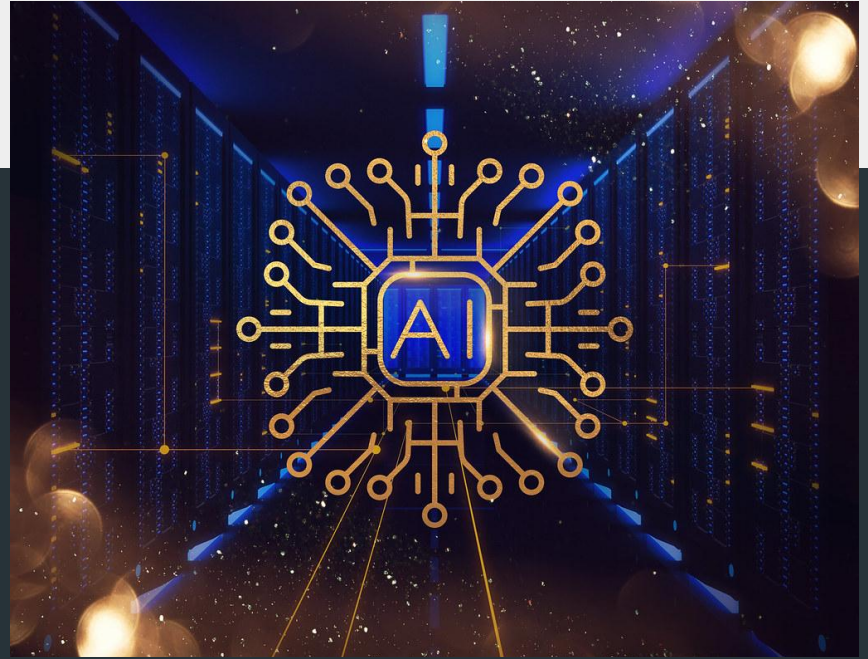


Webinar

MAY 2023



| AI for SEO and Content Marketing

Our Team



James Chubb

CEO

james.chubb@eDirectory.com



Emerson Travaglini

Marketing

emerson.travaglini@eDirectory.com



Gabriel Militão

Marketing

gabriel.militao@eDirectory.com



edirectory

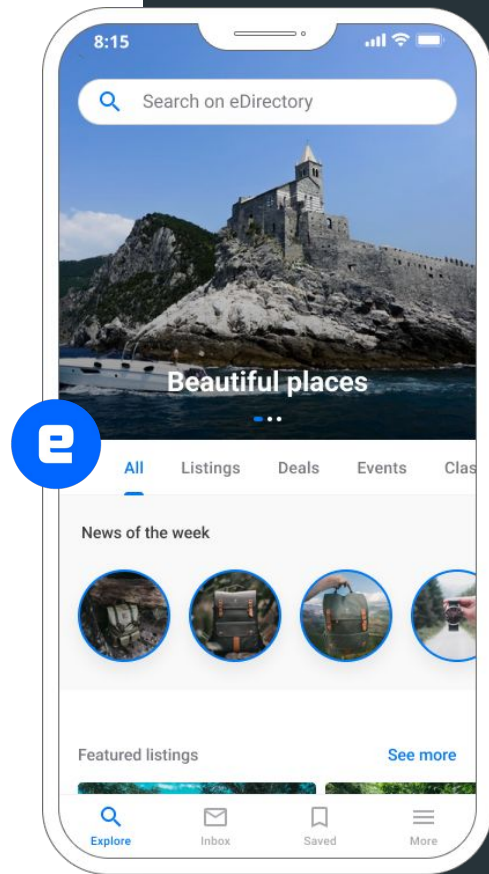
Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



AI for SEO and Content Marketing



WHAT IS AI?

- Ability to mimic human behavior
- Complex algorithm systems
- Applications in different areas

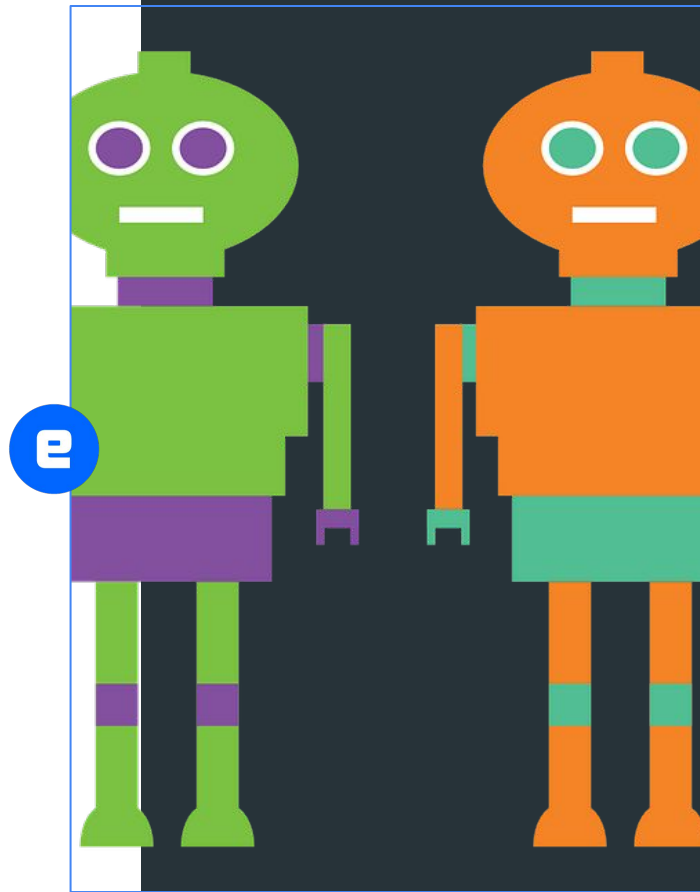
Types of AI

- Machine Learning
- Deep Learning
- Computer Vision
- Natural Language Processing (NLP)
- Large Language Models (LLMs)



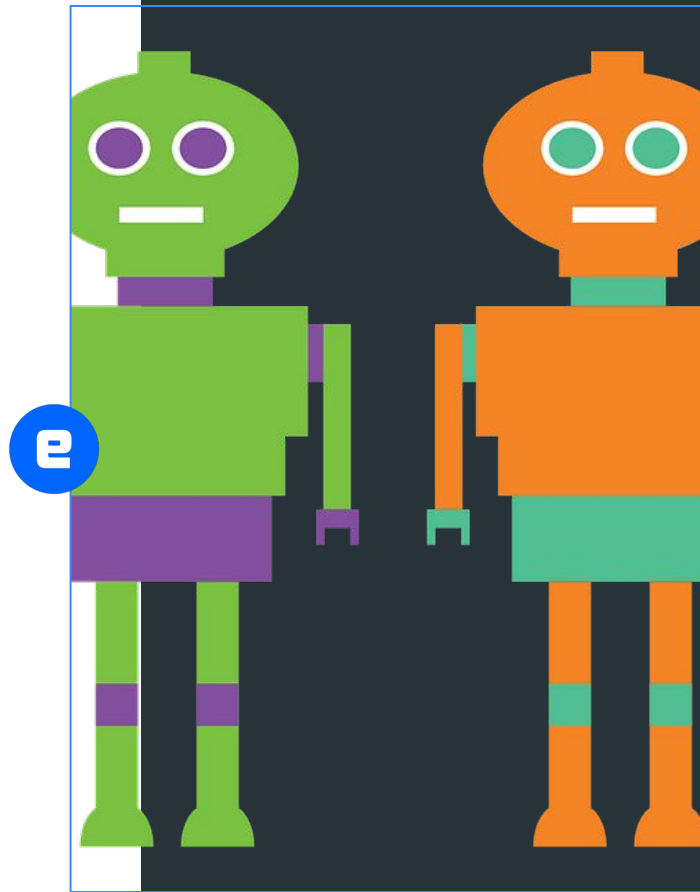
How Do Large Language Models work?

- Models are trained on a large corpus of text data, billions of parameters, such as books, articles, and online content. The model uses this data to learn the syntax, grammar, and vocabulary of human language.
- Works by taking a sequence of words as an input and predicts a next word to recursively generate text.



What can they do?

- Generate Text
- Answer Questions
- Create images
- Give you ideas!

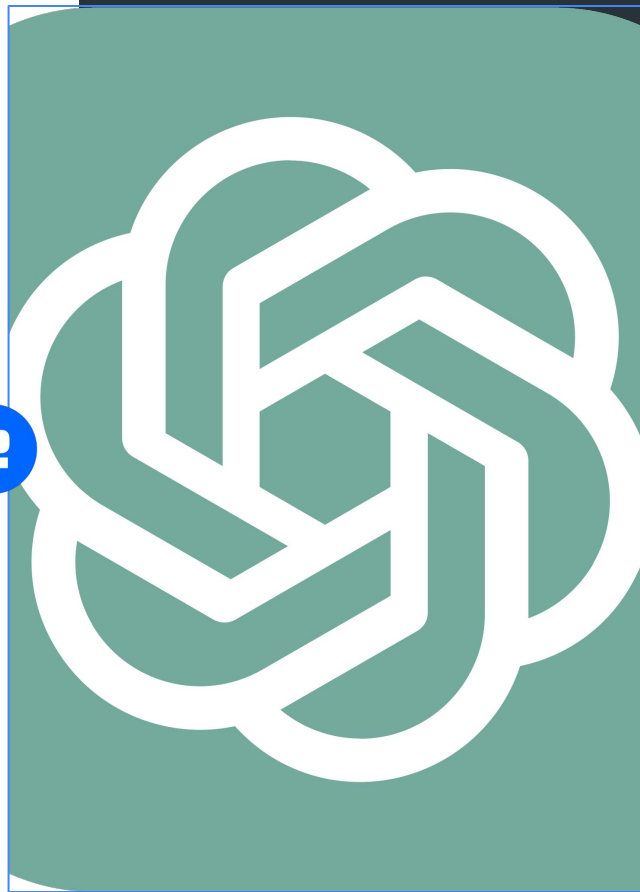




WHAT IS CHATGPT?

- AI-powered chat bot from OpenAI
- GPT (Generative Pre-trained Transformer)
- Conversational experience
- Trained on a diverse range of publicly available sources

OpenAI also has a image generator named DALL·E



WHAT ABOUT BARD?

- Google's AI chat service
- Similar to ChatGPT but uses information from Google's web index.

Facebook and Amazon are also working on LLMs

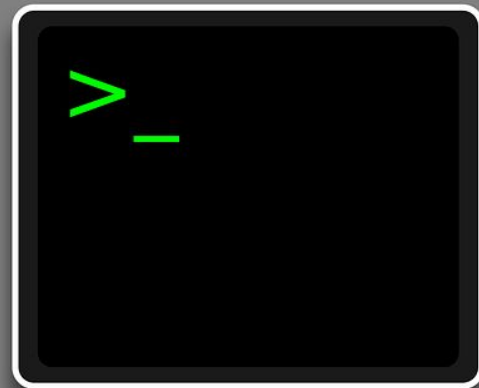


WHAT ARE PROMPTS?

- Initial instructions
- Essential for guiding the model and shaping the direction of its output

DOMINATE PROMPTS

- Be specific
- Provide relevant information
- Follow Up





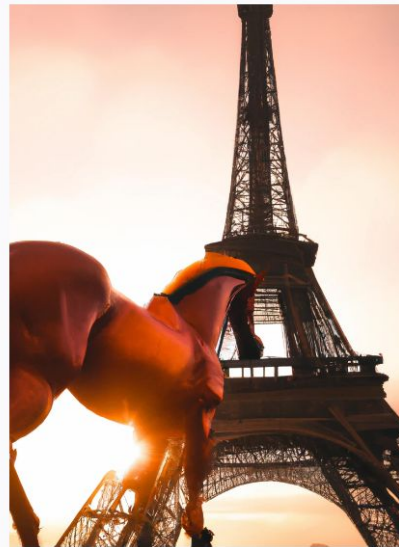
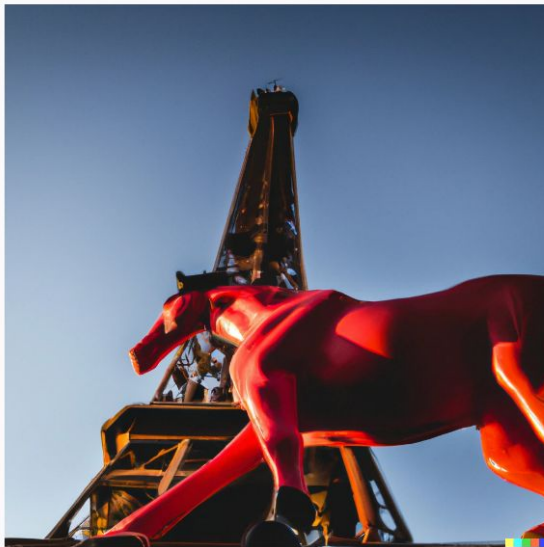
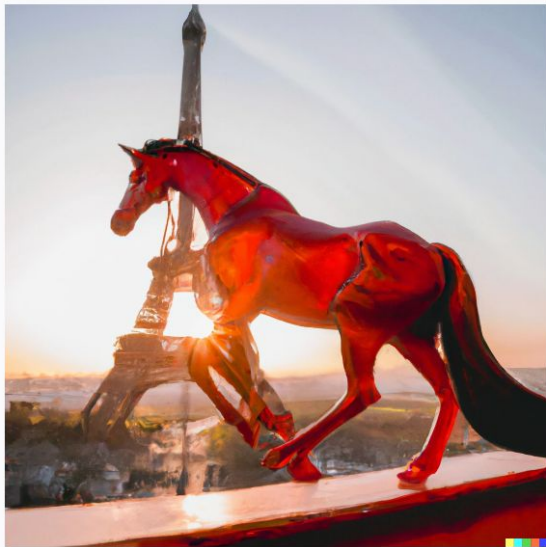
DALL-E

History

Collections

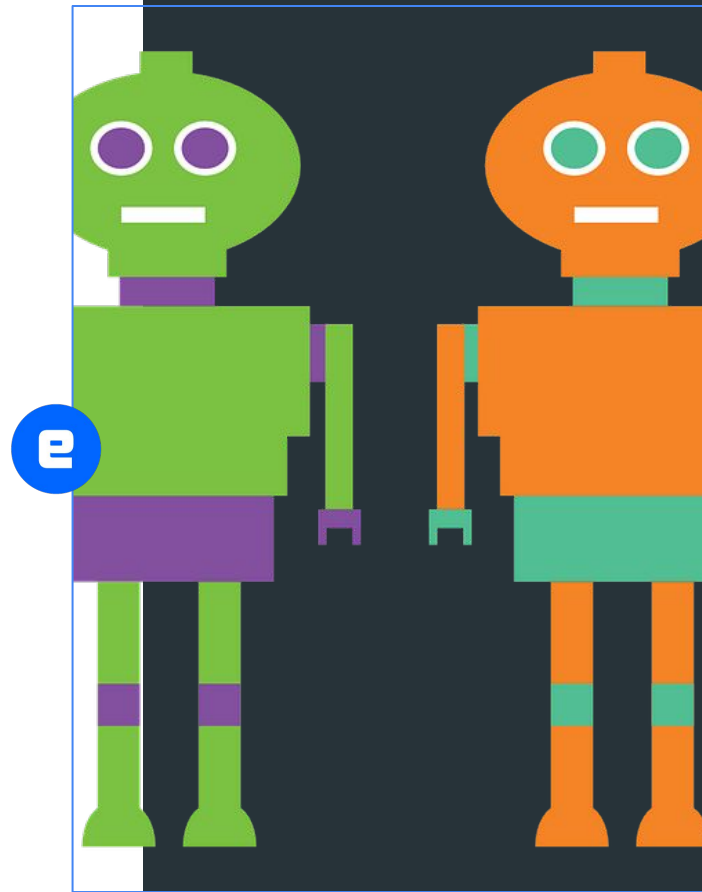
Edit the detailed description

A red horse climbing up the Eiffel Tower at sunrise



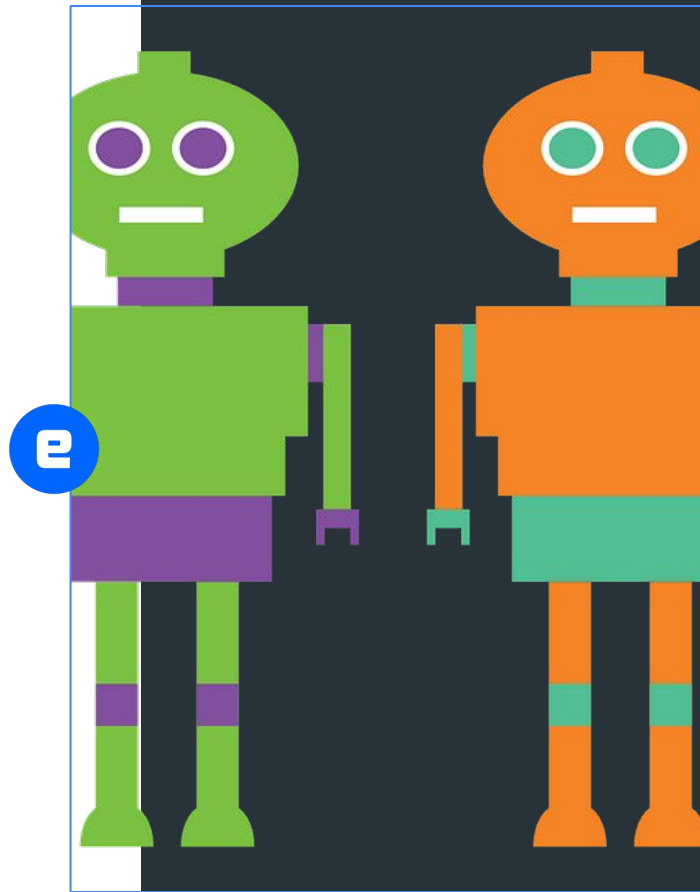
ARTIFICIAL INTELLIGENCE FOR SEO AND CONTENT MARKETING

What is eDirectory working on with Regards to AI



ARTIFICIAL INTELLIGENCE FOR SEO AND CONTENT MARKETING

How can I use AI myself to build my Directory site and business?



AI For Building your directory

- Listing Descriptions and Info
- General site content (blogs etc)
- Search Engine Optimization
- Ad Copy
- Marketing Content for selling listings (email template)
- Auto Replies (future product feature)



AI FOR BASIC SEO

- Keyword research ideas

"Give me a list of informational, long-tail keywords that I can use to ideate blog posts for [product or company]."

- Generate/Improve Meta Description

"Write me a meta description, under 160 characters, for the blog post [title]."



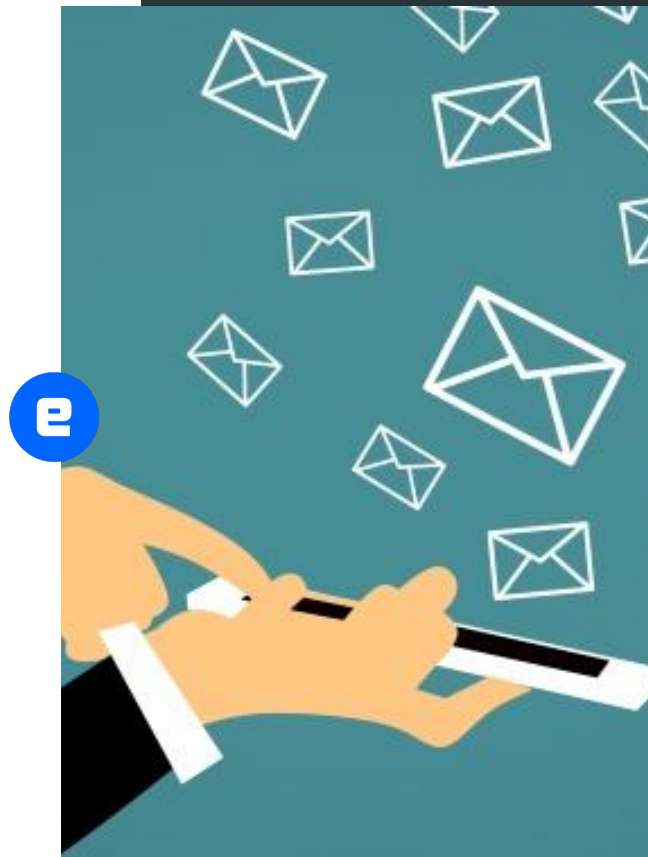
AI FOR SALES

- Highlight your unique selling proposition
- Content for each Sales Funnel Stage
- Ideas of Promotions
- Create/Improve sales pitch



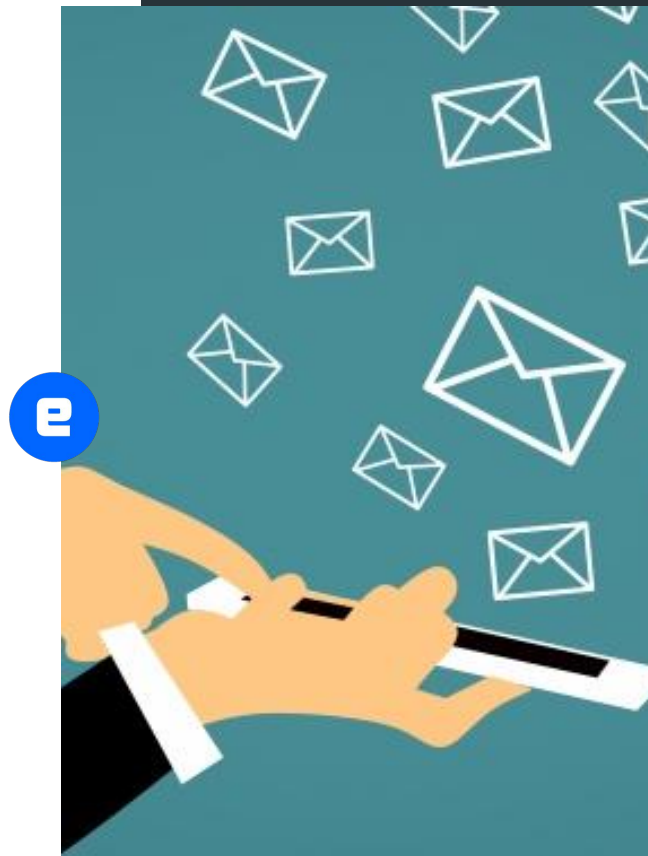
AI FOR CONTENT MARKETING

- Blog Post ideas
- Writing/improving Blog Posts
- Writing emails and subject lines
- Call-to-actions
- Headlines
- Filtering for tone
- Copywriting (Ads and Social Media)



CONTENT MARKETING PROMPTS

- “Write a comprehensive guide to [topic].”
- “Create an in-depth analysis of [topic].”
- “Explain the benefits of [topic] in detail.”
- “Describe the history of [topic] and its impact on [related field].”
- “The text is long but I don’t like the repetitive writing style.”



QUESTIONS?



Next Events

- May 31st - Marketplace & Booking Features
- June 14th - Features & Plans to Increase Revenue
- June 28th - Creating sponsorship opportunities
- July 12th - Leveraging the Mobile App Feature



<https://www.edirectory.com/webinars>

