

UNLEASHING THE POWER OF AI: ELEVATING YOUR BLOG, SOCIAL MEDIA, AND MARKETING WRITING FOR ENHANCED ONLINE VISIBILITY

January 2024

WHO IS THIS GIRL?

- Award-winning photographer of people, either doing what they love or with the ones they love.
- About to celebrate the 11th anniversary of my photography business.
- Diverse background that includes a successful 6+ year tenure as a retail store manager for a high-end cycling apparel manufacturer.
- Resilient, passionate hustler.
- Shreds a dancefloor.
- Can put away more than one bottle of wine with ease.

UNLEASHING THE POWER OF AI |
JANUARY 2024



Say hello to your little friends



CHAT.OPENAI.COM

- This is the AI tool I use most
- Free
- Versatile
- Largest and most diverse data set at its disposal



BARD.GOOGLE.COM

- Factual Accuracy & Transparency: Cites Sources
- Integrated with other Google Tools
- Also Free




UNDETECTABLE.AI

- Use in conjunction with either ChatGPT or Bard.
- Free and paid version with additional tools.
- Humanize with ease.



23%

- BLOGS APPEAR 23% OF THE TIME IN THE TOP 5 POSITIONS OF GOOGLE SEARCH
 - BLOGS APPEAR 8% OF THE TIME IN THE TOP 3 POSITIONS
 - 46% OF ALL GOOGLE SEARCHES ARE FOR LOCAL BUSINESSES
 - AROUND 69% TO 74% OF ORGANIC CLICKS GO TO THE TOP 5 POSITIONS ON GOOGLE SEARCH
 - ACHIEVING HIGH VISIBILITY REQUIRES A SOLID CONTENT STRATEGY
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Research Search Patterns

- Be clear and concise
- Define your business/ scope
- Specify geography or target audience
- Ask for common questions
- Ask for recent trends or emerging topics related to your business
- Ask for recent trends and emerging topics in searches related to [your business.



You

Tell me the top 10 most common google search inquiries people use when looking for an event photographer in Austin, TX.



ChatGPT

While I don't have direct access to real-time Google search data, I can provide you with a list of general and common search inquiries that people might use when looking for an event photographer in Austin, TX. These are hypothetical but representative of typical queries:

1. "Event photographer Austin TX"
2. "Best event photographers in Austin"
3. "Affordable event photography Austin"
4. "Austin event photographer reviews"
5. "Top-rated event photography services Austin"
6. "Professional event photographer Austin"
7. "Austin wedding event photography"
8. "Local event photographer in Austin"
9. "Corporate event photography Austin TX"
10. "Experienced event photographers near me Austin"

Ask for keyword suggestions

- Be clear and concise
- Give context "I am a small bakery that..."
- Specify the number of suggestions
- Provide feedback
- Encourage creativity: "suggest innovative keywords for..."



You

10 keyword suggestions for a wedding and portrait photographer looking to target people who want to propose in Lake Tahoe



ChatGPT

1. "Lake Tahoe Proposal Photography"
2. "Engagement Photographer Lake Tahoe"
3. "Scenic Proposal Photos Lake Tahoe"
4. "Tahoe Lakeside Engagement Shoots"
5. "Romantic Proposal Photography Tahoe"
6. "Mountain Proposal Photographer Lake Tahoe"
7. "Lake Tahoe Surprise Proposal Shots"
8. "Unique Proposal Ideas Tahoe"
9. "Tahoe Engagement Photo Packages"
10. "Professional Proposal Photographer Lake Tahoe"

Research Blog Post Title Options

- Start with a clear instruction to generate blog post titles
- Include/specify the keyword you wish to use
- Specify a quantity
- You can specify tone: “make it formal,” “make them informal,” “use puns,” etc
- Review and give specific feedback for additional changes



You

Make 10 blog post title suggestions for a professional photographer looking to target the long tail keyword "Unique proposal locations around Lake Tahoe"



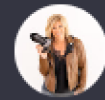
ChatGPT

1. "Capturing Everlasting Moments: Unique Proposal Spots in the Enchanting Lake Tahoe Region"
2. "Lake Tahoe's Hidden Gems: Unconventional Proposal Locations for Picture-Perfect Moments"
3. "Beyond the Scenic Views: Exploring Exclusive Proposal Spots in Lake Tahoe"
4. "Picture-Perfect Proposals: Discovering the Most Unique Locations in Lake Tahoe"
5. "Romantic Hideaways: A Photographer's Guide to Unique Proposal Spots around Lake Tahoe"
6. "Chasing Love in Lake Tahoe: The Ultimate Photographer's Guide to Unique Proposals"
7. "Beyond the Ordinary: Crafting Unforgettable Proposals in Lake Tahoe's Secret Spots"
8. "Lakeside Romance: Unveiling the Most Unique Proposal Locations in Lake Tahoe"
9. "Tying the Knot with a View: A Photographer's Insight into Unique Lake Tahoe Proposals"
10. "Lake Tahoe's Best-Kept Secrets: The Ultimate Guide to Unique Proposal Spots for Photographers"



Write the Outline

- Compose
- Specify
- Include key points
- Experiment with structure
- Give clear feedback
- Review and refine



You

Write a blog post outline for a professional wedding and portrait photographer looking to target customers searching for locations to propose in Tahoe that is titled "The Best Locations to Propose in Lake Tahoe: A Guide to Popping the Question"



ChatGPT

I. Introduction

A. Brief overview of the importance of choosing the right proposal location

B. Emphasis on the breathtaking beauty of Lake Tahoe as a romantic destination

C. Introduction of the professional wedding and portrait photographer as a guide

Write the post



UTILIZE YOUR OUTLINE

Ask AI to write your post in sections. Provide it WITH the outline in sections that it has created for you. Refine the results as you go along.

ENCOURAGE TONE WHEN REFINING

You can encourage different tones to refine sections. IE. informal, conversational, “sounds like...”

REVIEW AND REVISE. BE SPECIFIC.

EX “Rewrite this to include the phrase ‘Austin corporate event photography’ 3 times.”

Human interference is essential: make sure that your content is:

REVIEWED FOR TONE AND VOICE

AI content simply isn't clean. It must sound human to impact your audience.

CONTEXTUALIZED

Ensure your content reflects the appropriate context, especially if it involves humor, empathy, or cultural references.

PERSONALIZED

AI-generated content lacks the warmth of a personal connection. Add anecdotes and relatable elements.



AI Driven Social Media Scheduling



Megan and Jesse's Pinecrest Chalet wedding is another standout example of an outdoorsy couple who held an absolutely perfect weekend celebration. It was filled with lakeside games, nature walks, and campfire whiskey sessions, all which perfectly aligns with the essence of adult summer camp and the perfect Venn diagram of things that I love.

I finally blogged this amazing adult summer camp wedding this past month and you can find it at the link in my bio!



If you're ready to level up your business game in 2024, I'm here to help you recognize the importance of making SMART goals. What are SMART goals? They are Specific, Measurable, Achievable, Relevant, and Time-bound. Whether you are a professional photographer, a small business owner, or just a human that wants to focus on your own personal or professional development, this method of creating goals is relevant and useful.



Throwing a Tahoe winter elopement? Don't forget to plan for extreme weather!

Tahoe's winter weather can be unpredictable, as Jesse and Jacob discovered, so it's essential to be prepared. Have a contingency plan in place for unexpected storms and make sure you wear the appropriate footwear. If you're lucky, our beaches will be covered in snow (but certainly not people) and you'll have a pristine, quiet, winter wonderland to say your vows together in.

All the ways to use AI

- Research keyword ideas
- Develop blog post titles
- Build your marketing calendar
- Write your social media captions
- Write your blog posts
- Create monthly or weekly email campaigns
- Write the copy on your website
- Edit and refine emails and email responses
- Research social media analytics
- Assist with target demographics for your region

THANK YOU!

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