The March 2024 Google Core Update Proof High Quality Content Checklist

Follow this checklist to ensure that even if you use AI to generate your content, you do it for the purpose of creating high quality, original content, written for humans and not for search engines, that provides a satisfying user experience.

1 - Keyword Research: Identifying the right target keywords for your content

Do you know what keyword you are targeting in your article?

If you don't, go back to your keyword research and decide on one.

Tools you can use: Ahrefs, Semrush, Google Autosuggest, AnswerThePublic

Prompts:

Act as an expert SEO and copywriter. Read this article and tell me what search keywords you think it is targeting.

Propose alternative keywords that based on your understanding of this article, should be targeted.

2 - Search Intent: Ensuring your content addresses the user's search intent

Do you know the search intention for this keyword? Is your content addressing it? If it's not, find the gaps and plan an outline to address the content gaps.

Prompts:

Act as an expert SEO and copywriter. Provide an outline based on your understanding of this article and the keyword being targeted with it. Your outline needs to improve the depth of the current article and propose new sections to make it more relevant, provide a better user experience, and address the search intention of the keyword being targeted.

3 - Content Redundancy: Cutting unnecessary and/or Irrelevant content

Does your content have unnecessary information that doesn't specifically address the search intention? If it does, consider removing it. Sometimes this content may belong in a new article.

Prompts:

Given the fact that the keyword being targeted is KEYWORD, your understanding of this article, and your suggestions of expanded topics with your new outline, are there any topics in the article that are redundant, or addressing topics that are not necessary to satisfy the search intention of KEYWORD?

Do you recommend that I include such topics in a separate article? If so, which main keyword should I target with such a new article?

4 - Content Originality: Creating unique and valuable content

Is your content original or does it simply regurgitate content you can already find online?

If it's not original, consider adding different perspectives, opinions, stories, stats, analysis, comparisons that are unique to your content and that you can't find in the other top ranking pages for your keyword.

Prompts:

Judge this article with an extremely high bar. I want you to evaluate whether it offers truly original content or if it's just regurgitating information that you can find online. If the latter, I want you to propose ways I can change it to make it truly original. Be as specific as possible with your recommendations.

5 - Rich Media Integration: Using images, videos, and other media to enhance content

Are you using images?

Do they add value to your content or are they simply royalty free images from resources such as Unsplash?

If you lack originality with images, consider using a tool like Canva to edit your images and use them to illustrate concepts and add to your content.

Tools: Canva, ChatGPT4, your Smartphone.

Are you using rich media?

Consider turning your article into a Youtube video and embedding it in your article.

Consider using the audio as a podcast episode and embedding in your article.

Tools: Video Recording tools such as Camtasia or Zoom.

6 - User Experience: Making your content user-friendly and engaging

Are you offering even more value and resources in your content?

For example, you could turn actionable content into a PDF checklist and offer it as a download, or allow your visitors to access extra resources. Find ways to reward your visitors for visiting your website.

Tools: Google Docs, Video Recording tools such as Camtasia or Zoom.

7 - Human Editing: Ensuring your content is polished and error-free

Did you human edit your content?

It goes without saying that you should always edit and proofread your content before publishing.

But this is even more important if you are using AI tools to generate all or parts of your first draft.

So especially if you are using AI tools, look out for:

7.1 - Hallucinations

Sometimes AI tools, and especially ChatGPT do what in the industry is called "hallucination". It basically means that it includes completely made up and/or irrelevant information.

Action: Find them and remove them or fix them.

7.2 - Incorrect information

It's up to you to verify any claims you make.

Action: Find any incorrect information and either remove it, or do your research and fix them.

Action: If your AI tool generates any specific figures, stats, prices, dates, etc. don't publish them before you verify that they are accurate.

7.3 - Content describing content instead of actual content

Sometimes AI tools create content describing the content that you should publish, instead of actually creating it.

Generally this is your tool recommending you to include testimonials, case studies or call to actions.

Action: Find any such content and remove it.

Then decide if you are actually going to include such content.

7.4 - Typical ChatGPT format/layout footprints such as excessive bullet points, long paragraphs, unnecessary and redundant intros and mid-article summaries.

Action: Break paragraphs, add subheadings, turn lists into paragraphs, remove any unnecessary fluff or filler content.

7.5 - Typical ChatGPT content style footprints.

For some reason ChatGPT loves certain words such as "bliss", and "allure". These may vary from niche to niche. Once you produce enough content you'll start identifying words that sound weird and come up consistently.

Action: Remove them and/or replace them for original words that adapt to the tone of voice you are using in your article.

Another thing it loves to do is to repeat itself.

Action: cut out everything that is not essential and adds value to the content.

Prompts:

Option 1 (if you have existing content with the style you want): I am going to paste an article written in the tone and style that I like. This tone and style carry the personality that I aim to imprint in my articles. I want you to understand this tone and style because in later steps I am going to ask you to write new content applying this same tone and style. Do you understand?

Option 2: I am going to ask you to write and edit content. But first I want you to understand the tone and style that you need to use. My style of writing is (friendly/professional/helpful) . I

identify myself with bloggers such as (name), (name) and (name) or influencers such as (name), (name) and (name). I never use words such as (word not to use), (word not to use), or (word not to use). I don't use passive voice, I don't use adverbs, and I aim to write for a readability level 7 or 8.

8 - Local Optimization: Tailoring your content for specific geographic locations

Are you using US or UK spelling? Are you optimizing for local?

AI tools regurgitate generic content without personal or local characteristics.

If you are using British spelling you need to include this in your prompts. But ChatGPT sometimes ignores this instruction.

Action: paste your content in Google Docs and use auto correct with English UK as your language.

Are you optimizing for a local query?

Action: Include local contextual information that relates to your topic. Include local terms, language and references that only local people are using. This is something AI tools are not very good at doing.

9 - External and Internal Linking: Building a strong link structure for better SEO

Is your article linking to relevant external links and internal links?

Action: Find relevant pages in your website to link to. Find authoritative external sources to reference your content and link out to them.

10 - SEO Optimization: Title tags, meta descriptions, and other on-page SEO factors

Does your page include an SEO and Usability optimized page title and meta description?

Action: Write a relevant and unique Page Title and Meta Description.

11 - Run the Google helpful content update prompt

ChatGPT is familiar with the Google helpful content update.

So why not ask to review your content against these guidelines and find ways to improve on it?

Prompt:

Analyze this article and judge it based on the Google helpful content update. If it's not compliant with the guidelines in the Google helpful content update provide specific actions I can take to make it so. Be as specific as possible.