AI-Generated Content Checklist

Tick these boxes before you hit publish!

☐ **Grammar, spelling, and syntax:** Okay, maybe this is a no-brainer, but just because it's a robot doesn't mean it has the same eye for grammar as a trained copywriter or copyeditor.

☐ **Tired transitions:** If you've tried ChatGPT, you probably couldn't help but notice that each paragraph uses the same transitions and each article concludes with "Overall." While formulas have their place, repetitive transitions and structures make for a tedious read. Get in there and change things up. Sentence variety is the spice of life!

☐ **Readability:** Ask yourself, does it sound like a robot wrote this? Your content should sound natural and conversational, even when it's focused on technical details.

☐ **Brand voice:** Would one of your existing customers recognize this piece of content as yours? If your brand voice isn't represented in a particular piece, you need to revise so that it resonates above the robot.

☐ **Call to action:** Listen, AI doesn't know what you want this piece of content to achieve and, frankly, neither does your audience. You need to tell your readers what you want them to do after reading your content. Contact you? Shop now? Visit our online store? Get clear about the goal of the piece and then communicate it, clearly!

☐ **Fact checking:** Since you're already using AI-generated content, you've probably seen the disclaimer along the bottom of ChatGPT, for instance. ICYMI, it reads: "ChatGPT may produce inaccurate information about people, places, or facts." Don't run the risk of publishing inaccurate information that can undermine your credibility and authority within your industry. Take the time to verify those facts.

☐ **Relevance:** Let's not forget, the "knowledge cut-off" for ChatGPT was 2021, a decision that was made to "balance the accuracy and efficiency of the model." Great, but again, lots has happened since 2021 (official end of the pandemic, anyone?) and, referring to your fact checking tip, you'll want to make sure the information you're mining is current to the present moment, otherwise you run the risk of seeming out of touch or behind the curve.

☐ **Optimization:** Ideally, AI content generation should integrate the right amount of keywords, while still sounding natural. Keyword usage is how your content will (or will not) rank on search engines. Too few keywords will not help you and neither will an overuse of keywords, which is known as keyword stuff and can quickly tank your content.

☐ **Preferred and/or forbidden phrasing:** This gets back to the brand voice issue. Only you can implement the phrasing, slogan, mission statement, etc., required to accurately reflect a brand in a piece of content. Language awareness is necessary to effectively reinforce the content cadence that supports a brand. Similarly, AI will not avoid or delete altogether those phrases or words that aren't in line with your brand because it doesn't have the same language awareness. For example, one of our clients refuses to include the word "but" in any of their content because they view it as a negative connotation. We sometimes struggle to remember that -- you can be sure ChatGPT will not abide by that request.

☐ **Hashtags:** Similar to the language awareness, ChatGPT will not source appropriate or impactful hashtags to support your content. We will!

☐ **Internal links:** When you ask ChatGPT to generate content, it will not include internal links, which are critical to SEO and rankings. Including internal links gives your content more muscle and flexing without muscle isn't really a great look.

☐ **External links:** Linking to external content also strengthens your argument and demonstrates a depth of knowledge and connection that ChatGPT cannot evidence on your behalf.

Waypoint Writing
Put your brand on the map

If this looks too overwhelming to maintain (after all, do any of us really need another checklist to keep up with?), reach out to the Waypoint Writing team and let us tick these boxes and more!

Contact Us!

Feeling confident and ready to tackle your content with this checklist in hand? Awesome!

We're glad we could help and invite you to sign up for our monthly newsletter in order to stay up to date on all things content and AI-generated content related.

Inbox already cluttered with too many emails, offers, and newsletters? We get it!

Let's follow eachother on social media and stay connected!