...

Gastouderland inloggen
6 Mar 2023 — Veilig in 4 stappen Gastouderland inloggen, Gastouderland culemborg, Gastouderland nijmegen, Gastouderland eindhoven, ...

Emma inloggen
Veilig in 4 stappen Emma inloggen, Emma retour, Emma lettenbodem, Emma matras.
In Holland:

Site is unusable due to gated content
An entire network taken down by the Helpful Content Update
Found 1 site affected by the HCU...
How deep does the rabbit hole go?
Which turned into uncovering a network of 17 niche sites all affected by the Helpful Content Update.
What are the 17 sites doing?

- Thousands of articles with mediocre content
- Trying to cover every topic within the niche
- Lacking true E-E-A-T
- Most articles start with “what is”
- Venturing into topics outside of their wheelhouse (art or music site writing about health)
- Excessive interlinking between sites

- Stock photos only
- Aggressive ads and affiliate links
- Lying about readership statistics & mentions in major brands (no evidence)
- Fake E-E-A-T signals e.g., “Fact Checked” labels and (possible) fake authors
<table>
<thead>
<tr>
<th>Health</th>
<th>Art</th>
<th>About</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Collage?</td>
<td>What is the Mexican Hat Dance?</td>
<td></td>
</tr>
<tr>
<td>What is a Watermark?</td>
<td>In Publishing, what is a Masthead?</td>
<td></td>
</tr>
<tr>
<td>What is a Kalimba?</td>
<td>What is a Cello?</td>
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<tr>
<td>What is Krumping?</td>
<td>What is Locking?</td>
<td></td>
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<tr>
<td>What is Falsetto?</td>
<td>What is Postmodern Film?</td>
<td></td>
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<tr>
<td>What is a Shamisen?</td>
<td>What is Polyphonic Music?</td>
<td></td>
</tr>
<tr>
<td>What is the Movie Called the Cure for Insomnia?</td>
<td>What is a Guitar Amplifier?</td>
<td></td>
</tr>
<tr>
<td>What is a Flipbook?</td>
<td>What is an Encore?</td>
<td></td>
</tr>
<tr>
<td>What is Incidental Music?</td>
<td>What is a Straight Play?</td>
<td></td>
</tr>
<tr>
<td>What is Glamour Photography?</td>
<td>What is a Rondalla?</td>
<td></td>
</tr>
<tr>
<td>What is an Orchestra?</td>
<td>What is a Kazoo?</td>
<td></td>
</tr>
</tbody>
</table>
Every site’s ‘About’ page contains these (fake) stats and this stock photo:

NOPE

- 250,000+ articles
- 24,000,000+ annual visitors
- 288,000+ social followers
- 35 contributors

Nope

- Joined May 2022
- 0 Following 43 Followers
- Not followed by anyone you’re following

Friends of Search
That’s unhelpful
Helpful Content

Update Takeaways:

what doesn’t work?
Sites pretend to be experts on too many topics
Information is generic without unique or expert insights
Information lacks detail or specificity
Content velocity & topic selection seem to reflect an “SEO-first” approach.
Overwhelming ads & affiliate links (correlation, not causation)
What does Google say about AI?
AI content can be OK if...

01 IT IS original & high-quality

02 IT DEMONSTRATES E-E-A-T

03 IT SATISFIES the Helpful Content System

04 IT doesn’t propagate misinformation

05 IT isn’t created with the primary purpose of manipulating search results
However, there are 3 important caveats:

1. Disclose author names
2. Disclose use of AI
3. Don’t list AI as the author
43% of authors do not want to disclose AI content alongside their name.
Google’s New Generative AI Features
<table>
<thead>
<tr>
<th>Sexual Content</th>
<th>Committing Harm to Groups</th>
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</thead>
<tbody>
<tr>
<td>Committing Crimes</td>
<td>Misleading Users</td>
</tr>
<tr>
<td>Illegal Activities</td>
<td>Fake E-E-A-T</td>
</tr>
<tr>
<td>Spam, Scams, Phishing, Malware</td>
<td>Claiming Content is by a Human</td>
</tr>
</tbody>
</table>
If tools like Copyleaks can instantly detect ChatGPT content, Google probably can too.
AI Content Experiment

- Published brand new niche site
- Scraped relevant People Also Ask questions & used GPT3 API (not ChatGPT) to answer across ~10k URLs
- Added a few links from other sites
AI Content Experiment / Google Traffic
AI Content Experiment / Google Indexation

9.54K Not indexed
2.93K Indexed
6 reasons

Impressions

Pages
12K
8K
4K
0

03/11/2022 15/11/2022 27/11/2022 09/12/2022 21/12/2022 02/01/2023 14/01/2023 26/01/2023
Using ChatGPT & AI tools for SEO (or not)
please write an excel formula that removes the filename ending in .htm from a URL path and also adds the text in column C to a sentence in column D.

Sure! Here's an example of an Excel formula that removes the filename ending in .htm from a URL path and also adds the text in column C to a sentence in column D:

```
=SUBSTITUTE(LEFT(A2,FIND(“/”,A2&”/”,9)-1),”.htm”,””) & ”&D2&” ”&C2
```

Let's break this formula down:

- `LEFT(A2,FIND(“/”,A2&”/”,9)-1)` extracts the URL path from cell A2. The `FIND(“/”,A2&”/”,9)` function finds the ninth occurrence of the “/” character (which should be the end of the domain name), and then we subtract 1 to remove the final “/” character. The `LEFT` function then returns the left portion of the string up to this point.
- `SUBSTITUTE(...,.htm,””)` removes the “.htm” file extension from the URL path.
Using ChatGPT effectively for SEO

Generate:
Excel formulas
Robots.txt directives
Regex commands
JSON
CSV
HTML
Markdown
Tables

Lily Ray 😊
@lilyraynyc

I’ve been using GPT-3 to write my regex commands to filter GSC page data and it’s a game changer.

This is just a basic example but it works with much more complex commands, too:

11:27 AM · Dec 20, 2022 · 100.6K Views
Using ChatGPT effectively for SEO

Generate:
Summaries
FAQs
Grammar/spelling review
Translation
Key takeaways
Opportunities for improvement
Fact checking

Below I will share an article I wrote. Can you please provide a 3 sentence summary of the entire article:

The article discusses the use of AI-generated content in SEO and its impact on Google's guidelines. Google has stated that AI-generated content is not inherently against its guidelines but warns against using it solely for SEO benefits without human oversight or quality control. The article also highlights the limitations of AI content generation tools, such as their inability to provide first-hand experience or produce entirely helpful content, and suggests some use cases where AI can be effective and helpful. Additionally, Google's emphasis on genuine expertise in content creation and the importance of the new E in E-E-A-T (Experience) are discussed. The article concludes by advising caution in relying on AI-generated content for factually correct information, especially for YMYL content, and encouraging transparency with users about the use of AI in content creation.
Can you please fact-check the below statement?

Earth is a flat disc, and that evidence that it is round — say, pictures taken from space — are an elaborate hoax involving multiple governments.

This statement is false. Scientific evidence and observations have long established that the Earth is round, or more specifically, an oblate spheroid. This has been confirmed through numerous means, including satellite imagery, GPS technology, and observations of celestial bodies.

The idea that the Earth is a flat disc is a debunked conspiracy theory that has been discredited by scientific evidence and the testimony of astronauts who have seen the curvature of the Earth from space. Claims that photographic evidence of a round Earth is a hoax perpetrated by multiple governments lack any credible evidence and are based on unfounded speculation.
What not to do...

• Copy-paste ChatGPT content

• Especially on Your Money, Your Life (YMYL) topics!
What not to do...
Assume ChatGPT actually knows what it’s talking about.
The Product Reviews Update
From my presentation last year

Lily Ray
@lilyraynyc

How I feel visiting non-U.S. countries and warning them about the impending Product Review updates

Coming Soon to a Country near you
The Product Reviews Update has arrived in The Netherlands
Some tactics used by winning Product Review sites:

**What to consider**

- **How smart is it?**
  - Your choice: Clever app-controlled bots that clean rooms on command, or simpler but smart enough models.

- **Will it last?**
  - We’ve tested our picks over several years and analyzed thousands of user reviews with AI to help find reliable bots.

- **Can it clean rugs?**
  - Most bots work okay on rugs, but we found the models that will pull up the most hair and dust. (They’re all good on bare floors.)

- **How about knockoffs?**
  - We spoke with sources in the floor care manufacturing industry to help make sense of all the low-cost, off-brand options.

**Why you should trust me**

I’ve written about robot vacuums for WiseCut since 2019, logging hundreds of hours of research and testing at that time. (I have edited or written several of WiseCut’s other vacuum reviews, including those about *Yepp, handheld*, and *traditional plug-in styles.*) I’ve kept notes on almost 200 robots and tested close to 50 models from more than a dozen brands, running what must be something like 1,200 cleaning cycles in my own homes by this point (I’m on my fourth home since I started in the robot vacuum space).

In addition to all the testing, I’ve spoken to dozens of end users who own one in all kinds of homes and households: read hundreds of owner reviews on retail websites, expert reviews, posts in enthusiast forums, and other reader or viewer comments anywhere I can find them, including all of the feedback from WiseCut readers; and I’ve talked to representatives from just about all of the major robot vacuum brands (and plenty of minor ones), including iRobot (Braava), Ecovacs, Roborock, Shark, Samsung, LG, Neato, EternaMax, Kyvol, and iLife, as well as a few former engineers from some of those companies.

This guide accounts for all of the robot vacuums available in the US as of November 2021. We try to update this guide a few times a year to keep up with the latest technology models. If you think we’ve missed one worth covering, let us know—though we may already be testing it.

**Other Roborock models worth considering**

Roborock also makes some souped-up versions of the S4 Max—all very similar robots, just with slightly different features. Check out the relevant details in a table below. You might find our writeups about extra features like maps, obstacle detection, and self-emptying docks useful, too.

<table>
<thead>
<tr>
<th>Model</th>
<th>Clip-On Map</th>
<th>Navigation</th>
<th>Self-Emptying</th>
</tr>
</thead>
<tbody>
<tr>
<td>S4 Max</td>
<td>No</td>
<td>SmartMap</td>
<td>No</td>
</tr>
<tr>
<td>S5 Max</td>
<td>Yes, Water-Flow App Control</td>
<td>SmartMap</td>
<td>No</td>
</tr>
<tr>
<td>S6 Pure</td>
<td>Yes, No App Control</td>
<td>SmartMap</td>
<td>No</td>
</tr>
<tr>
<td>S6 MaxV</td>
<td>Yes, Water-Flow App Control</td>
<td>SmartMap, Avoids Some Small Hazards</td>
<td>No</td>
</tr>
<tr>
<td>S7</td>
<td>Yes, Water-Flow App Control</td>
<td>SmartMap, On Rugs</td>
<td>Optional</td>
</tr>
</tbody>
</table>

**The Best Mattresses: Mattress Reviews & Ratings**

- 8,266 reviews
- 317 mattresses
- 77 brands

Consumers have contributed 8,266 mattress reviews about 317 mattresses from 77 brands and told us the best mattresses you can trust. Compare the best mattress brands and products below.

**Top mattress brands:**

1. Tempur-Pedic
2. Sealy
3. Sleep Number
4. Serta
5. Bed Bath & Beyond
6. Simmons

@lilyraynyc
What are affected sites doing wrong?

- No evidence of testing the products
- No unique images from product tests
- Excessive automation and scraping content from other sites
- Use algorithms to review products instead of real tests by humans
- Thin content
- Fake or non-existent authors
- Excessive ads and affiliate links
Reviewing Too Many Categories

- ELEKTRONICA
  - Accessoires: Home fitness
  - Audio: Make up
  - Cameras: Sport
  - Computer: Verzorging
- SPORT & GEZONDHEID
  - TV & Projectors: Keuken
- THUIS & TUIN
  - Badkamer: Barbecue
- OUTDOOR
  - Reizen: Vervoer
  - Tuin: Was & Strijk
The Link Spam Update
Google Leveraging SpamBrain to Combat Link Spam

- An AI-based spam prevention system
- Rolled out same time as Helpful Content Update
- Neutralizes links, impacting many sites
December Updates to Quality Rater Guidelines
Big Updates to QRG & E-E-A-T in December 2022

E-E-A-T and major updates to Google’s quality rater guidelines

The most important change to the QRG is the introduction of the letter E to the start of the popular acronym E-A-T.

Lily Ray on December 15, 2022 at 12:10 pm | Reading time: 12 minutes

Google has made significant changes to its Quality Rater Guidelines (QRG) for search.

While Google updates this document several times per year, the latest version, updated today, came with notable changes to the structure of the document, with many new sections and tables added and a total of 11 new pages worth of content.
Expertise vs. Experience

**Expertise**

https://www.nytimes.com

*Does CBD Help With Insomnia? - The New York Times*

Aug 30, 2022 — There are studies that have found that CBD used in combination with THC holds promise as a treatment for sleep disorders like insomnia, ...

**Experience**

https://www.cosmopolitan.com

*I tried CBD oil for sleep – and it changed my life - Cosmopolitan*

Aug 31, 2022 — Bea Lyus, Registered Nutritional Therapist, College of Naturopathic Medicine, and Resident CBD Expert at Cannabotech UK, says, "We know very ...

**Expertise**

https://www.midds.org

*When to Take CBD Oil For Sleep: A Guide for Restfulness 2023*

Dec 7, 2022 — *CBD* oil is known for its therapeutic effects such as anxiety, pain, and stress relief. Due to these effects, *CBD* oil may improve insomnia, sleep ...

How and When to Take CBD Oil for Sleep
What happens if I take CBD oil before bed?
THE MARCH 2023 CORE UPDATE JUST STARTED
Takeaways

• Use AI to increase efficiency, but be careful misusing AI content
• Helpful content requires effort
• Taking shortcuts can catch up to you
• Instead of focusing on scale, focus on content quality and E-E-A-T
• Stay in your lane
• Invest in your authors’ online reputation & build out their Knowledge Graphs