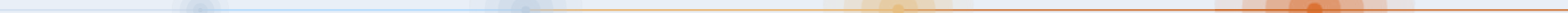
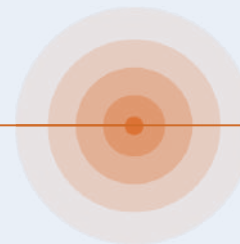
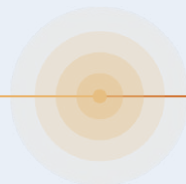
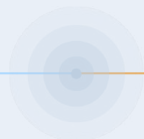


AI for copywriters

Comeos

Rebeca De Dobbelaer





Rebeca De Dobbelaer

7 years in digital

Started her career as freelance journalist, PhD in Communication Sciences and assistant in statistics and digital media at Ghent University.

Changed the academic fortress for digital marketing and worked both in-house and in agencies.

Specialized in social advertising, content marketing, artificial intelligence and customer journey research mixed with statistics.

Online trainings

Some ground rules

- Microphone off
- Camera on
- Questions? Raise your digital hand or just interrupt my talk
- Slides follow after the training

Training overview

Future trainings for 2024

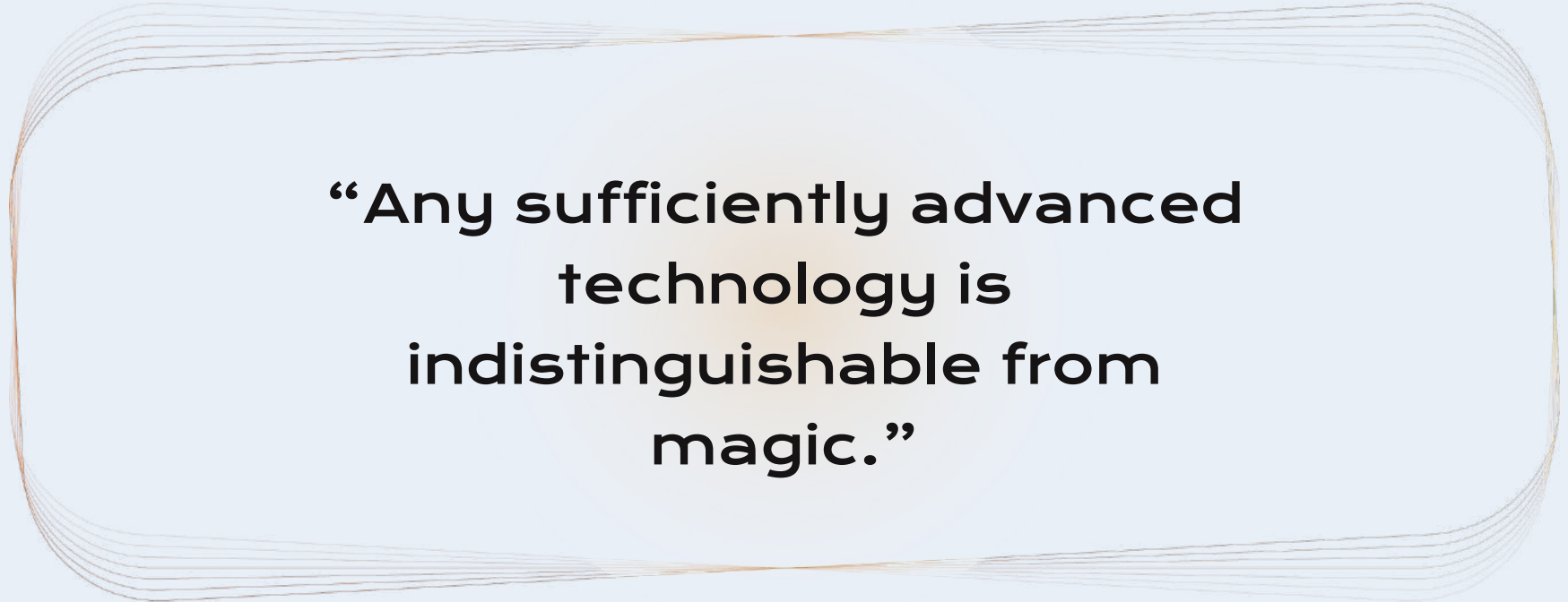
1. AI voor designers (new)
2. Web analytics en dashboarding in e-commerce (new)
3. Social media content marketing (new)
4. Technical marketing - 2 half days training (update)
5. Conversion rate optimization essentials (update)
6. Successful employer branding (new)
7. How to tackle experimentation & growth hacking in your corporate environment (new)

Agenda for today

Agenda

1. Short introduction to AI in the world of copywriting
2. Advantages of AI in copywriting (and disadvantages)
3. Prompting is a skill
4. SEO
5. Email
6. Social copy
7. Ad copy
8. Translations, grammar and spelling
9. Fact checking
10. (Content & competitor analysis)

Short introduction to AI in the world of copywriting



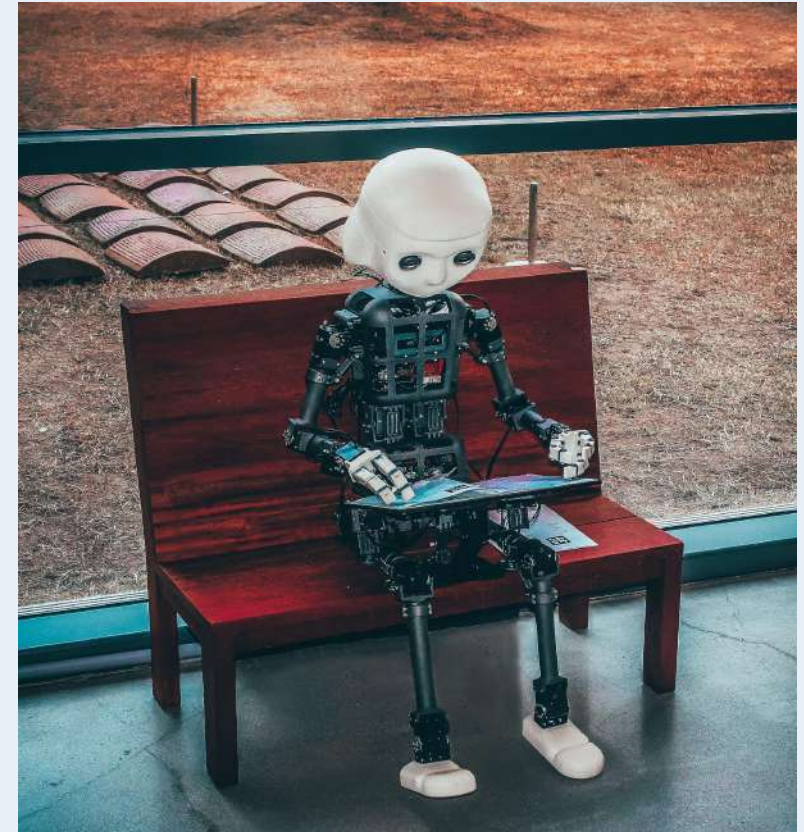
**“Any sufficiently advanced
technology is
indistinguishable from
magic.”**

Arthur C. Clarke
Science Fiction schrijver en futurist

What is AI?

Artificial intelligence is a complex platform or software that can process large amounts of data.

- The data that AI processes is a mix of historical and experimental information.
- The system can then identify patterns and outliers and even make predictions.
- Simulates human intelligence.



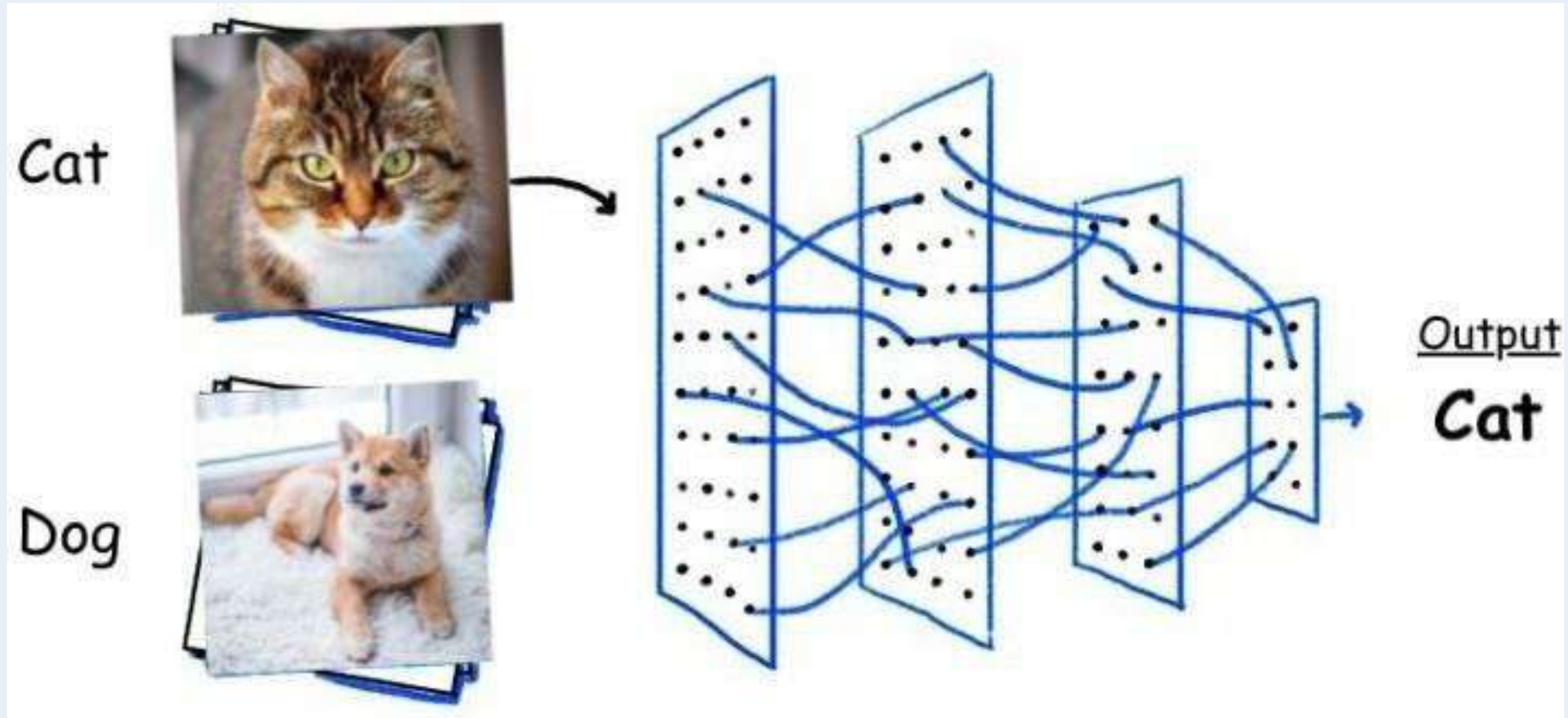
AI isn't new!

Eliza: the illusion of 'understanding'



How does it work?

Basics of modern AI

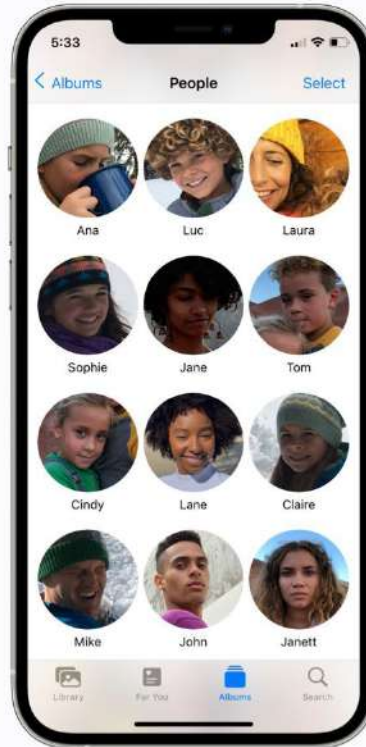


How does it work?

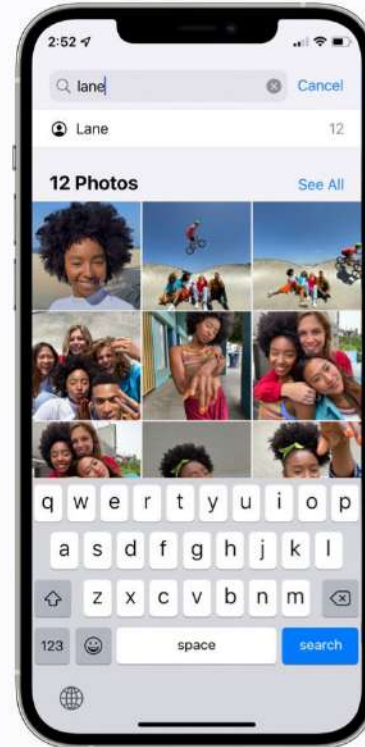
And it's in your own mobile phone as well!



A



B



C



D

How does it work?

It's all about pattern recognition

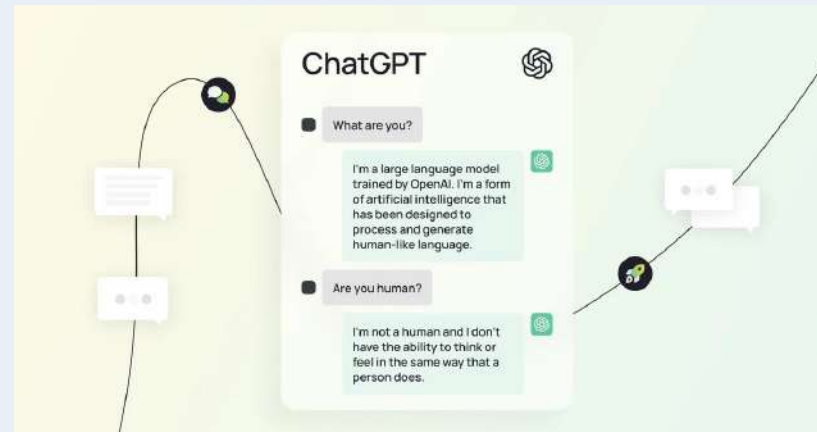
AI today operates heavily on pattern recognition. This is due to thorough human training. Thus, you yourself can recognize images but also text, audio,... through AI. This is also called reinforcement learning.

Through thorough training, AI software develops a neural network similar to our brains.

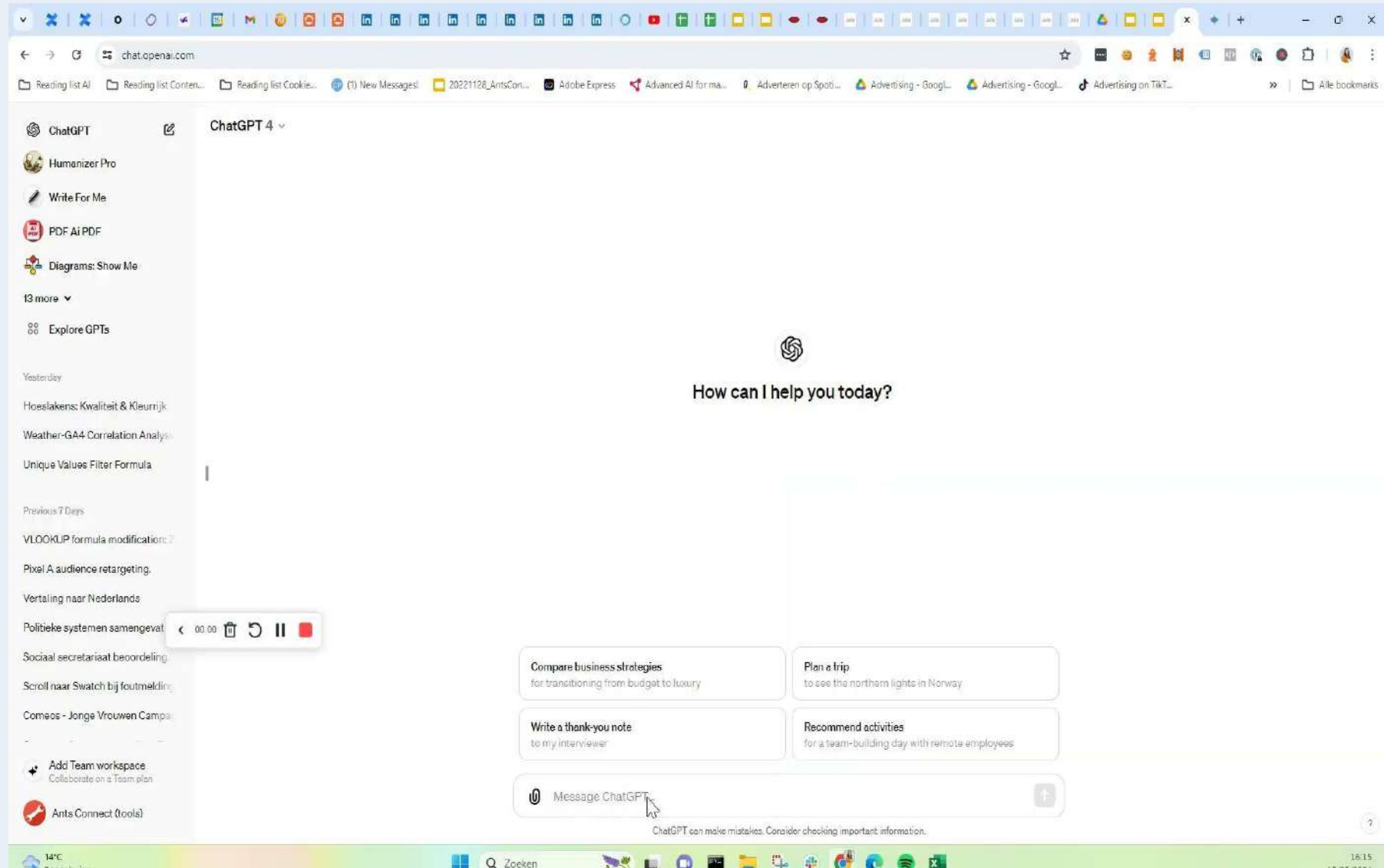


Sudden boom of Gen AI

Now, we're at the beginning of a new era in chatbots, one that many in the industry think might actually get the job done. Tools like ChatGPT and Google Gemini, and the underlying language models that power them, are far more capable of both understanding you and getting stuff done on your behalf.



Spectacular copy with AI



Advantages of AI in copywriting (and disadvantages)

Pros

Advantages

- Enhanced creativity: AI can **help you brainstorm**, find inspiration and generate new ideas.
- Streamlined workflow: AI can **help you with tasks** such as generating text, checking grammar and spelling, and optimizing your content for SEO.
- Better results: AI can help you create **content that connects more** with your target audience and gets better results.

But: it takes a lot of training and prompting within a conversation with your AI. And you need to feed it with lots of previous content as well.

Cons

Ethics



Authorship and transparency

Using AI for copywriting raises ethical questions:

- Authorship
- Transparency and naming the correct sources
- The danger of misinformation (because AI generate and hallucinate)



Other issues

Consistency

- It can be difficult to control AI and keep it consistent with the brand identity and desired tone of voice.
- AI-based text can contain unintentional errors or information that is inconsistent with the rest of the content (e.g. its training data might be biased or limited,...).
- Pale male content bias.

Limited skills

- AI tools are still evolving and have limited skills.
- They are unable to generate complex texts or texts aimed at a specific audience, especially for technical or very niche topics.



What the pr*mpt?!

How to prompt?

The art of basic prompting: handy for every type of AI tool

The RISEN framework:

R: Role - Define the AI's persona. Are you speaking to a seasoned copywriter, a financial analyst, or a marketing guru? Setting the role tunes the AI's tone and focus.

I: Instructions - Be clear and precise. "Write a blog article about the impact of AI on modern business practices."

S: Steps - Guide the AI through the process. "Start with an engaging intro, include real-world examples, and wrap up with actionable tips."

E: End Goal - Clarify the purpose. "This article should empower entrepreneurs and business leaders to integrate AI into their strategies effectively."

N: Narrowing - Set boundaries to focus the AI's creativity. "Keep the blog between 300-500 words, make it insightful yet easy to digest, and use a conversational tone."

How to prompt?

The art of basic prompting: handy for every type of AI tool

By employing the RISEN framework, you elevate a simple prompt into a powerful directive.

Here's what a RISEN-inspired prompt looks like:

"As a seasoned copywriter, draft a blog article about the transformative role of AI in modern business. Start with a catchy introduction, illustrate with current examples, and conclude with tips for business integration. Aim this piece at forward-thinking entrepreneurs, ensuring it's between 300-500 words, is engaging, and uses a tone that resonates with humans, not robots."

SEO

Keyword research

And if you want some help from AI...


Ask ChatGPT (3.5 or 4)




You

Ik wil een tekst schrijven over mijn DC laadpaal of ook wel snellaadpaal genoemd. Ik wil graag de troeven van dit product laten zien, niet alleen is het design immers top en de technologie van hoogstaande kwaliteit, het is ook de snelste laadpaal die in Europa momenteel verkrijgbaar is. DC laadpaal en snellaadpaal zijn de belangrijkste keywords. Kan je mij een inhoudstafel geven van een SEO tekst over deze laadpaal? En kan je mij bijkomende relevante keywords meegeven?

ChatGPT - the GPT store



Keyword Strategist

By Olga ramorez 



Digital Marketing Assistant like SEMrush, with SEO, PPC, and Content AI tools.


How can I improve my website's SEO?

Suggest a content strategy for social media.


What are my competitors' top keywords?

Analyze the keyword trends for 'organic food'.

 Message Keyword Strategist... 



SEO Assist | SEO GPT | SEO CORE AI

By seovendor.co 



SEO Website Analysis with Google Quality Guidelines, Competitor Analysis, On-Page Optimizations, Top Ranked Sites, Competitive Site Comparisons, Keyword Density, Site Speed, Site Authority, Live Web Data. Example prompts here: <https://seovendor.co/101-seo-chatgpt-prompts-to-rank-in-google/>

How can I improve my website's SEO?

How do I build quality backlinks?

What are the best on-page SEO techniques?

Can you analyze my website's SEO performance?

 Message SEO Assist | SEO GPT | SEO CORE AI... 

If you want some help from AI...

Use the GPT store to get more in-depth insights



ChatGPT

Used Keyword Explorer



Used Keyword Explorer



Op basis van de belangrijkste keywords "DC laadpaal" en "snellaadpaal", en de aanvullende relevante keywords die we hebben gevonden, stel ik de volgende inhoudstafel voor voor een SEO-geoptimaliseerde tekst over jouw DC laadpaal (snellaadpaal):

1. Introductie

- Het belang van snelladen in de huidige elektrische voertuigmarkt
- Overzicht van de DC laadpaal (snellaadpaal)

2. Wat is een DC Laadpaal?

- Definitie en werking van DC laadpalen
- Verschil tussen AC-laadpaal en DC-laadpaal

3. Voordelen van een DC Snellaadpaal

- Snelheid van opladen: de snelste laadoplossing in Europa
- Hoogwaardige technologie en betrouwbaarheid
- Uitmuntend design

4. Toepassingen van DC Laadpalen

- Thuisgebruik (DC laadpaal thuis)
- Zakelijk gebruik en openbare locaties
- Stationaire DC laadpalen voor bedrijven en gemeenten

5. Installatie en Gebruik

- Hoe installeer je een DC laadpaal?



Aanvullende relevante keywords:

- DC laadpaal prijs
- DC laadpaal thuis
- AC-laadpaal
- DC lader thuis
- Laadpaal AC of DC
- Snellaadpaal in de buurt
- Snellaadpaal kopen
- Snellaadpaal thuis
- Fastned
- Snellaadpalen leveranciers

Deze inhoudstafel en keywords zouden moeten helpen om een uitgebreide en SEO-vriendelijke tekst te schrijven die de troeven van jouw DC laadpaal benadrukt.

Create an outline or discover keywords

Use Keyword Explorer or Keyword Strategist GPT

 ChatGPT

Used Keyword Explorer

Het lijkt erop dat ik momenteel geen specifieke informatie over relevante keywords en longtail keywords, inclusief zoekvolumes, kan verstrekken voor wintersport en skivakanties rond de paasvakantie. Dit kan te wijten zijn aan een technische beperking of een tijdelijk probleem met de data-aanlevering.

Desondanks kan ik je wel algemene aanbevelingen geven over hoe je relevante keywords en longtail keywords kunt identificeren en gebruiken om je content te optimaliseren:

1. **Gebruik Keyword Research Tools:** Tools zoals Google Keyword Planner, SEMrush, Ahrefs, en Ubersuggest kunnen je helpen bij het vinden van relevante keywords en hun zoekvolumes. Deze tools bieden vaak ook inzicht in de concurrentie en kunnen suggesties doen voor longtail keywords.
2. **Focus op Specifieke Locaties:** Voor skivakanties en wintersport kan het nuttig zijn om je te richten op specifieke skigebieden of landen. Bijvoorbeeld: "wintersport Oostenrijk paasvakantie", "skivakantie Frankrijk Pasen", of "familie skivakantie Zwitserland paasvakantie".
3. **Overweeg Zoekintentie:** Denk na over wat je doelgroep zoekt. Zijn ze op zoek naar aanbiedingen, pakketreizen, informatie over skigebieden, tips voor beginners, of uitrusting huren? Keywords als "goedkope skivakantie paasvakantie", "skiles tijdens paasvakantie", of "beste familie skigebieden Pasen" kunnen relevant zijn.
4. **Gebruik Seizoensgebonden en Evenementen gerelateerde Keywords:** Naast de paasvakantie, kunnen er specifieke evenementen of feestdagen zijn die relevant zijn voor je doelgroep.

**But remember: fact check
EVERY keyword with your
Google Ads Keyword
Planner to get real volumes
and data.**

SEO

How can AI help you with SEO?

1. **Keyword research:** AI can help find the right keywords on which to target your Web site. AI can analyze search volumes, competition and relevant search terms to identify the best keywords.
2. **Content optimization:** AI can help optimize your content for search engines. AI can analyze the readability of your content, suggest the right meta tags and help you identify missing elements, such as relevant internal and external links.
3. **On-page optimization:** AI can help optimize your website for search engines. AI can detect technical errors, optimize your sitemaps and analyze your robots.txt file.
4. **Competitive analysis:** AI can help you analyze your competition. AI can analyze your competitors' SEO strategy, identify their backlinks and determine their strengths and weaknesses.
5. **Link building:** AI can help you find relevant websites to get backlinks from. AI can analyze websites based on authority, relevance and traffic.

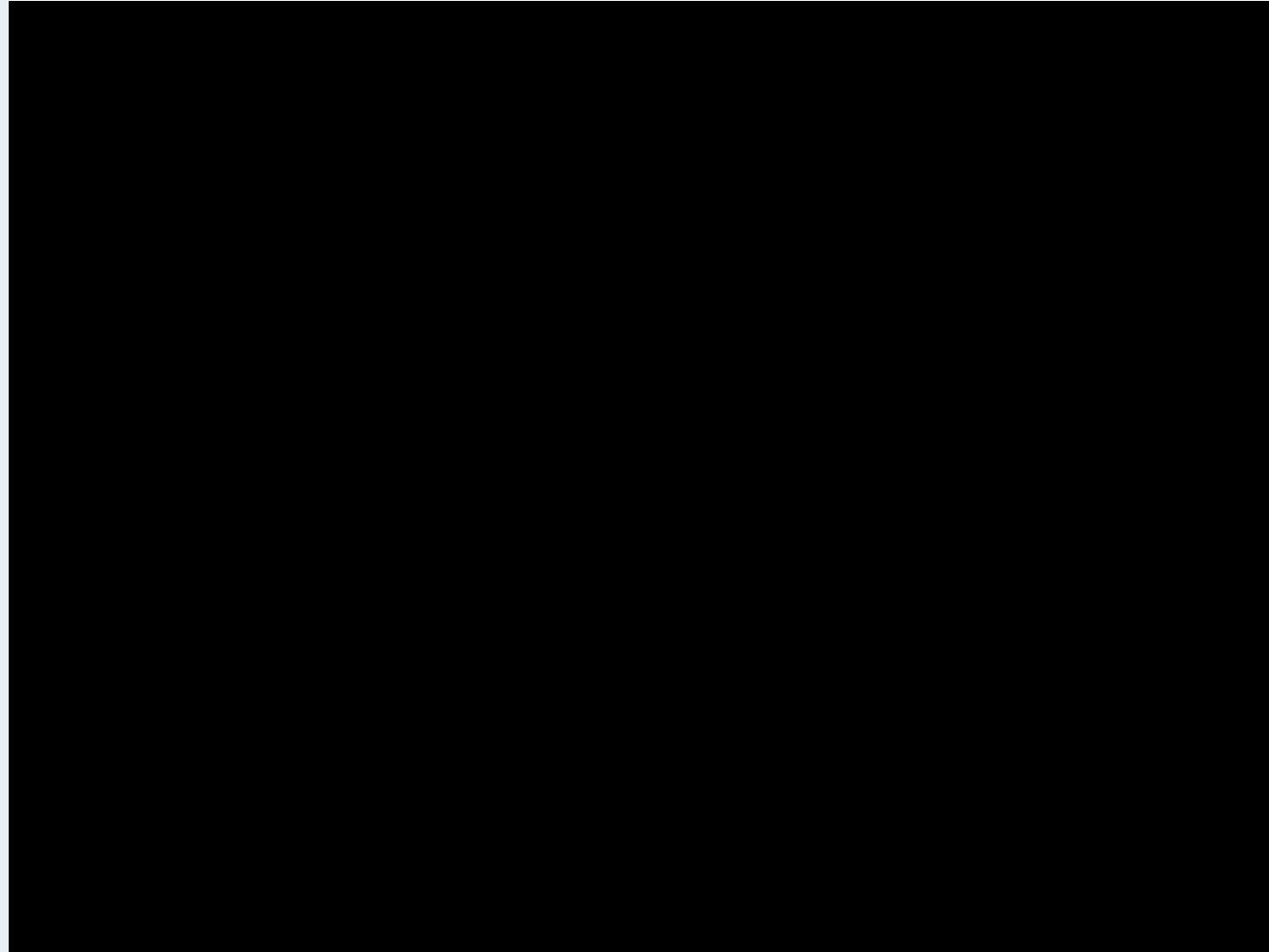
How can AI help you with SEO?

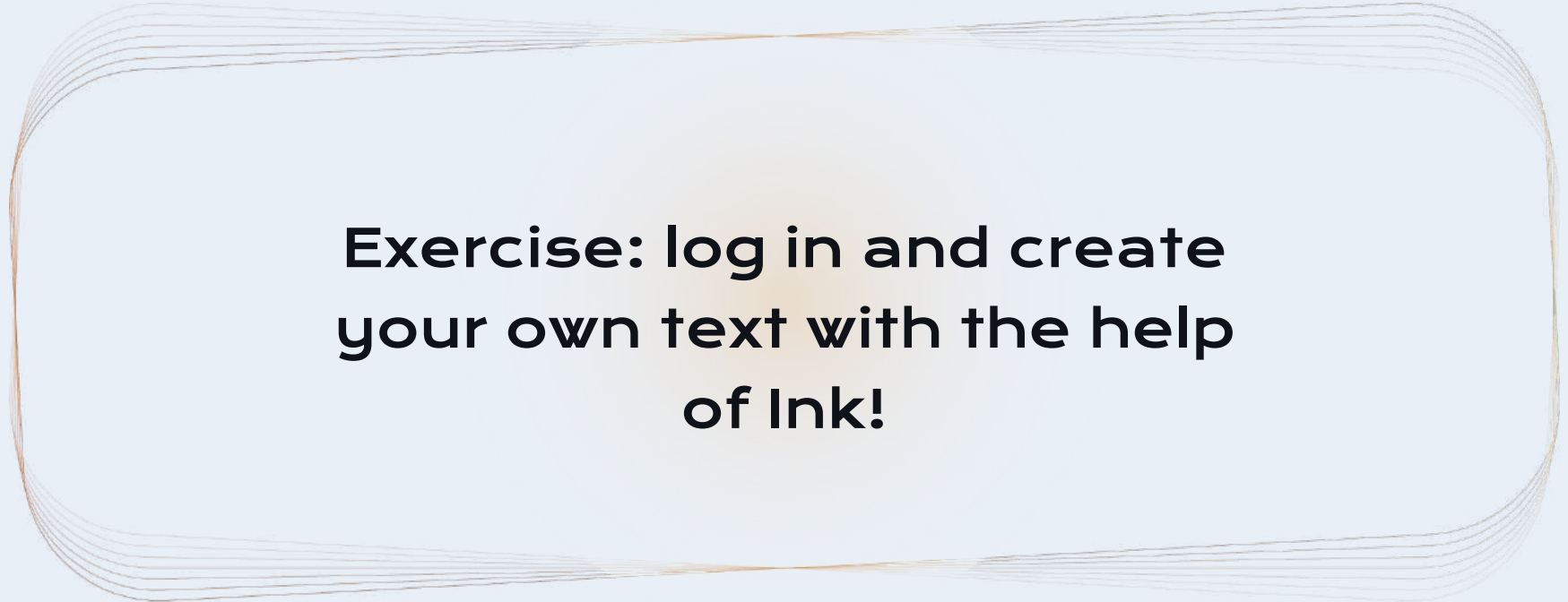
There's a multitude of tools that can help:

- Ink
- ChatGPT
- Gemini
- Copy.ai
- Headline pro
- Semrush
- Fracktal
- Writesonic
- Wordtune
- ...

Ink - Documents

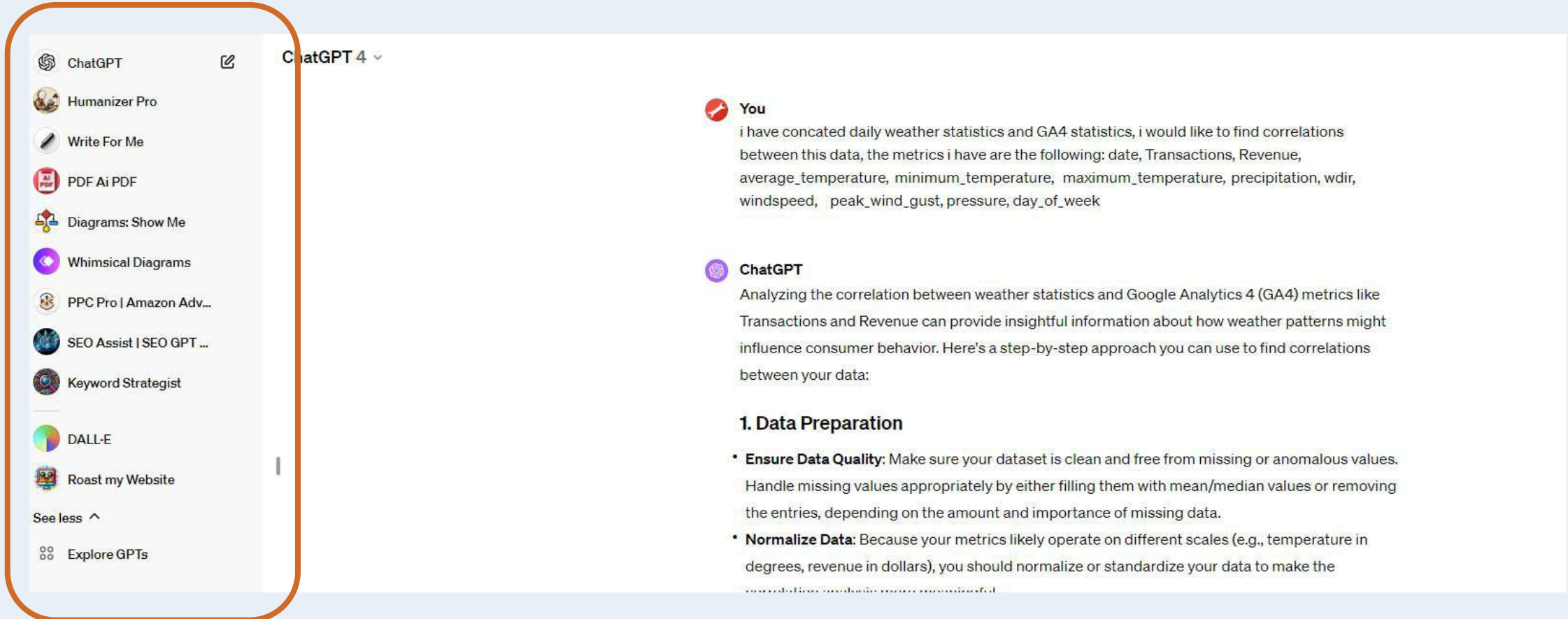
<https://app.inkforall.com/>





**Exercise: log in and create
your own text with the help
of Ink!**

ChatGPT - the GPT store



The screenshot displays the ChatGPT interface. On the left, a sidebar lists various GPTs, with the top section highlighted by an orange rounded rectangle. The main chat area shows a conversation with a GPT named 'ChatGPT 4'.

ChatGPT Store Sidebar:

- ChatGPT
- Humanizer Pro
- Write For Me
- PDF Ai PDF
- Diagrams: Show Me
- Whimsical Diagrams
- PPC Pro | Amazon Adv...
- SEO Assist | SEO GPT ...
- Keyword Strategist
- DALL-E
- Roast my Website
- See less ^
- Explore GPTs

Chat Conversation:

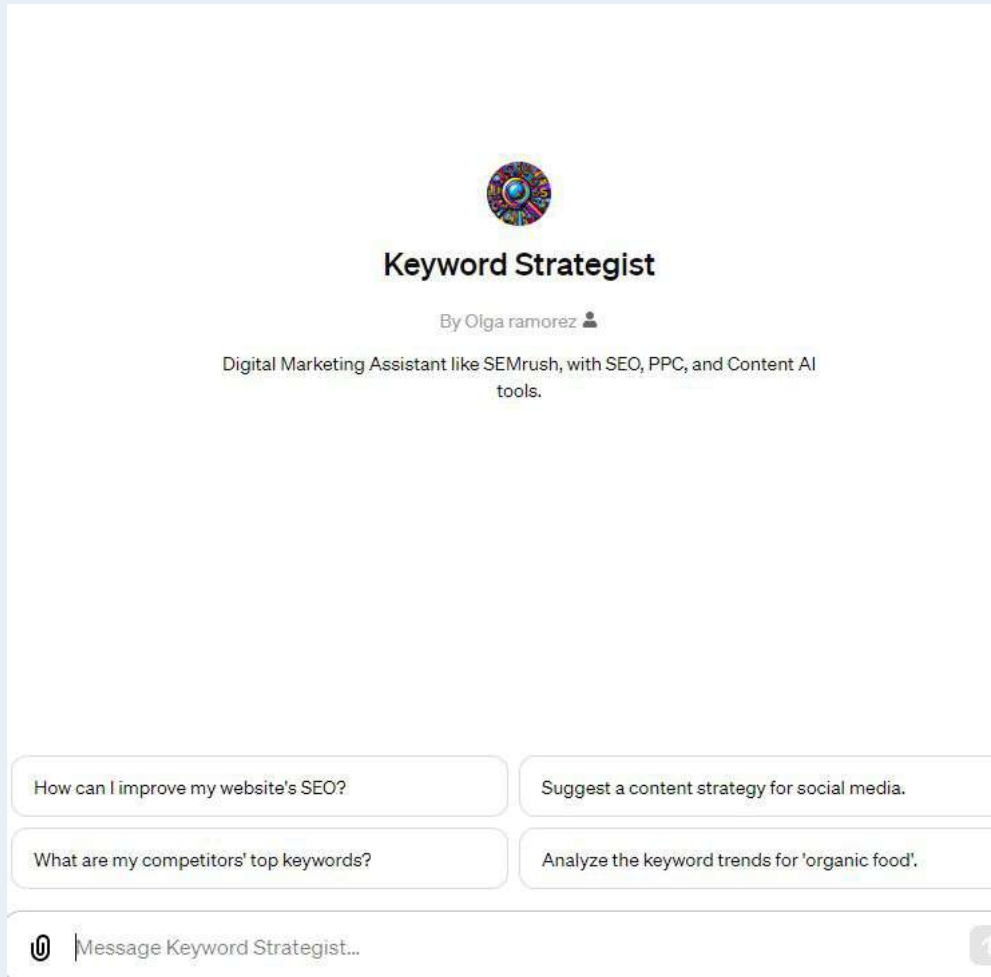
You
i have concated daily weather statistics and GA4 statistics, i would like to find correlations between this data, the metrics i have are the following: date, Transactions, Revenue, average_temperature, minimum_temperature, maximum_temperature, precipitation, wdtr, windspeed, peak_wind_gust, pressure, day_of_week



ChatGPT
Analyzing the correlation between weather statistics and Google Analytics 4 (GA4) metrics like Transactions and Revenue can provide insightful information about how weather patterns might influence consumer behavior. Here's a step-by-step approach you can use to find correlations between your data:

1. Data Preparation

- **Ensure Data Quality:** Make sure your dataset is clean and free from missing or anomalous values. Handle missing values appropriately by either filling them with mean/median values or removing the entries, depending on the amount and importance of missing data.
- **Normalize Data:** Because your metrics likely operate on different scales (e.g., temperature in degrees, revenue in dollars), you should normalize or standardize your data to make the correlation analysis more meaningful.

ChatGPT - the GPT store






Keyword Strategist
By Olga ramirez 
Digital Marketing Assistant like SEMrush, with SEO, PPC, and Content AI tools.

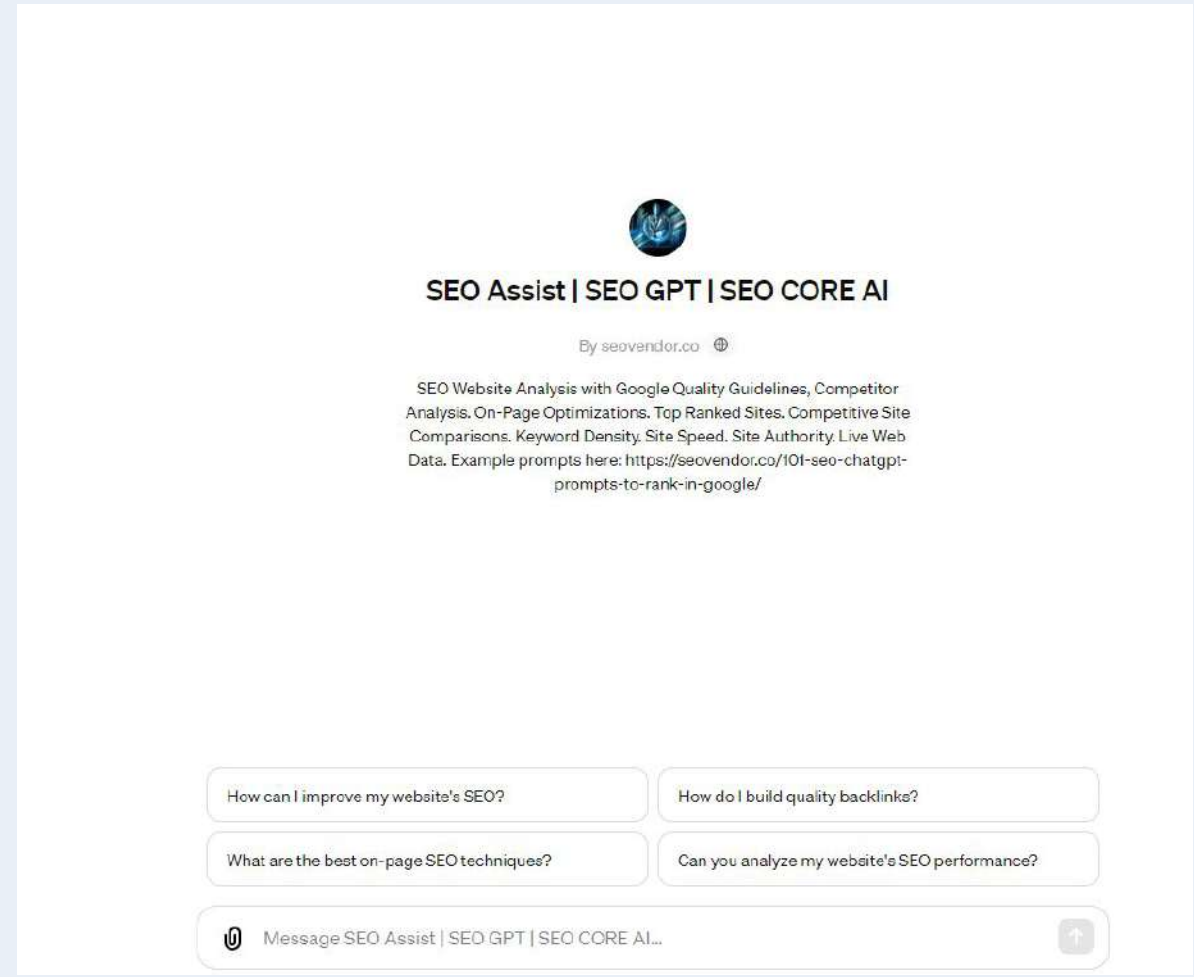
How can I improve my website's SEO?



Suggest a content strategy for social media.

What are my competitors' top keywords?

Analyze the keyword trends for 'organic food'.

 Message Keyword Strategist... 






SEO Assist | SEO GPT | SEO CORE AI
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SEO Website Analysis with Google Quality Guidelines, Competitor Analysis, On-Page Optimizations, Top Ranked Sites, Competitive Site Comparisons, Keyword Density, Site Speed, Site Authority, Live Web Data. Example prompts here: <https://seovendor.co/101-seo-chatgpt-prompts-to-rank-in-google/>

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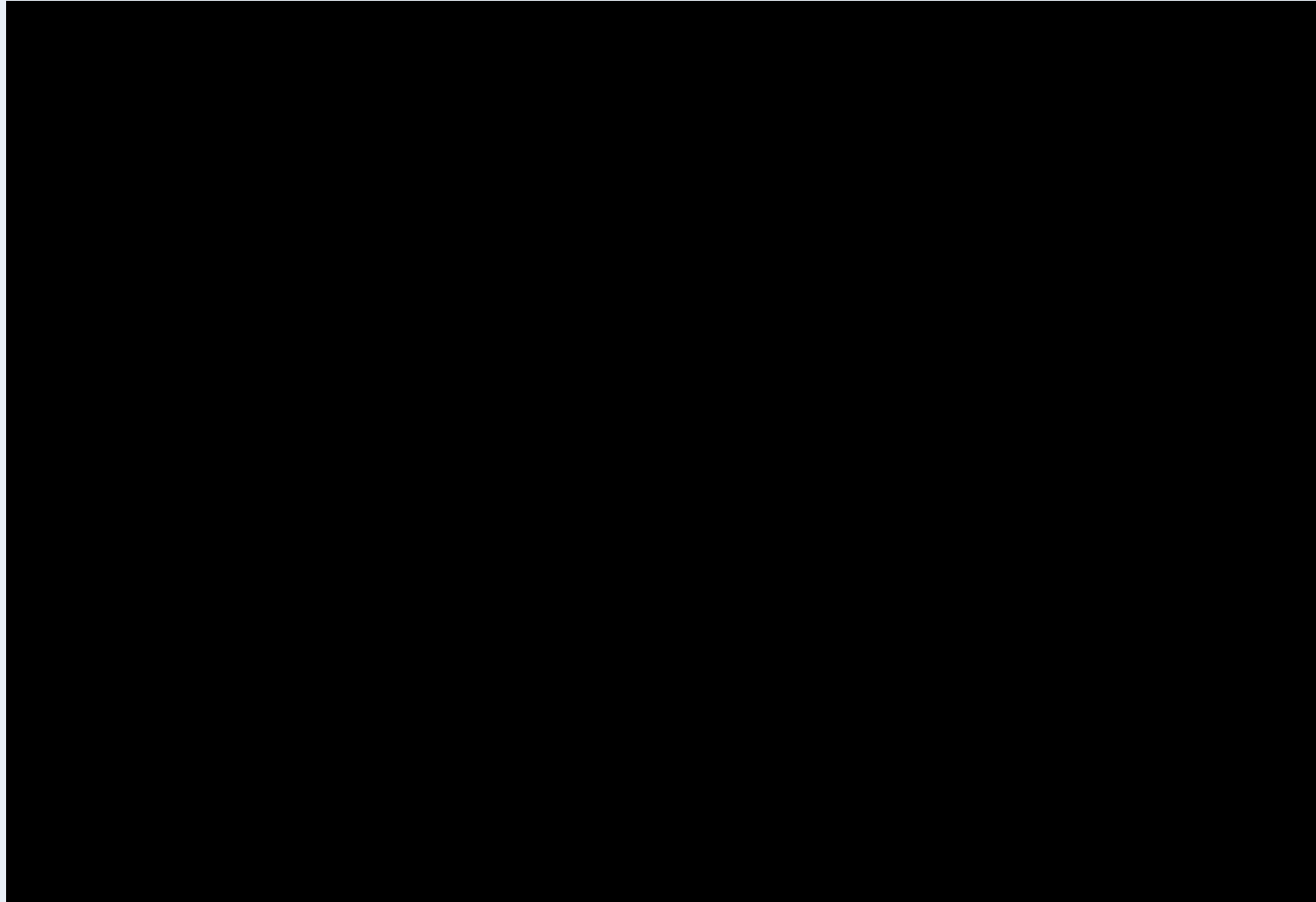
How do I build quality backlinks?

What are the best on-page SEO techniques?

Can you analyze my website's SEO performance?

 Message SEO Assist | SEO GPT | SEO CORE AI... 

ChatGPT - the GPT store



ChatGPT - the GPT store

chat.openai.com/g/g-yiwG6ooh1-keyword-strategist/c/7d3d9afc-d3a5-4920-a62c-d86b8068707e

Reading list: AI | Reading list: Conte... | Reading list: Cookie... | (1) New Messages! | 20221128_AntsCon... | Adobe Express | Advanced AI for ma... | Adverteren op Spot... | Advertising - Googl... | Advertising - Googl... | Advertising on TikT...

ChatGPT

Humanizer Pro

Write For Me

PDF AI: PDF

Diagrams: Show Me

6 more ▾

Explore GPTs

Today

Improve Website SEO. ...

Weather-GA4 Correlation Analy...

Branding for Newsletter added

Cat Plays Violin

Optimale budgetverdeling voor c...

Reynaars Aluminium: Info & Conc...

Yesterday

Extract First Word Regex

Previous 7 Days

Cevora - DallE 3 - Landmarks in A...

Cevora - Kayak - New York Budge...

Add Team workspace

00:00 [Icons]

gpc
Zonnie

Keyword Strategist

1. **Keyword Placement:** Ensure your primary keyword appears in crucial parts of the text, such as the title, headings, first paragraph, and conclusion. For the given keywords, you might structure your content to have sections dedicated to each type of heat pump, ensuring that each section naturally incorporates its respective keyword.

2. **Content Quality:** Write informative, engaging content that addresses common questions or concerns about each type of heat pump. This could include their benefits, cost savings, installation process, and suitability for different types of homes.

3. **Keyword Density:** Aim for a natural flow of language, with a keyword density of 1-2%. Avoid overstuffing keywords, as this can negatively affect readability and SEO.

4. **Use of Variants and Synonyms:** Integrate synonyms and related terms naturally within your text. For example, when discussing "lucht-lucht warmtepomp," you might also refer to it as "air-to-air heat pump" in Dutch, assuming there's a commonly used alternative, to improve the text's relevance to varied search queries.

5. **Internal Linking:** If your website has other pages related to heat pumps or energy-saving solutions, link to them where relevant. This helps search engines understand the structure of your site and boosts the authority of your pages.

6. **Meta Description and Title Tags:** Include the keywords in your page's meta description and title tags. A compelling meta description can improve click-through rates from search engine results pages.

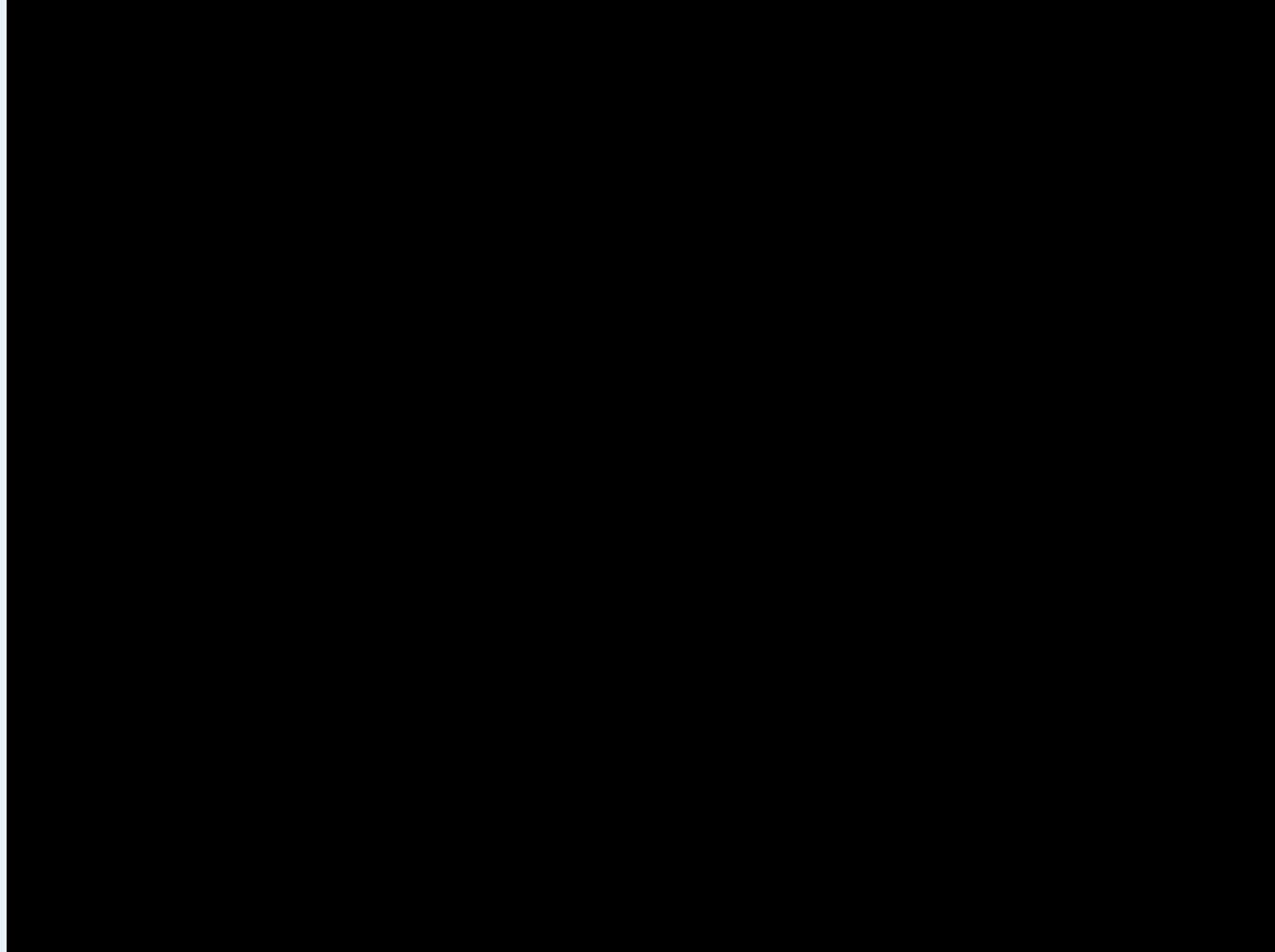
For a detailed optimization, you would need to adjust the existing content on the page, ensuring that the keywords are integrated smoothly and the text remains informative and engaging to the reader. If you can provide text excerpts or specific sections you're focusing on, I could offer more targeted advice.

Message Keyword Strategist...

ChatGPT can make mistakes. Consider checking important information.

22:40
7/03/2024

Gemini



Exercise: use ChatGPT and Gemini to create an SEO text. Use the GPTs. Do you notice a difference in quality?

Copy.ai

- Your partner in crime for long copy and SEO (go to the standardized prompts).
- Live web browsing as an added bonus (so your content matches your website or a specific post).
- Is superior as a brainstorm partner if you want ideas out of the box.
- NL, FR & EN

Welcome to Chat by Copy.ai

Get started by writing a task and Chat can do the rest. Not sure where to start? Check out the Prompt Library for inspiration.



Real-Time Search

"Summarize the latest news on generative AI"
"Write a personalized email to [insert LinkedIn profile URL]"



Long Form Content

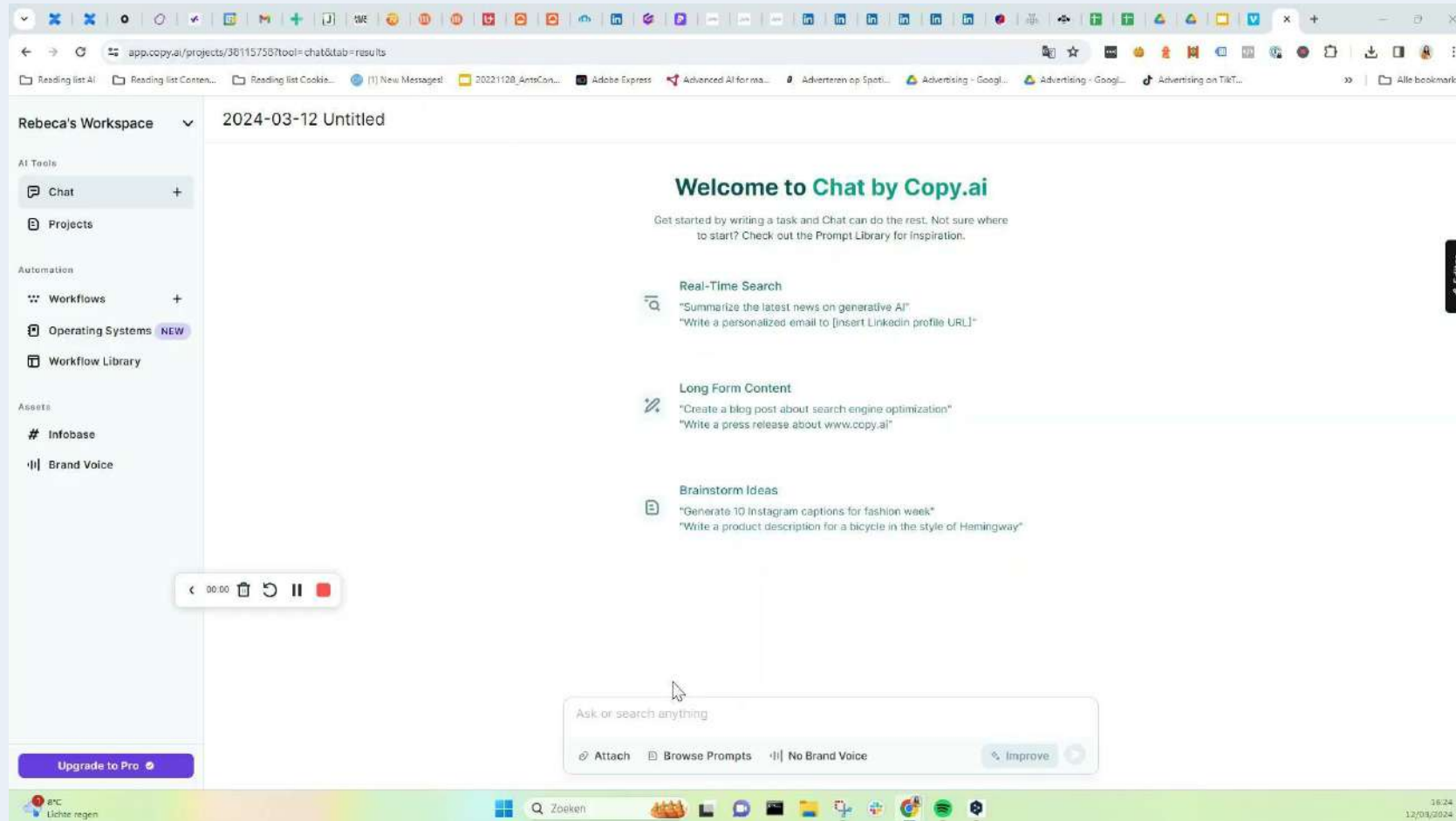
"Create a blog post about search engine optimization"
"Write a press release about www.copy.ai"

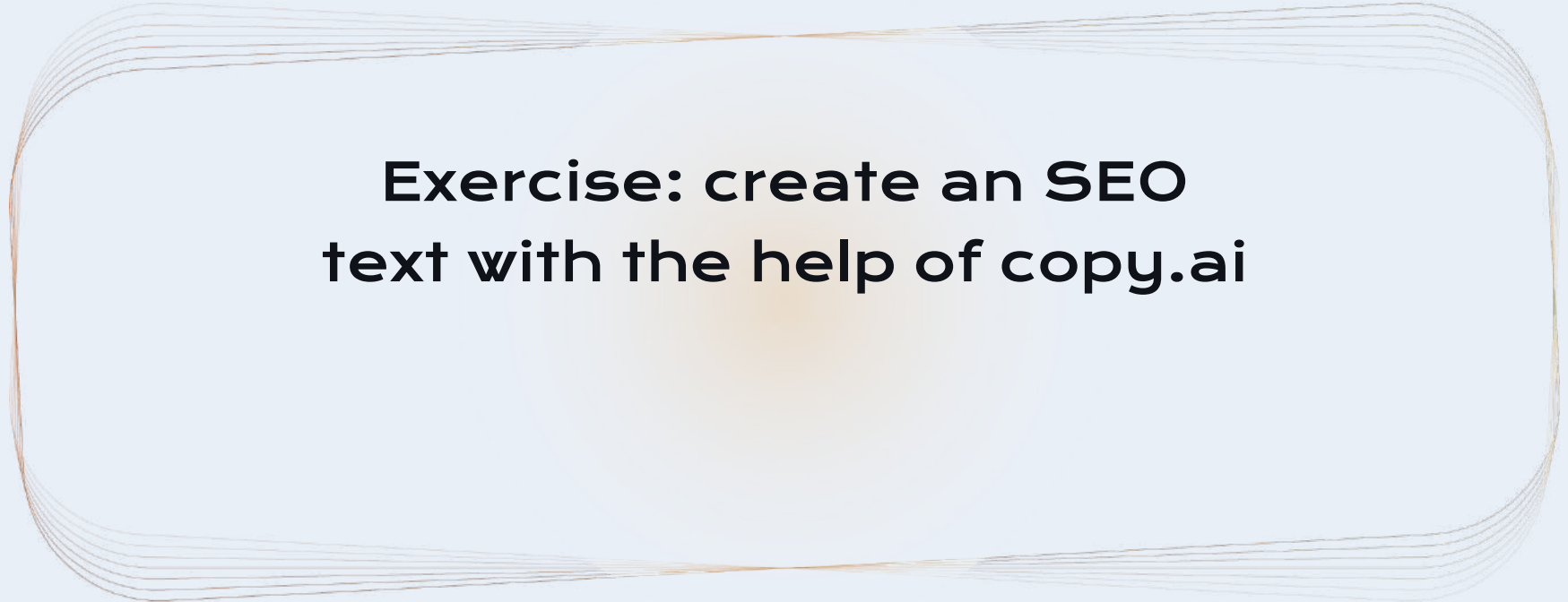


Brainstorm Ideas

"Generate 10 Instagram captions for fashion week"
"Write a product description for a bicycle in the style of Hemingway"

Copy.ai





**Exercise: create an SEO
text with the help of copy.ai**

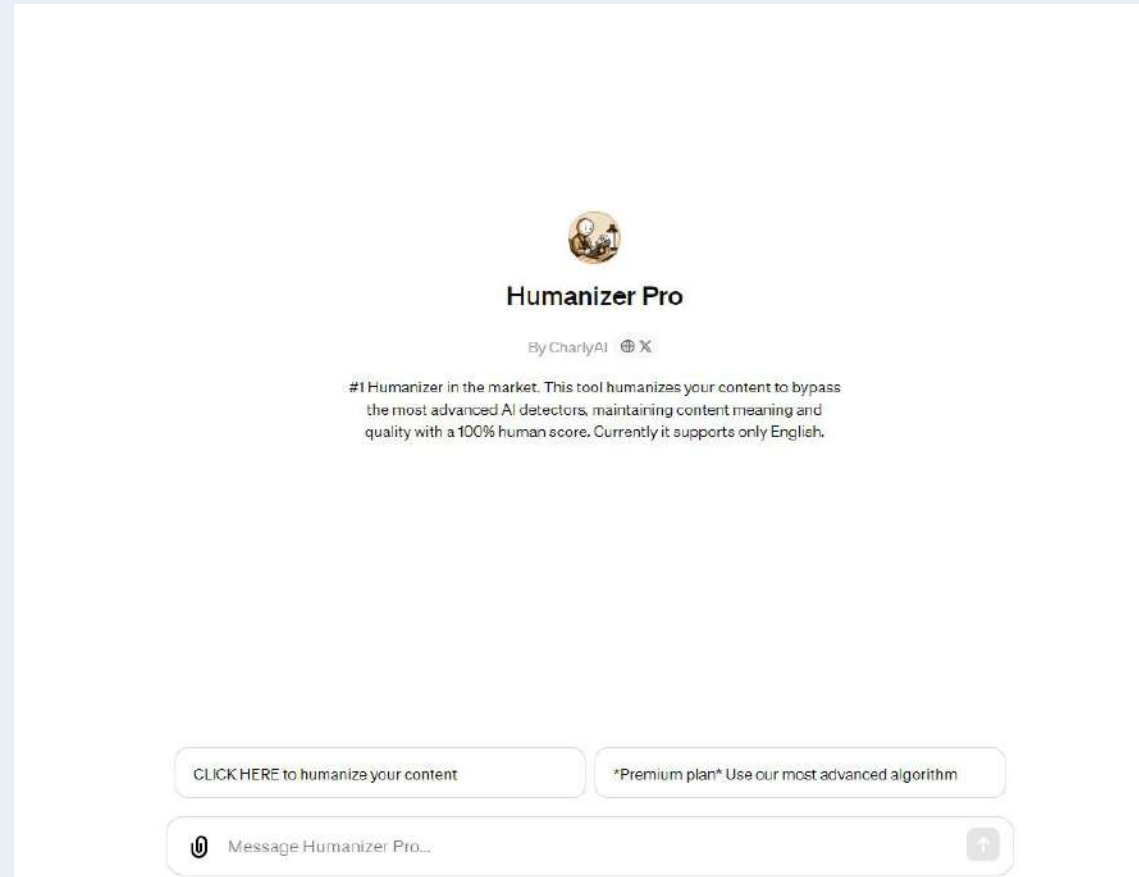
Originality AI, Wordtune or Humanize Plugin

Originality AI is an AI content detector and plagiarism tool. Run every piece of content through this tool to make sure it passes being written by a human.

Does it look like your content is written by an AI? Than go to your ChatGPT account, install the **Humanize GPT** and let the tool rewrite for you. Or use Wordtune to change the tone of voice and style.

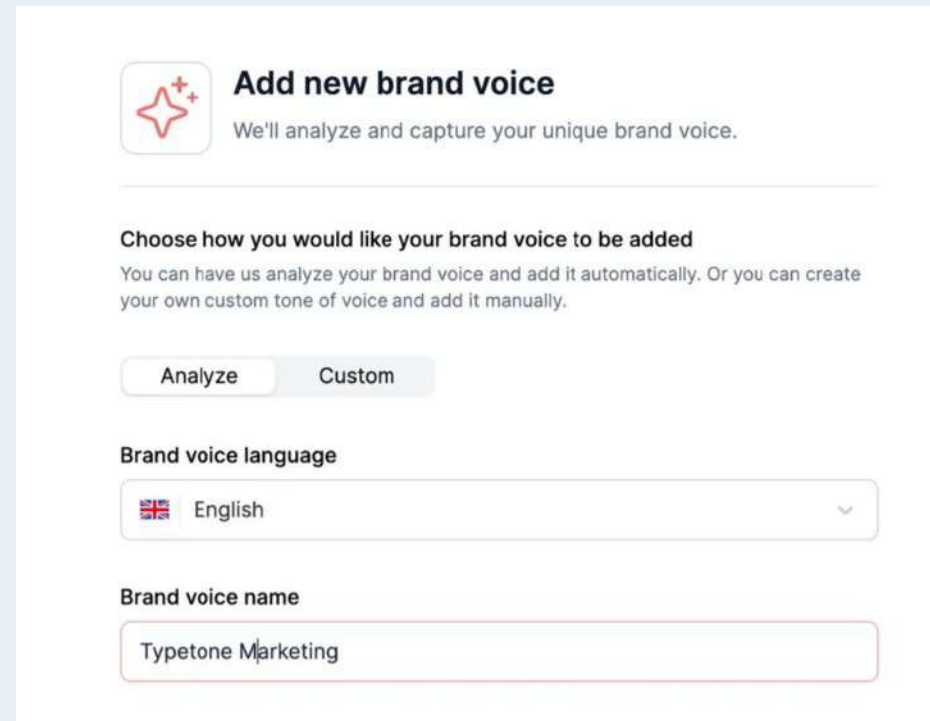
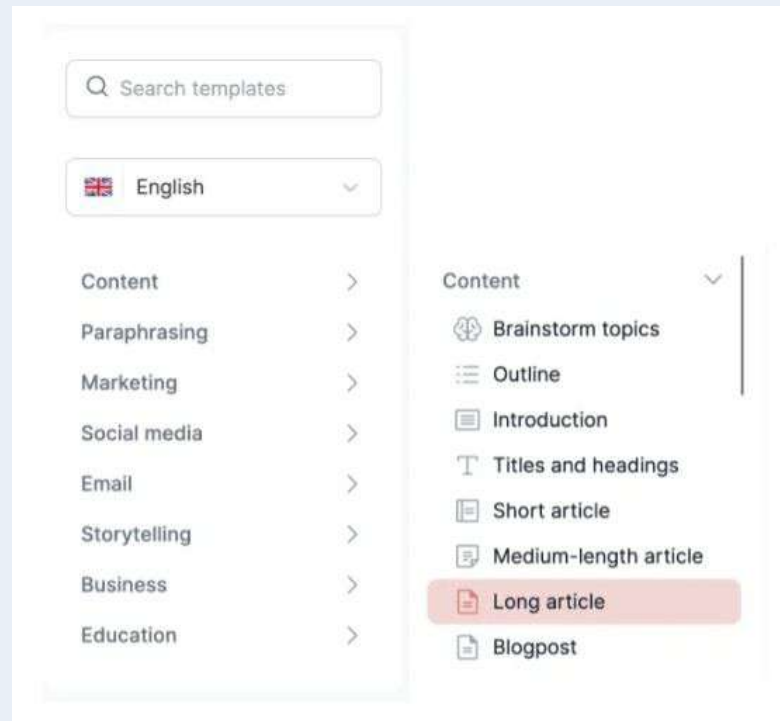
Humanizer GPT

- Write your SEO text with the help of ChatGPT, the GPT store, Gemini, Copilot, Copy.ai,...
- Upload it to Humanizer Pro GPT.
- Support only in EN at the moment (not FR or NL).



Wordtune & Typetone

You already have SEO texts, but you need to adjust the tone of voice to your brand, while maintaining the SEO value of your page? [Typetone](#) and [Wordtune](#) are your partners in crime and they're available for free (in Dutch, English and French).



Exercise: put one of your AI texts in the humanizer tools to change the tone of voice or to rewrite (in order to not be detected)

SEO signals: titles & meta descriptions

Headline Pro AI

Perfect for generation SEO signals (title, meta descriptions, H1, H2,...)

The screenshot displays the HeadlinesAI web application interface. At the top, a purple banner reads "HeadlinesAI is going paid in 2 days! UPGRADE NOW TO GET 30% OFF →". The interface is divided into three main sections: a left sidebar, an input area, and an output area.

Left Sidebar: Contains navigation links for "Dashboard" and "History", a "Logout" button, the user name "Rushab Jain", and an "Upgrade Account" button.

Input Section: Labeled "Input", it includes a "Platform" selection row with icons for YouTube, Medium, Reddit, Indie Hackers, and Blog. Below this is a "Description" text area containing the text: "My journey of last 5 years where I scaled 5 side projects to 100K+ MRR". A blue "Generate Again" button is positioned below the description.

Output Section: Labeled "Output", it displays a list of generated headlines, each with a copy icon to its right. The headlines are:

- Uncovering the Secrets to Scaling 5 Side Projects to 100K+ MRR
- "5 Projects, 5 Years, 100K+ MRR - How I Did It and You Can Too!"
- Don't Miss Out on the Key Lessons I Learned Scaling 5 Side Projects to 100K+ MRR
- How Did I Scale 5 Side Projects to 100K+ MRR? Find Out Here!
- The Ultimate Guide to Scaling Your Side Projects to 100K+ MRR
- Debunking the Myths of Scaling 5 Side Projects to 100K+ MRR
- My Journey of Scaling 5 Side Projects to 100K+ MRR - Lessons Learned
- Scale Your Side Projects to 100K+ MRR with These Proven Strategies
- From Zero to 100K+ MRR - My Journey of Scaling 5 Side Projects

**Exercise: Use Headline Pro
to create SEO signals (title,
description,...) for your SEO
text.**

Or ask Gemini for advice



Kan je de SEO bekijken van volgende pagina en tips ter optimalisatie geven?
<https://www.decathlon.be/nl/sportvoeding/suikervrije-dranken>

Or ask Gemini for advice

On content aspects but technicals issues as well



SEO-analyse van <https://www.decathlon.be/nl/sportvoeding/suikervrije-dranken>

On-page SEO

- **Meta title:** De meta title is te lang (70 karakters) en bevat geen focus zoekwoord.
- **Meta description:** De meta description is te lang (160 karakters) en bevat geen focus zoekwoord.
- **H1-tag:** De H1-tag is te lang (70 karakters) en bevat geen focus zoekwoord.
- **Content:** De content is goed leesbaar en relevant, maar bevat weinig focus zoekwoorden.
- **Interne links:** Er zijn weinig interne links naar andere relevante pagina's op de website.
- **Afbeeldingen:** De afbeeldingen hebben geen alt-teksten.

Technische SEO

- **Websitesnelheid:** De website laadt snel.
- **Mobielvriendelijk:** De website is mobielvriendelijk.
- **Sitemap:** De website heeft een sitemap.

Tips ter optimalisatie

- **Focus zoekwoord:** Kies een focus zoekwoord dat relevant is voor de pagina en waar je op wilt ranken.
- **Meta title:** Optimaliseer de meta title met het focus zoekwoord. De meta title mag maximaal 70 karakters lang zijn.
- **Meta description:** Optimaliseer de meta description met het focus zoekwoord. De meta description mag maximaal 160 karakters lang zijn.
- **H1-tag:** Optimaliseer de H1-tag met het focus zoekwoord. De H1-tag mag maximaal 70 karakters lang zijn.
- **Content:** Voeg het focus zoekwoord toe aan de content, met name in de subkoppen, de eerste alinea en de alt-teksten van de afbeeldingen.
- **Interne links:** Voeg interne links toe naar andere relevante pagina's op de website.
- **Afbeeldingen:** Voeg alt-teksten toe aan de afbeeldingen die relevant zijn voor de content.

FAQs

FAQ's

Different routes

- Enter existing FAQs into ChatGPT and have the tool generate additional FAQs.
- Feed ChatGPT with info about your company and products. Afterwards, explicitly ask what FAQs specific audiences might have.
 - Upload Brochure.
 - What questions might someone have about this?
 - Can you write a quiz about this?
- Live browsing / webcrafer plugin

FAQ's

Add your current FAQs



Dit zijn de FAQ's van Smappee voor particulieren die op zoek zijn naar laadpalen of een energiemanagementsysteem. Kan je deze lijst aanvullen met 15 relevante FAQ's voor particulieren?

- Wat is slim autoladen?
- Wat is duurzame energie?
- Waarom heb ik een slimme laadpaal nodig?
- Hoe lang duurt het om mijn auto op te laden?
- Wat is het verschil tussen een AC en DC laadpaal?
- Waarom heb ik een energiemonitoringsysteem nodig?
- Hoe kan ik mijn elektrische auto zo goedkoop mogelijk thuis opladen?
- Wat maakt de laadpalen van Smappee de slimste?
- Hoe maximaliseert Smappee het gebruik van zonne-energie bij het opladen van je elektrische voertuigen?
- Kan ik bidirectioneel laden met de Smappee laadpalen?
- Is het mogelijk om zowel de eigen wagen als de firmawagen op te laden met hetzelfde laadstation?
- Hoe helpt het energiebeheersysteem van Smappee mij om elke maand te besparen op mijn energierekening?
- Wat onderscheidt Smappee van andere energiebeheersystemen?
- Hoe werkt het energiebeheersysteem van Smappee en welke onderdelen heb ik ervoor nodig?
- Kan het energiebeheersysteem van Smappee mijn eigen verbruik optimaliseren en zelfvoorziening mogelijk maken?
- Hoe weet ik dat mijn laadpaalinstallatie soepel verloopt?



Natuurlijk, hier zijn 15 aanvullende relevante FAQ's voor particulieren die op zoek zijn naar laadpalen of een energiemanagementsysteem:

1. Wat zijn de voordelen van een thuislaadpaal ten opzichte van openbare laadstations?
2. Kan ik subsidies of financiële ondersteuning krijgen voor de installatie van een thuislaadpaal?
3. Hoeveel kost het om een laadpaal thuis te installeren?
4. Kan ik mijn elektrische auto opladen met een gewoon stopcontact?
5. Zijn er specifieke vereisten voor de elektrische installatie in mijn huis om een laadpaal te kunnen gebruiken?
6. Biedt Smappee installatieservices voor hun laadpalen?
7. Kan ik mijn laadpaal bedienen en monitoren via een smartphone-app?
8. Hoe kan ik mijn laadkosten beheren en bijhouden?
9. Is het mogelijk om de laadsnelheid van mijn elektrische auto aan te passen?
10. Welke betaalmethoden worden geaccepteerd bij openbare laadpalen van Smappee?
11. Hoe kan ik ervoor zorgen dat mijn elektrische auto altijd klaar is voor gebruik?
12. Biedt Smappee technische ondersteuning en garantie voor hun laadpalen?
13. Welke veiligheidsmaatregelen zijn er genomen om ervoor te zorgen dat mijn laadproces veilig verloopt?
14. Kan ik mijn laadpaal delen met andere gebruikers, zoals burens of vrienden?
15. Hoe kan ik ervoor zorgen dat mijn energiemanagementsysteem altijd up-to-date is met de nieuwste technologieën en functies?

Deze aanvullende FAQ's kunnen particulieren helpen om een beter inzicht te krijgen in de wereld van laadpalen en energiemanagementsystemen, en hen helpen bij het nemen van weloverwogen beslissingen over hun elektrische voertuigen en energieverbruik.

FAQ's

Feed ChatGPT with copy



Kan je volgende informatie van Smappee verwerken? Rijd je sinds kort elektrisch of overweeg je de overstap? Of ben je op zoek naar een snelle, veilige én toekomstbestendige laadpaal voor thuis? Dan heeft Smappee de oplossing voor jou. Geen gesprongen zekeringen meer tijdens het laden met deze slimme laadpaal. Ook tapt je auto maximaal de goedkoopste energie of zonne-energie. Zo laad je je wagen tot 6x goedkoper. En meer nog: dankzij het geïntegreerde energiebeheersysteem krijg je ook inzichten in je verbruik. Benieuwd naar meer?

De voordelen van thuis laden met Smappee

Goedkoper laden met energiebeheer

Elegant design en revolutionaire technologie

Snel, veilig en gebruiksvriendelijk

Laadpaal voor thuis van Smappee

Tot 6x goedkoper laden met slim energiebeheer

Wil je de zonne-energie die je opwekt met je zonnepanelen thuis maximaal inzetten voor je laadbeurten? Dat kan! Via ons geïntegreerd energiebeheersysteem laad je jouw elektrische wagen doorheen de dag met zonne-energie of aan het laagste energietarief. Smappee zet zoveel mogelijk je zonne-energie in of tapt energie op basis van daluren, capaciteitstarief of dynamische tarieven. Dat is de goedkoopste energie voor je wagen en je huishoudelijke toestellen. Zo kan je tot 6x goedkoper laden en bespaar je makkelijk op je energiefactuur.

laadpaal

Veilig thuis laden zonder gesprongen zekeringen

Smappee's slimme energietechnologie houdt de vinger aan de pols bij je elektrische aansluiting. Een piek aan verbruik in huis? Dan gaat er eventjes minder stroom naar de laadpaal. Zo kan je onbezorgd koken, strijken en bakken terwijl je wagen laadt. En die zekering? Daar zorgt Smappee voor!



Zou je hier 15 FAQ's uit kunnen opstellen?



Natuurlijk, hier zijn 15 veelgestelde vragen (FAQ's) en antwoorden over Smappee's thuislaadpalen voor elektrische voertuigen:

1. Wat is een Smappee thuislaadpaal?

- Een Smappee thuislaadpaal is een oplaadstation voor elektrische voertuigen dat is ontworpen voor gebruik thuis. Het biedt een efficiënte en kosteneffectieve manier om je elektrische auto op te laden.

2. Wat zijn de voordelen van het gebruik van een Smappee laadpaal voor thuis?

- Enkele voordelen zijn goedkoper laden, gebruik van zonne-energie, veilig laden zonder zekeringen te laten springen, en inzicht in je energieverbruik.

3. Hoe kan ik mijn elektrische auto goedkoper opladen met Smappee?

- Smappee maakt gebruik van dynamische tarieven en load-balancing om je auto op te laden wanneer de energie het goedkoopst is, waardoor je tot 6x goedkoper kunt laden.

4. Is de installatie van een Smappee laadpaal ingewikkeld?



- Nee, de installatie van Smappee laadpalen is snel en eenvoudig. Een Smappee Certified installateur kan dit binnen een uur doen.

5. Kan ik mijn Smappee laadpaal delen met andere gebruikers?


- Ja, je kunt je laadpaal openstellen voor andere gebruikers. Ze kunnen de QR-code op de laadpaal scannen en hun auto probleemloos opladen.

FAQ's

Upload your brochures and whitepapers

 EV-Wall-_Flyer_Consumer_NL-preview...
PDF

Lees dit document. Kan je op basis van dit document 15 FAQ's formuleren die relevant zijn voor particulieren die een laadpaal of energiebeheersysteem van Smappee willen kopen?



Laten we eerst de inhoud van het document bekijken om relevante informatie te verzamelen voor de FAQ's. Ik ga nu het document lezen en de belangrijkste punten extraheren.

Finished working Show work ▾

Op basis van deze punten kan ik de volgende FAQ's formuleren:

1. Wat is Smappee EV Wall?
2. Hoe zorgt Smappee EV Wall voor veilig laden?
3. Wat gebeurt er als er een zekering springt tijdens het laden?
4. Hoe kan mijn auto maximaal profiteren van daluren of zonne-energie?
5. Hoe kan ik mijn laadsessies regelen en volgen?
6. Wat kan ik zien in de Smappee App?
7. Hoe onderscheidt Smappee EV Wall zich van andere laadpalen?
8. Hoe maakt Smappee gebruik van zonne-energie?
9. Hoe werkt Smappee tijdens daluren?
10. Hoe zorgt de slimme technologie van Smappee voor veiligheid?
11. Wat gebeurt er als er een piek in het verbruik is in mijn huis?
12. Hoe kan Smappee me helpen besparen op mijn energierekening?
13. Is de Smappee App compatibel met alle smartphones?
14. Kan ik Smappee EV Wall ook gebruiken voor andere apparaten in mijn huis?
15. Hoe installeer ik de Smappee EV Wall thuis?

**Exercise: create your own
FAQs for a specific
product/service/website
section.**

Product descriptions

How AI can help with product descriptions?

- **Inspiration and ideas:** AI can help brainstorm ideas and generate new angles for your product descriptions. AI can suggest more original approaches than a traditional product description.
- **Efficiency and uniformity:** through AI, you can easily have bulk series of product descriptions created in the same tone of voice that matches your brand.
- **Translation:** AI can help translate texts into other languages, allowing copywriters to make their content accessible to a wider audience.
- **Personalization:** AI can help personalize product texts for different audiences (and can even differentiate them). For example, AI can tailor texts to the reader's interests, needs and demographic profile.

ChatGPT to the rescue

Describe my image

For those using GPT4:

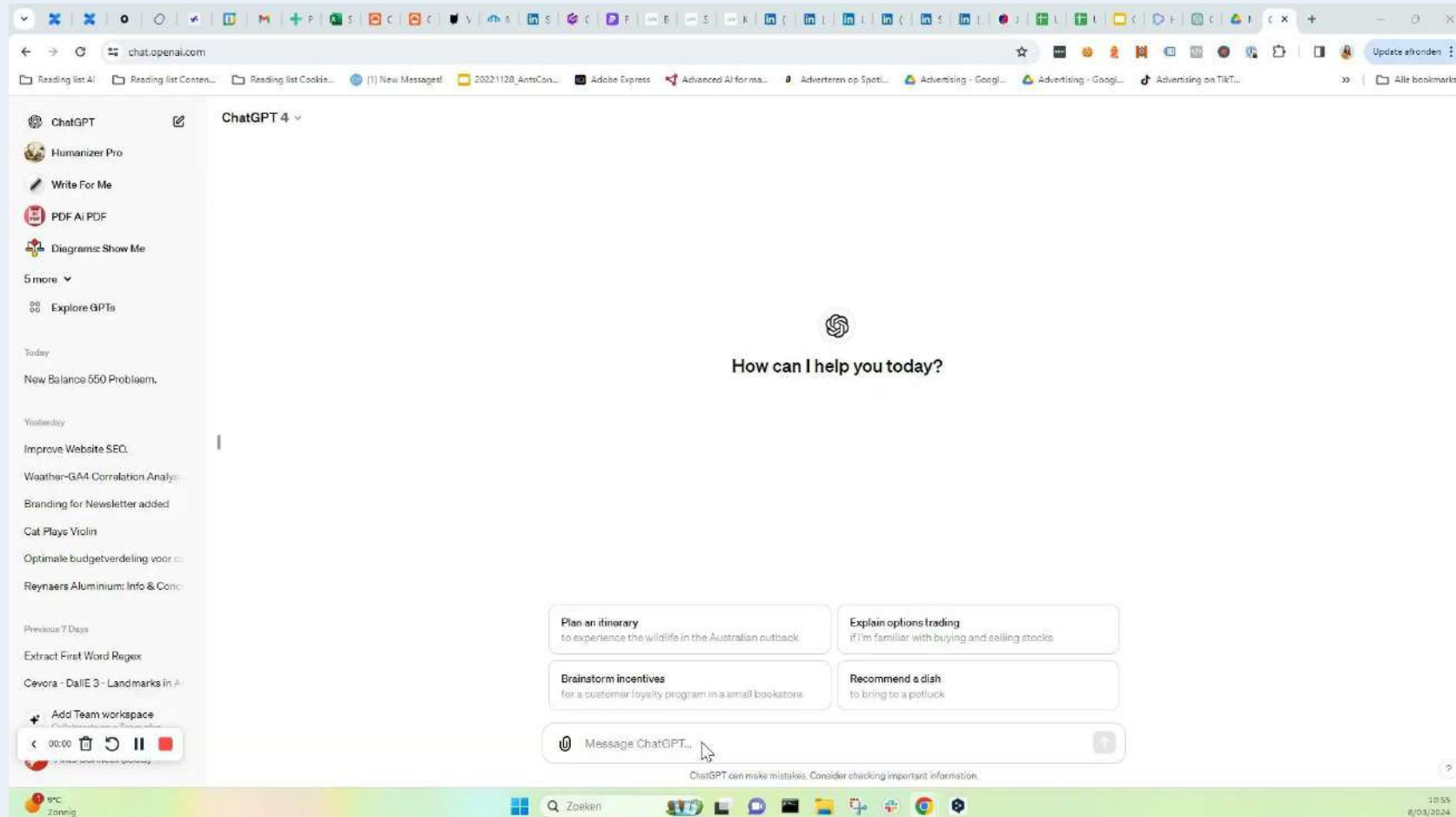
- Provide your product page as food for ChatGPT
- Upload your product picture (or several ones from different angles)
- Simply ask ChatGPT to describe what it sees.

Tip: if you have many products, you can also upload them in bulk with a sheet or use GPT for Sheets of course.



ChatGPT to the rescue

Describe my image



**Exercise: create your own
product description based
on a picture on your
product feed.**

Ink AI Assistant

Specialized in product descriptions

- Describe your brand
- Describe your audience (why would they be interested in buying this specific product, what's in it for them, why should they buy your product instead those of competitors,...)
- Give up the technical specs (size, colors, material,...)

Ink AI Assistant

Specialized in product descriptions

The screenshot displays the Ink AI Assistant dashboard in a web browser. The browser's address bar shows the URL `app.inkforall.com`. The dashboard features a left-hand navigation menu with the following items: Dashboard, Keywords, Assistant, Documents, Shield, and Images (which is currently selected). The main content area is titled "Dashboard" and includes a "Watch Tutorial" link and an "Upgrade Now" button. The primary feature is the "INK SEO Writer" section, which states "Revolutionizing Content Creation! Start writing content that gets found, engages and converts" and includes a "Start Writing" button. Below this, the dashboard is organized into three columns: "Plan", "Create", and "Win".

- Plan:** Includes "Keyword Research" (described as the fastest way to find relevant keywords) and "Keyword Clustering" (described as turning a keyword list into a content plan).
- Create:** Includes "Write" (write long copy with ease), "Assistant" (write short copy with a simple request), and "Images" (create images that are exactly what you want to see).
- Win:** Includes "SEO Optimize" (optimize content to be 450% more likely to rank) and "Secure" (protect content and site from plagiarism).

At the bottom, there is a "Popular Workflows" section with four workflow cards: "Blog Post", "Social Media Campaign", "Email Campaign", and "Ad Campaign", each with a brief description of its function. A "What's new" section is partially visible at the very bottom. The browser's taskbar at the bottom shows the system tray with a temperature of 19°C, a search bar with the text "Zoeken", and the date and time "13/09/2023 13:16".

**Exercise: let Ink write
product descriptions for
you when inputting tech
details of your products.**

Email

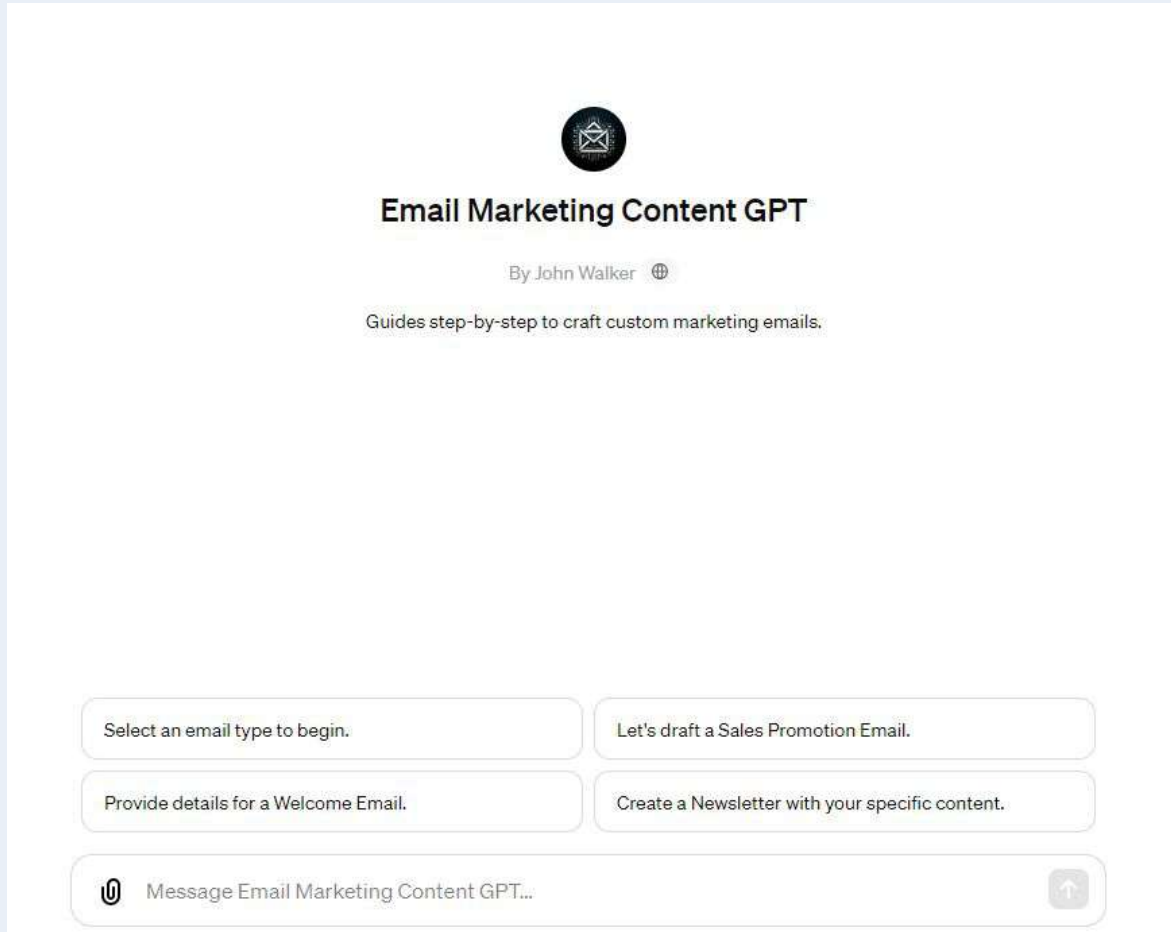
Why use AI for email?

- AI tools analyze the performance of past emails, send automated emails based on customer behavior, and highlight emails requiring human revisions.
- AI helps you to create better email copy and subject lines to get more clicks and determine the best time to send said emails.
- They also have the ability to trigger email workflows after specific customer actions while personalizing content to specific segments of the audience.
- Currently, some of the most popular AI email marketing tools include **Mailchimp, HubSpot, SendGrid, and Phrasee.**

Which is great, because they work in the tools you already have and know! :-)

ChatGPT can fix this as well

It's got GPTs for that



The screenshot shows the interface for the 'Email Marketing Content GPT'. At the top, there is a circular icon with an envelope. Below it, the title 'Email Marketing Content GPT' is displayed, followed by 'By John Walker' and a globe icon. A description reads: 'Guides step-by-step to craft custom marketing emails.' At the bottom, there is a text input field with a paperclip icon on the left and an upward arrow icon on the right. The input field contains the text 'Message Email Marketing Content GPT...'.

Email Marketing Content GPT
By John Walker

Guides step-by-step to craft custom marketing emails.

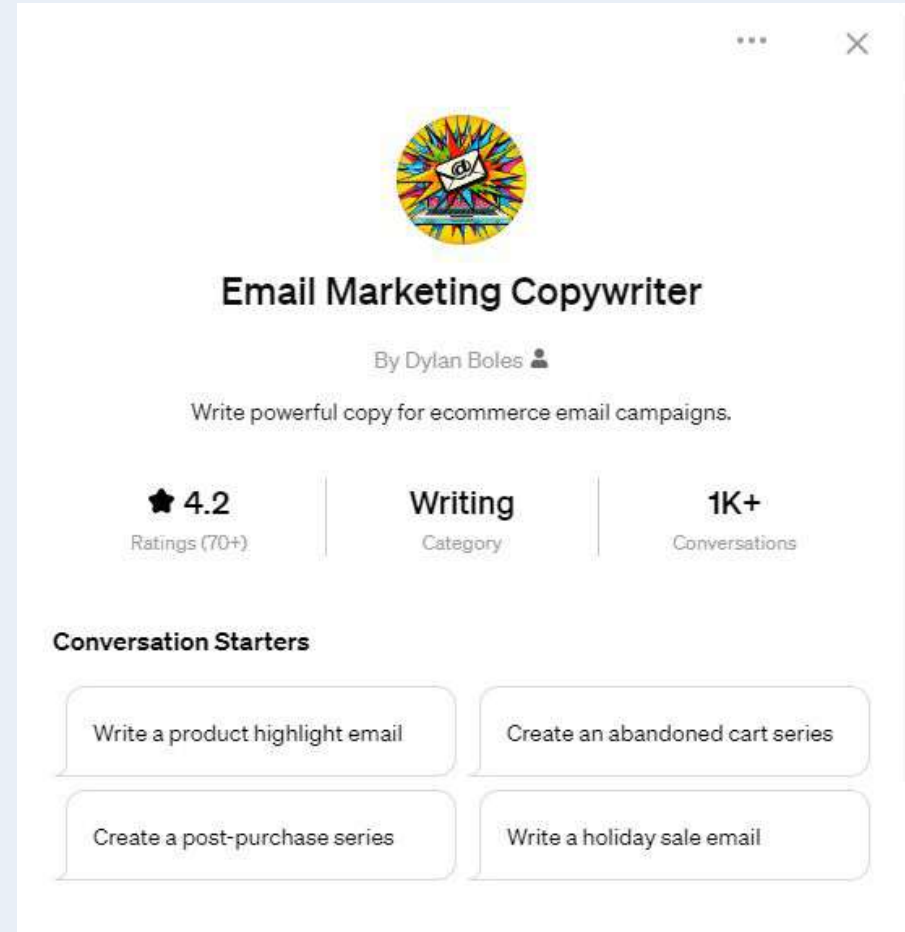
Select an email type to begin.

Let's draft a Sales Promotion Email.

Provide details for a Welcome Email.

Create a Newsletter with your specific content.

Message Email Marketing Content GPT...



The screenshot shows the interface for the 'Email Marketing Copywriter' GPT. At the top right, there are three dots and a close button (X). Below that is a colorful circular icon with an envelope. The title 'Email Marketing Copywriter' is displayed, followed by 'By Dylan Boles' and a person icon. A description reads: 'Write powerful copy for ecommerce email campaigns.' Below this are three statistics: a star icon with '4.2' and 'Ratings (70+)', the word 'Writing' with 'Category' below it, and '1K+' with 'Conversations' below it. At the bottom, there is a section titled 'Conversation Starters' with four buttons: 'Write a product highlight email', 'Create an abandoned cart series', 'Create a post-purchase series', and 'Write a holiday sale email'.

Email Marketing Copywriter
By Dylan Boles

Write powerful copy for ecommerce email campaigns.

★ 4.2
Ratings (70+)

Writing
Category

1K+
Conversations

Conversation Starters

Write a product highlight email

Create an abandoned cart series

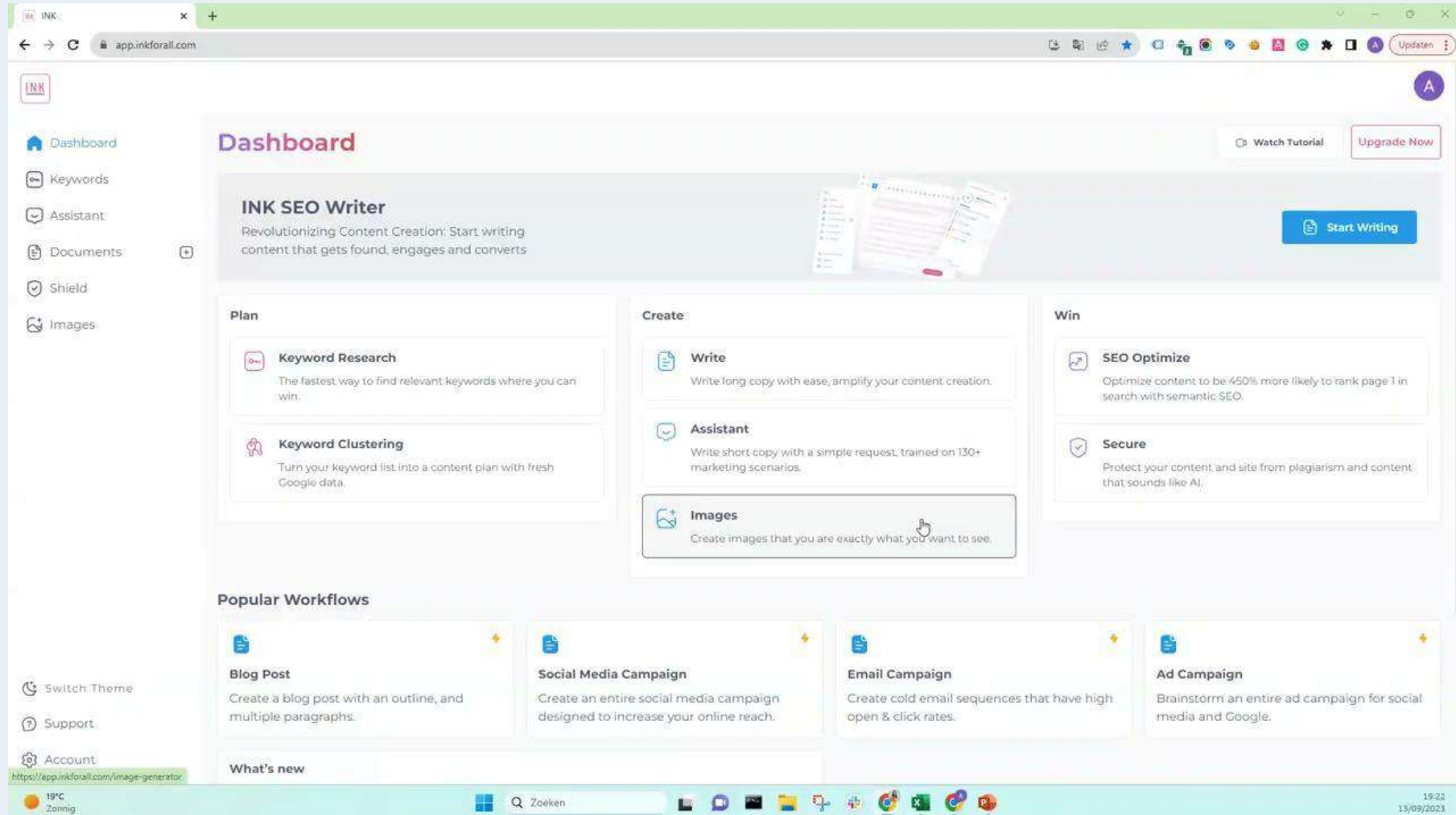
Create a post-purchase series

Write a holiday sale email

Ink

Does email as well

- Fill in your brand and the topic of this specific email. Give as many details as possible.
- Insert information about your audience: who is your audience, what are they looking for, what's their buying behavior, where do they look for information on products,...?
- Insert your preferred tone of voice, give an example of it if necessary.
- Run the recipe



**Exercise: use Ink to write an
email for your flow to
launch a new
product/campaign.**

GetResponse AI Email Generator

- Works with GPT-3.5 technology.
- It offers AI-optimized subject lines that are designed to boost open rates by capturing the recipient's attention immediately.
- The generator also excels in creating industry-specific content, ensuring that each email is tailored to the unique trends and keywords of your business sector.
- Users can define their email goals, choose an industry and tone, customize the layout, and then review and send their AI-crafted emails.

GetResponse AI Email Generator

<https://app.getresponse.com/>

Go on a tour



Build an audience

Learn how to build a landing page and prepare follow-up emails to go out as needed to help you build and engage with your audience.



Send emails

Follow along as we show you how to create newsletters and automate your emails. We'll also show you how to add your existing contacts to GetResponse.

AI-POWERED



Promote a store

Get step-by-step instructions connecting your store and setting up emails to welcome new customers and bring cart abandoners back to your store.

GetResponse AI Email Generator

<https://app.getresponse.com/>



Send a newsletter AI-POWERED

Create a single email to let your contacts know what's new. Take advantage of the **AI Email Generator** to speed up the creation time and generate content ideas. Then, send your email. Haven't added contacts yet? You can always send it to yourself to see how everything works.



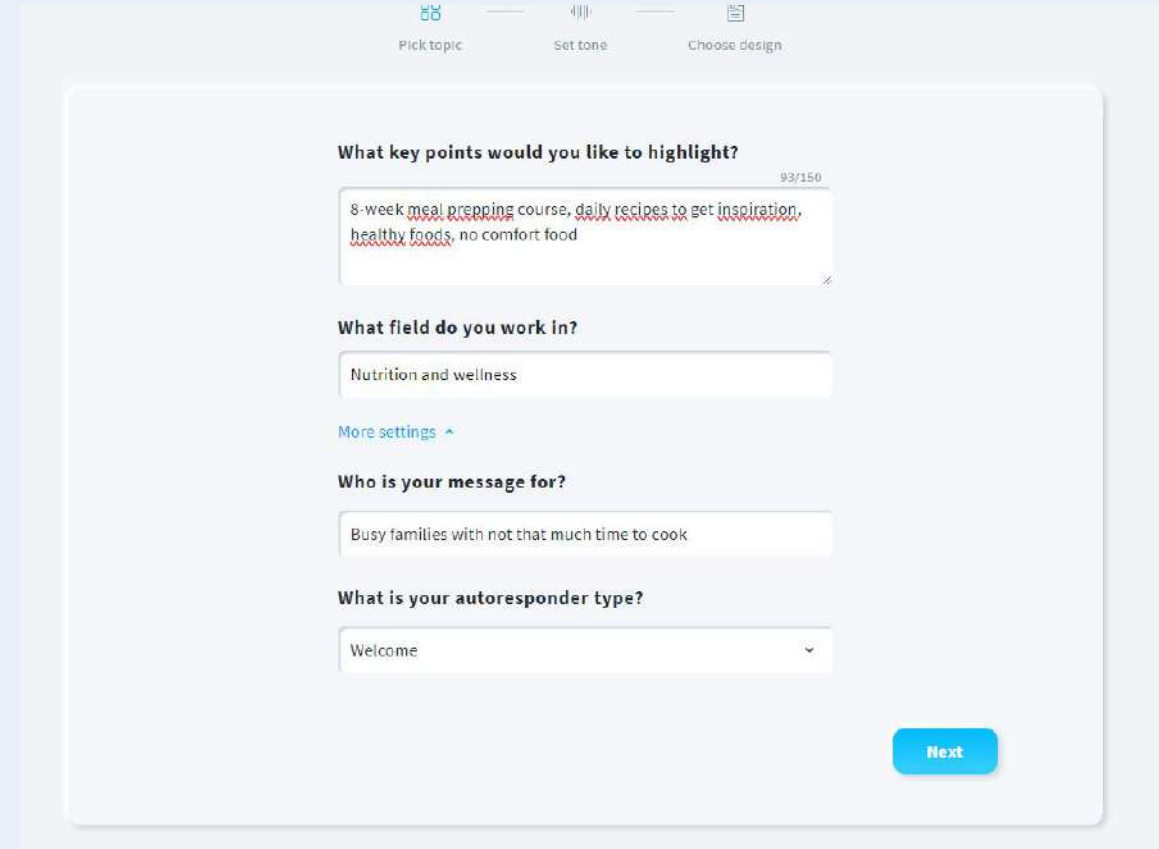
Create a welcome autoresponder AI-POWERED

Pick a template you like or design your own message. Save it and you're done! The email goes out automatically when someone subscribes.

GetResponse AI Email Generator

Automated answers

- Pick a topic and add some details
- Select and autoresponder type (welcome, retention, reminder,...)



The screenshot shows the 'Set tone' step of the GetResponse AI Email Generator. At the top, there are three tabs: 'Pick topic', 'Set tone', and 'Choose design'. The 'Set tone' tab is active. Below the tabs, there are four sections for configuring the email:

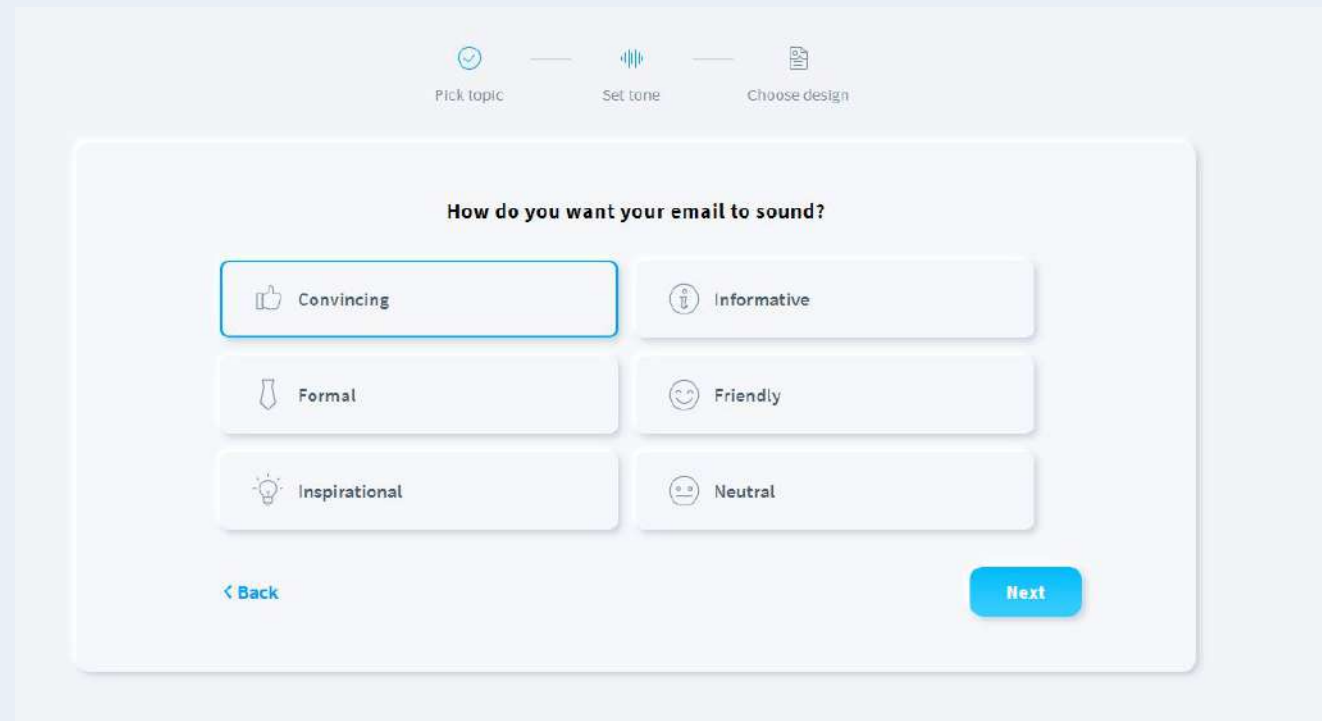
- What key points would you like to highlight?** (93/150 characters)
8-week meal prepping course, daily recipes to get inspiration, healthy foods, no comfort food
- What field do you work in?**
Nutrition and wellness
- Who is your message for?**
Busy families with not that much time to cook
- What is your autoresponder type?**
Welcome

A blue 'Next' button is located at the bottom right of the form.

GetResponse AI Email Generator

Automated answers

- Pick your preferred tone of voice.

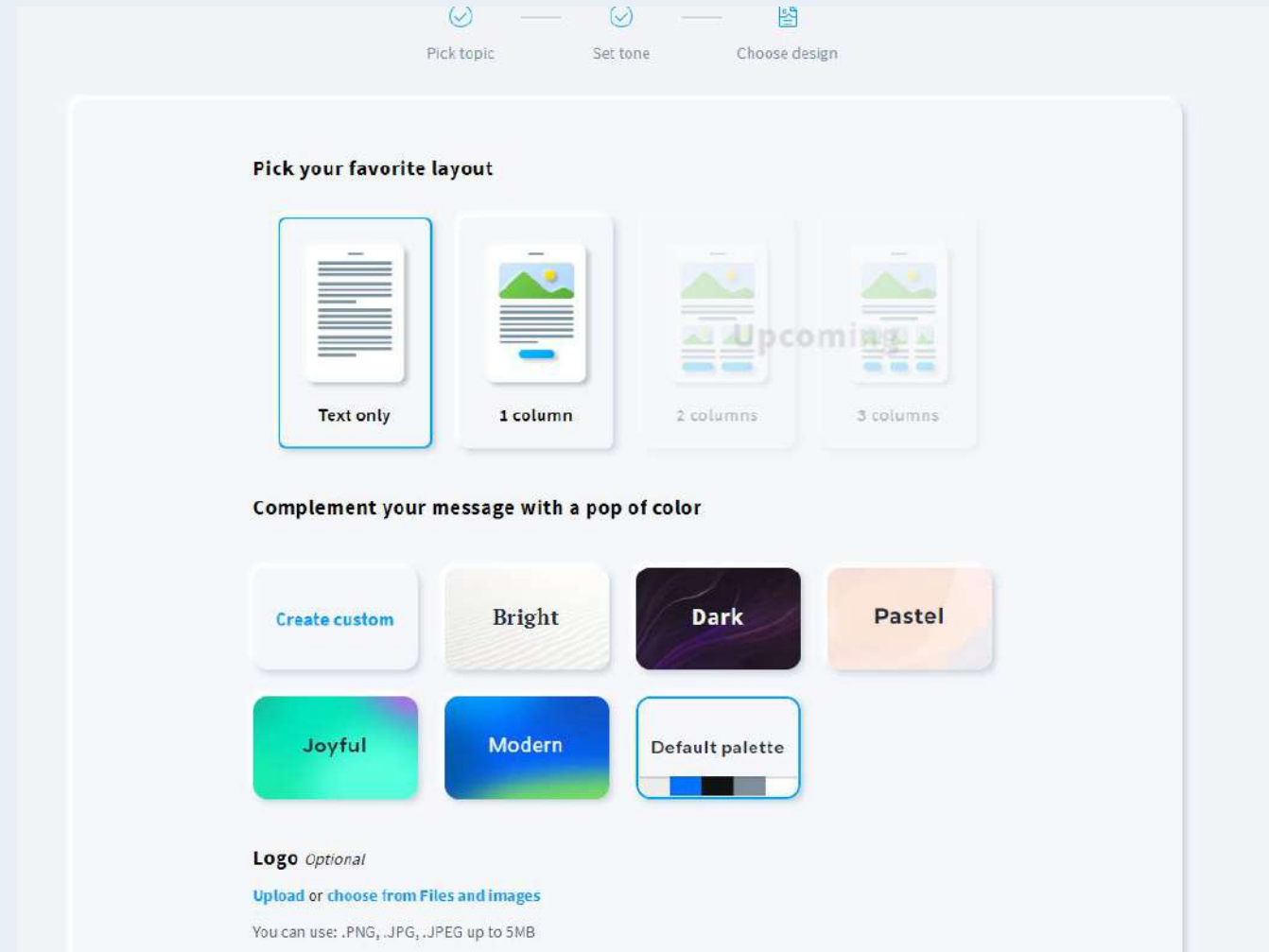


The screenshot displays the 'Set tone' step of the GetResponse AI Email Generator. At the top, there are three steps: 'Pick topic' (checked), 'Set tone' (active), and 'Choose design'. The main question is 'How do you want your email to sound?'. Below this, there are six buttons representing different tones: 'Convincing' (thumbs up icon), 'Informative' (lightbulb icon), 'Formal' (tie icon), 'Friendly' (smiley face icon), 'Inspirational' (lightbulb icon), and 'Neutral' (neutral face icon). The 'Convincing' button is highlighted with a blue border. At the bottom left is a '< Back' button and at the bottom right is a 'Next' button.

GetResponse AI Email Generator

Automated answers

- Get in touch with your inner graphic designer and select a theme and layout,...
- Add your branding guide (logo, colors,...)



GetResponse AI Email Generator

The result

The image shows a screenshot of the GetResponse AI Email Generator interface. On the left is a preview of an email template. The email has a light blue header with the text "Discover What's New!" and "Hi there!". Below this is a paragraph of text, followed by a large image of fresh fruits and nuts. The main body of the email is light orange and contains several paragraphs of text, ending with a dark blue "Explore Now" button. On the right is a settings panel for the selected section. It includes options for "Number of columns" (set to 1), "Section properties" (Background color: Transparent, Background image: off, Background width: auto, Rounded corners: off), "Border" (All: none, color: #cccccc), "Padding" (All: 0), and "Mobile view" (Reverse columns on mobile devices: off, Keep columns side-by-side on mobile devices: off, Hide on mobile devices: off). At the bottom right, there is a small feedback survey pop-up asking "How would you rate your satisfaction with the AI Email generator?" with five emoji options.

Social copy

Predis.AI

<https://app.predis.ai/>

This tool has two main functions:

- Creating content (especially for your social media channels)
- Computational analysis

The screenshot displays the Predis.AI web application interface. At the top left is the Predis.AI logo. The main header reads "This is Where the Magic Happens! 🪄" with the subtitle "Convert Texts into Beautiful Social Media Posts Now". On the top right, there is a user greeting "Hey, Rebeca!" and a power icon. The central section is titled "What do you want to make?" and features six interactive cards:

- Text to Post**: Generate ready-to-post creatives with a one-line of text. Options: videos, images, carousel.
- Blog to Post**: Switch from text to videos & carousels in seconds. Options: videos, carousel.
- Script to Post**: Bring your scripts to life. Copy and paste any script and convert it into videos/carousels. Options: videos, carousel.
- Business to Post**: Give more details about your business and make AI generate business-centric posts for you. Options: videos, images, carousel.
- Meme Post**: Unleash your quirkiness with AI generated memes - give a new life to your social media. Option: images.
- Quote to Post**: Turn famous quotes into visually appealing social media posts. Option: images.

Predis.AI

<https://app.predis.ai/>

Steps:

- First go to 'manage brand section' and implement your company's brand kit (brand colors, any templates you regularly use, logo...)

Predis.AI

<https://app.predis.ai/>

Steps:

- Second, insert a script, blogpost, quote or any other content instructions you want to give the AI the direction of the topic you prefer for a post (or ad).

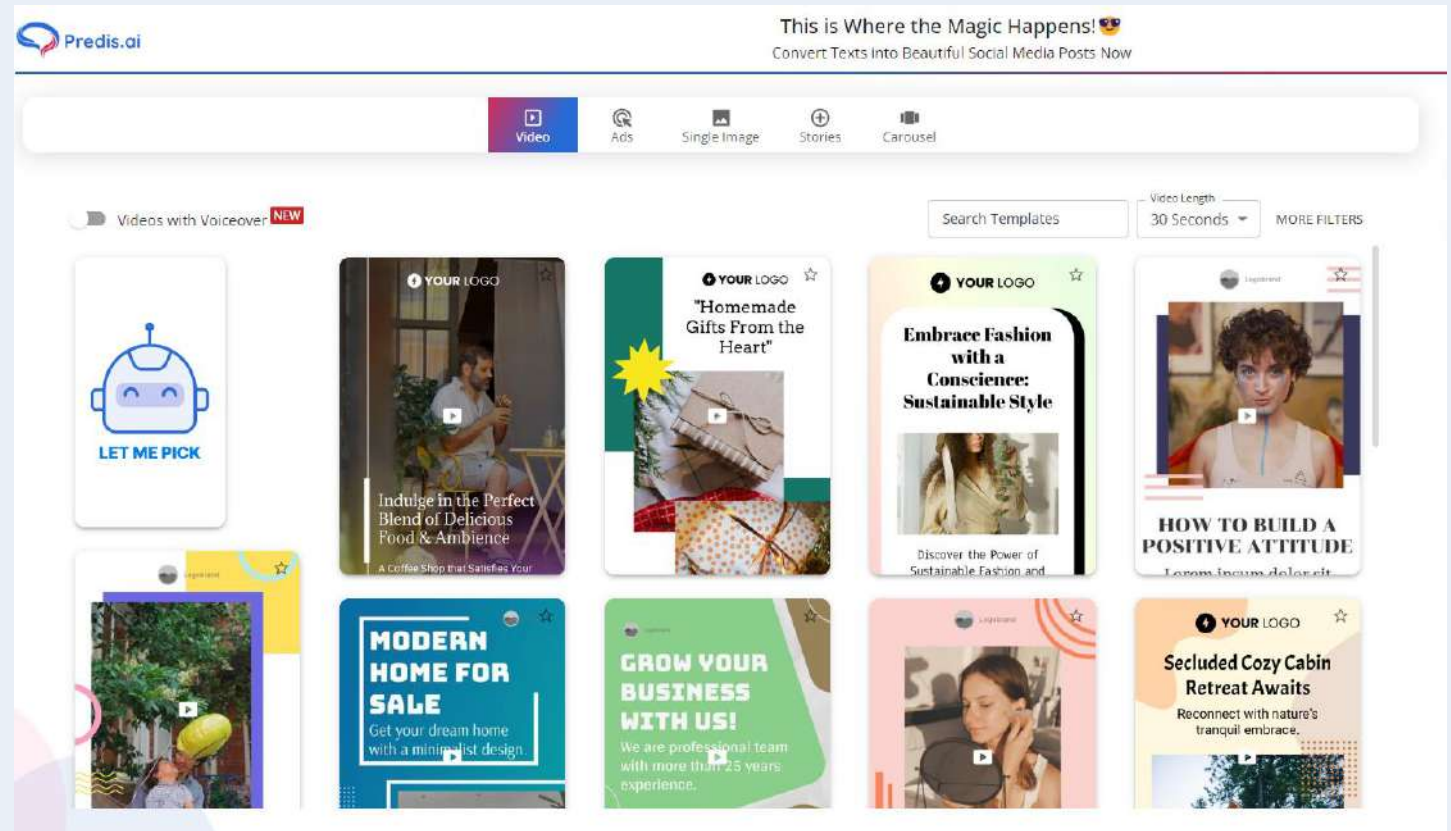
The screenshot shows the Predis.ai web application interface. At the top left is the Predis.ai logo. The main header reads "This is Where the Magic Happens! 🪄" and "Convert Texts into Beautiful Social Media Posts Now". On the right, there is a user greeting "Hey, Rebeca!" with a profile icon and a power button. Below the header is a navigation bar with icons for "Text" (selected), "Multi Line Script", "Business", "Blog", "Quotes", and "Meme". The main content area features a text input field with a dropdown menu set to "A Post About" and the text "3 tips to grow indoor plants without much direct sunlight". To the right of the input field are two dropdown menus for "Input language" and "Output language", both set to "us English - English". Below these are two steps: "1 Your Inputs" and "2 Choose Templates". A blue "Next" button is located at the bottom right of the interface.

Predis.AI

<https://app.predis.ai/>

Steps:

- Third, pick your format (video, photo, story, carousel, reel...) and select size or duration.
 - A nice extra: browse the templates!



Predis.AI

<https://app.predis.ai/>

Steps:

- The AI gets rolling: decides on your picture, final message, hashtags,...



Are you struggling to keep your indoor plants alive without much direct sunlight? Don't worry, we've got you covered! Here are 3 tips to help your plants thrive in low-light conditions:

1. Choose the right plants: Opt for low-light tolerant plants such as snake plants, pothos, and peace lilies. These varieties can survive and even thrive with minimal sunlight.
2. Rotate regularly: To ensure even growth, rotate your plants every few days so that all sides receive some sunlight exposure.
3. Supplement with artificial light: Consider using grow lights to provide your plants with the necessary light they need to photosynthesize and grow.

Try implementing these tips and watch your indoor garden flourish

Hashtags by Sort by

Caption Creative Keyword Relevancy Reach Reload Hashtags

#growplants 69.2K	#plantsplantsplant 2.4K	#plantsplantsplants 1.9M	#plants 43.1M	#indoorplants 5.5M	#indoorplant 660.2K	#plantcare 304.3K	#plantlife 4.8M
#pottedplants 510.3K	#plant 16.5M	#loveplants 632.4K	#plantstand 178.8K	#plantlight 6.7K	#airplants 677.4K	#livingwithplants 1.1M	#plantcaretips 47.5K
#planthouse 115.2K	#eatplants 1.0M	#indoorgrow 324.8K	#rareplants 584.3K	#tropicalplants 953.8K	#eatmoreplants 812.6K	#plantstrong 2.5M	#airplant 399.8K
#plantslover 1.1M	#airplantdecor 38.9K	#airplantlove 79.7K	#plantcommunity 462.7K	#nativeplants 467.0K	#plantshop 782.3K	#plantsoil 1.2K	#plantsarefriends 1.0M
#airplantlovers 18.3K	#plantdad 379.6K	#plantmom 2.5M	#indoorgrowing 89.4K	#plantlovers 1.1M	#plantsmakepeoplehappy 7.9M	#planttherapy 630.4K	
#plantobsessed 399.9K	#growlights 98.8K	#craftyplants 454	#indoorgrows 2.5K	#plantparent 897.1K	#coleusplants 20.5K	#plantshelfie 620.7K	#plantcollection 847.3K
#plantlover 5.1M	#plantparenthood 1.3M	#plantsoftheday 33.8K					

Predis.AI

<https://app.predis.ai/>

If you connect your social media accounts and those of your competitors, Predis will also provide you with insights on engagement and will give you predictions on the success of your post for your desired audiences.

Furthermore, the AI will watch and learn from the success and failures of your competitors and will also take this into account when creating your social media content or ads.

**Exercise: use Predis to
create your own social post
and hashtags. Try to
upload your logo and brand
guide as well.**

Ad copy

ChatGPT

Write your own ad copy

A

Schrijf 10 verschillende persuasieve advertentiekoppen over skincare van maximaal 30 tekens spaties inbegrepen



1. "Stralende huid in 1 week!"
2. "Schoonheid begint hier."
3. "Jonge, gezonde huid."
4. "Verzorging op maat."
5. "Pure huidverzorging."
6. "Gezonde, frisse gloed."
7. "Perfecte huid, elke dag."
8. "Stralend van binnenuit."
9. "Gegarandeerd resultaat."
10. "Voor de perfecte huid."

ChatGPT & Gemini = winning team

Write your own ad copy

- Principles of Cialdini
- PAIPS copywriting principles
- SWOT analyses
- Maslow's hierarchy of needs
- AIDA model
- Lean on copywriting formulas
- Elaboration Likelihood Model
-

ChatGPT

Write your own ad copy

Give me a table containing the following column headings and content:

Keyword: a search term for a mattress shop

Match type: on each row Exact

Campaign - on each row Campaign 2024

Ad group - on each row the search term listed in the keywords column

Ad type - on each row Responsive search ad

Headline1 - an ad text of up to 30 characters without exclamation points that matches that row's keyword

Headline2 - just like Headline1 but with the Cialdini principle of social proof - an exclamation point is not allowed

Headline3 - just like Headline1 but with the Cialdini principle of scarcity - an exclamation mark is not allowed

Description1 - an ad text of up to 90 characters with optionally up to 1 exclamation point matching the keyword of that row - use the Cialdini principle of social proof here

Description2 - see Description1 but using the Cialdini principle of authority

Final URL - on each row matrassenkoning.be

Exercise: try out some theories to create ad copy for a Google Search ad (10 headlines, 4 descriptions).

ChatGPT

Write your own ad copy

Since the beginning of March, you can use the Copilot AI Chat within your Microsoft Ads account. You can ask it for ad copy and advice for optimization.

Same goes for Google Ads. Live chatting with a build-in Gemini is released in Beta for big accounts with a minimal spent of 100K.

The screenshot shows the Microsoft Advertising Copilot AI Chat interface. At the top, the Microsoft Advertising logo is on the left, and the text "Copilot AI Chat now showing in Bing Ads Account" is on the right. Below this, a navigation bar includes "Asset Library", "Reports", "Tools", "Help", "Copilot", and "Notifications". The "Copilot" icon is highlighted with a green box. A green starburst graphic with the word "New!" is positioned to the right of the Copilot icon. The main chat area shows a conversation with the Copilot AI. The chat header includes "Copilot" and "PREVIEW". The chat content includes a welcome message, a list of suggested questions, and a detailed answer to the question "How to change billing payment profile?".

Microsoft Advertising

Copilot AI Chat now showing in Bing Ads Account

Asset Library Reports Tools Help Copilot Notifications

Last 7 days: 3/4/2024 - 3/10/2024

Copilot PREVIEW

Copilot in the Microsoft Advertising Platform is powered by generative AI. Please share your feedback so we can learn and improve. [Microsoft Privacy Statement](#)

Mar 11, 12:15 PM

Hi, how can I help? Start by asking a question, such as:

- How do I get ad campaigns up and running?
- How can I get my ads in front of customers?
- What are my billing options?

How to change billing payment profile?

To change your billing payment profile, you need to follow these steps:

- From the top menu, select Tools > Billing & Payments. If you're using the new Microsoft Advertising navigation, from the navigation menu on the left, hover over Billing and select Payments.
- In the How you pay tile of Billing Summary, select Change how you pay. If you don't see this, you don't have the correct permissions

AdCreative AI

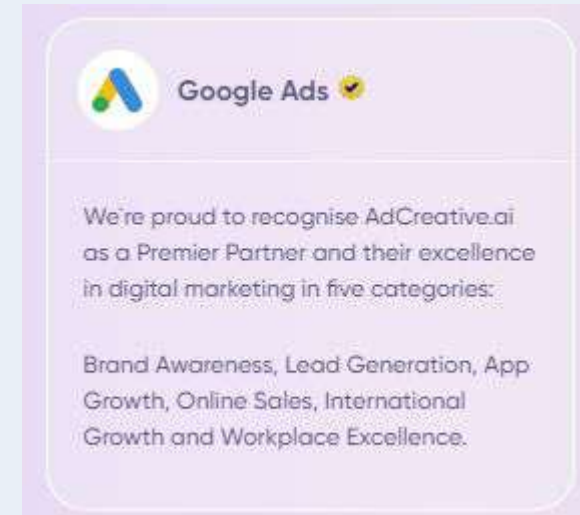
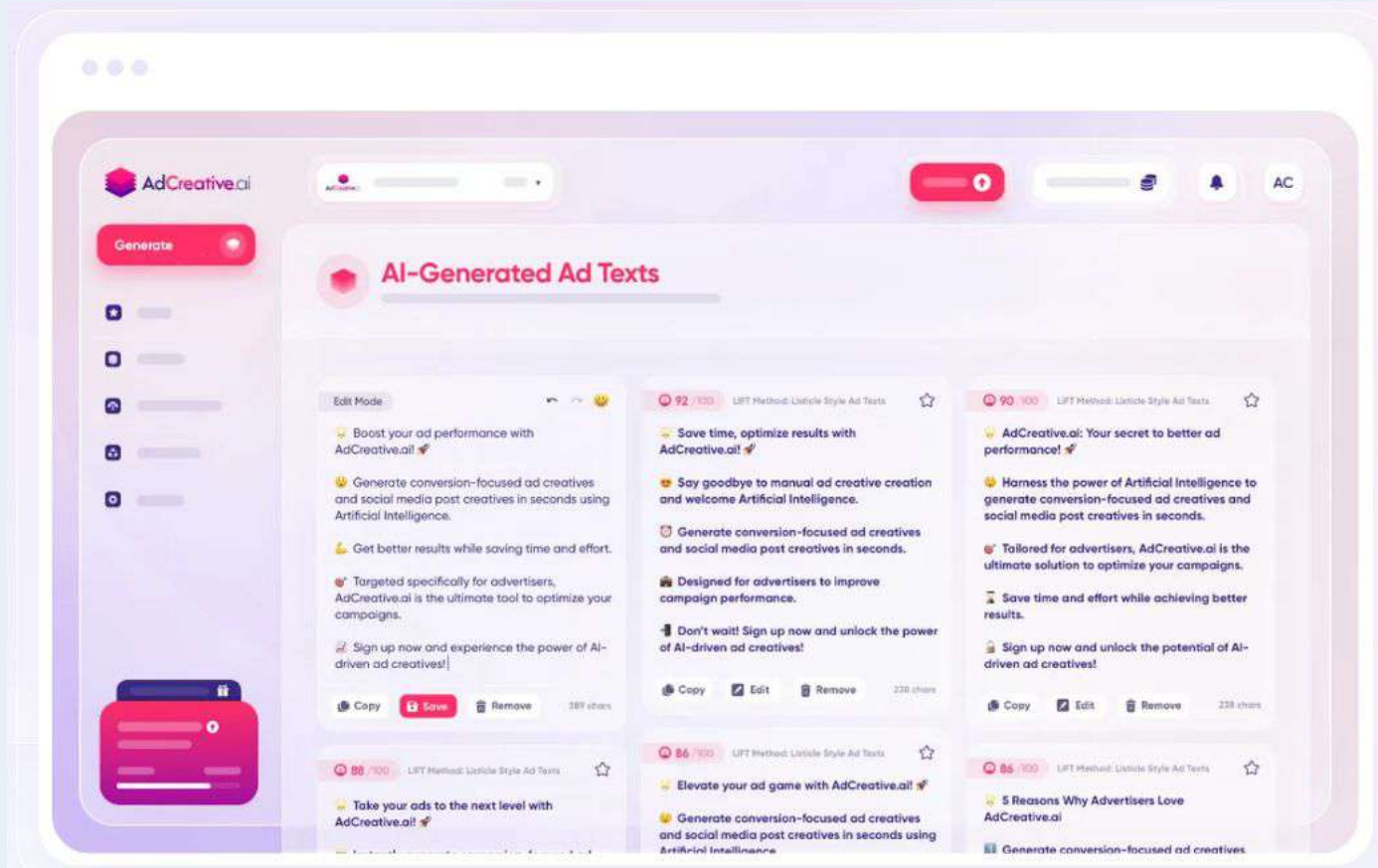
AdCreative was designed with marketers in mind who are looking at increasing conversion rates for their marketing copy, and in many cases can create ads that convert in less than 60 seconds.

Some of the features include:

- An AI modeled for direct response marketing and driving conversions
- High speed autofill to generate and paste your copy into your Ads Manager
- Step by step prompt builder to create the most accurate output for your campaigns
- Thinker with ad creativity, copy structure, tonality and more to craft the perfect ads

AdCreative AI

Free and Google-approved



Albert.AI



albert™
BY ZOOMD

is your self-learning
digital marketing ally

LEARN MORE →

Albert.AI

- Albert personalizes and optimizes ad content at scale, across social media and paid search platforms, including Facebook, YouTube, Google Ads, Bing and more.
- Albert call their methodology “data-powered creativity”.
- Albert.ai functions as a laboratory for testing and tweaking campaigns to take advantage of unseen channel opportunities, unthought of demographics or new markets. It helps makes ad campaigns more relevant and less wasteful.
- However, the tool is not free :-)

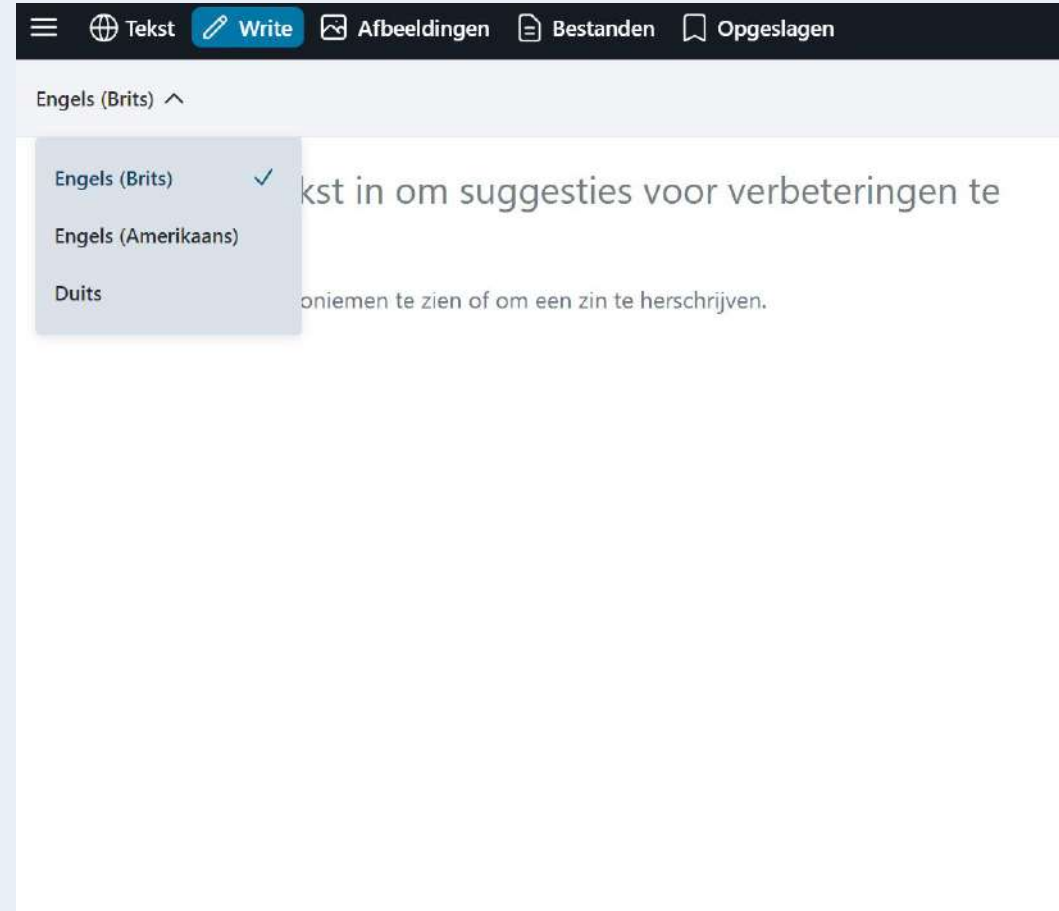
Translations, grammar & spelling

Translations

DeepL

For translations

- Everyone knows DeepL, but did you know that:
 - The more content you feed to the tool, the more correct the translation will be. Offer more than one sentence or word, because the AI behind the tool loves working with context (pattern recognition).
 - There's also an AI writer within the tool? However, still only in English (UK & US) and German.



Grammar & spelling

Grammarly - app.grammarly.com

For your grammar and spelling checks

- Upload your text or let the AI assistant write a text for you.
- Give up the audience, tone of voice, difficulty, hook,... of your text so the AI can provide better results.
- Ask for a spell check and evaluation of your text.
- Dismiss or approve corrections for readability, grammar, clarity, engagement and delivery.
- Works with a Chrome Extension.

Grammarly - app.grammarly.com

For your grammar and spelling checks

The screenshot shows the Grammarly web interface in a browser window. The address bar displays 'app.grammarly.com/ddocs/2398568014'. The document title is 'Eglo - Led-verlichting'. The main text area contains the placeholder text: 'Type or paste (Ctrl+V) your text here or [upload a document](#).' Below the text area is a media player control bar with a play button and a red stop button. The right sidebar shows the 'All suggestions' section, which is currently empty. The sidebar also includes sections for 'Overall score' (Text is too short), 'Goals' (Adjust goals), 'Generative AI' (with a lightbulb icon), 'Correctness' (No alerts), 'Clarity' (So far so good), 'Engagement' (Nothing yet), 'Delivery' (Nothing yet), 'Get Expert Writing Help', and 'Plagiarism'. The bottom of the browser shows a Windows taskbar with the date and time '21:19 15/03/2024'.

LanguageTool.org

To help you correct or rewrite your texts

The screenshot displays the LanguageTool.org website interface. At the top left, the logo "LanguageTool" is accompanied by the tagline "Uw schrijfassistent". The top navigation bar includes links for "Spellingscontrole", "Herschrijvingsfunctie", "Premium", "Meer", "Log in", and "Registreren". The main heading reads "Meer dan alleen spellingscontrole" in large blue letters, followed by the subtext "De meertalige grammatica- en spellingscontrole van LanguageTool wordt door miljoenen mensen over de hele wereld gebruikt". A green button below this text says "Voeg toe aan Chrome - Het is gratis".

The interface is shown in a browser window with a language dropdown menu open. The dropdown menu is titled "Nederlands" and lists various languages under the heading "Talen die mogelijk interessant zijn voor u:". The languages listed are: Nederlands (highlighted), Engels (Amerika), Arabisch, Asturiaans, Bretons, Catalaans, Catalaans (Valencia), Chinees, Deens, Duits (Duitsland), Duits (Oostenrijk), Duits (Zwitserland), Engels (Amerika), and Engels (Australië). A mouse cursor is positioned over "Chinees".

On the right side of the interface, there are two main sections. The top section is titled "Correcties" and "Herschrijven". It contains a card for "Probeer het uit met een voorbeeldtekst" (Inclusief spelling- en grammaticafouten) with a button "Een voorbeeldtekst invoegen". Below that is a card for "Controleer een Word-document" (Een .docx-bestand proeflezen) with a button "Bestand openen".

Languagetool.org

To help you correct or rewrite your texts

The screenshot shows the Languagetool.org interface. At the top left, the language is set to 'Nederlands'. The main text area contains the title 'Honden' and a paragraph: 'Vertroetel jij graag je trouwe viervoeter? Dan ben je aan het juiste adres. Onze eigen ontwikkelde producten van Optima+ werden op maat samengesteld en worden prima gemaakt door elke hond. Trakteer je hond op gezonde hondenbrokken en leg hem extra in de watten met lekkere snacks. Je vindt hier een uitgebreid aanbod hondenvoeding en verzorgingsproducten.' The word 'Vertroetel' is highlighted in purple. On the right side, there are two buttons: 'Correcties' and 'Herschrijven'. Below these, the 'Herschrijven' section is active, showing 'Alternatieve bewoordingen Vertroetel'. The first suggestion is 'Verwen' with a 'Verwen' button below it. The source is cited as 'Dutch LibreOffice thesaurus'. Below this, there is a section for 'Herschreven Zinnen (AI-suggesties)'. The first suggestion is 'Formeel' with a 'Formeel' button. The text below the button reads: 'Houdt u ervan om uw trouwe viervoeter te verwennen?'. Below this, there is another section for 'Herschreven' with a 'Herschreven' button. The text below the button reads: 'Wil je je trouwe viervoeter graag verwennen?'. At the bottom left, there is a status bar showing 'Tekens 364', 'Woorden 56', and 'Herschrijvingen 0/3'. At the bottom right, there is a red notification icon with the number '1'.

Nederlands

Opstaan Kopieëren Verwijderen

Correcties **Herschrijven**

Honden

Vertroetel jij graag je trouwe viervoeter? Dan ben je aan het juiste adres. Onze eigen ontwikkelde producten van Optima+ werden op maat samengesteld en worden prima gemaakt door elke hond. Trakteer je hond op gezonde hondenbrokken en leg hem extra in de watten met lekkere snacks. Je vindt hier een uitgebreid aanbod hondenvoeding en verzorgingsproducten.

Alternatieve bewoordingen Vertroetel

Verwen

Verwen

Source: Dutch LibreOffice thesaurus

Herschreven Zinnen (AI-suggesties)

Formeel

Houdt u ervan om uw trouwe viervoeter te verwennen?

Herschreven

Wil je je trouwe viervoeter graag verwennen?

Tekens 364 Woorden 56 Herschrijvingen 0/3

Languagetool.org

To help you correct or rewrite your texts



The screenshot displays the Languagetool.org web interface. At the top left, there is a language selector set to 'Nederlands' with a dropdown arrow. To the right of the language selector are three icons: a bookmark icon labeled 'Opslaan', a copy icon labeled 'Kopiëren', and a trash icon labeled 'Verwijderen'. Further right are two buttons: 'Correcties' (highlighted in blue) and 'Herschrijven'. The main text area contains the following Dutch text: 'Trakteer je hond op gezonde hondenbrokken en leg hem extra in de watten met lekkere snacks. Je vindt hier een uitgebreid aanbod hondenvoeding en verzorgingsproducten.' Below the text area, the status bar shows 'Tekens 166 | Woorden 25 | Herschrijvingen 0/3' followed by an information icon. On the right side, the 'Correcties' panel is active, featuring a cartoon character and the message: 'Geweldig! Geen fouten gevonden.' A blue checkmark icon is visible at the bottom right of the interface.

Nederlands ▾

Opslaan Kopiëren Verwijderen

Correcties Herschrijven

Trakteer je hond op gezonde hondenbrokken en leg hem extra in de watten met lekkere snacks. Je vindt hier een uitgebreid aanbod hondenvoeding en verzorgingsproducten.

Tekens 166 | Woorden 25 | Herschrijvingen 0/3 ⓘ

Geweldig!
Geen fouten gevonden.

Prowritingaid.com

Mainly for EN

- AI-powered tool that helps you write with confidence.
 - Grammar checking
 - Rephrase suggestions
 - Author comparisons
 - Sensory language analysis.
- Just like Grammarly, it has a Chrome Extension.
- Checks for readability, tone of voice, punctuation, business language, numbers, dates, inclusive language, creativity, citations,... (check the style guide or upload your own criteria).

Prowritingaid.com

Readability

Sentence Length

- Avoid using sentences of over words: ⓘ
- Avoid using sentences of less than words: ⓘ
- Avoid using very complex sentences: ⓘ

Passive Voice

- Avoid passive voice: ⓘ

[It was estimated > The builder estimated] five days to complete the work.

Tone of Voice

Formal Language

- Avoid informal language: ⓘ
He couldn't [figure out > understand].
- Avoid informal contractions (e.g. 've, 're, 's): ⓘ
[I'm > I am] fine, thanks.
I [gonna > am going to] stay.
- Avoid informal acronyms: ⓘ
Please answer [ASAP > as soon as possible].

Polite Language

- Avoid impolite phrases: ⓘ

[I hate this > I am not fond of this].

Prowritingaid.com

Clarity

Avoid sticky sentences ▼ ⓘ

Avoid using clutter words ▼ ⓘ

*The price has increased **[due to the fact that → because]** the demand was high.*

*This algorithm **[is capable of detecting → can detect]** errors.*

*We defer the discussion **[until such time as → until]** they fulfil our requirements.*

Prefer strong verbs over weak verbs ▼ ⓘ

*The new curriculum is **[having an effect on]** faculty and administrators. > The new curriculum is **[affecting]** faculty and administrators.*

Prowritingaid.com

Mainly for EN

The screenshot displays the Prowritingaid.com interface. At the top, there are navigation options: 'General English' (Language), 'General' (Document Type), and 'App Settings'. The main content area shows a document titled 'Why Invest in Svea Solar?' with several paragraphs of text. A sidebar on the right provides a summary of goals and improvements. The 'Goals' section shows an overall score of 84%, and the 'Improvements' section shows 88%. The sidebar lists several categories with their respective scores and progress bars:

- General: 84%
- Grammar/Spelling: 57% (Aim for zero mistakes in your work.)
- Style Score: 100%
- Style Guide Compli...: 100% (+ Create your own style guide)
- Sentence Length: 15
- Business Jargon: 0
- Readability Grade: 11

At the bottom of the sidebar, it shows '0 Accepted' and a gear icon for settings.

Exercise: put your AI text from one of the previous exercises or your own text in Grammarly, Prowritingaid or Languagetool for a grammar check.

Fact checking

How to fact-check AI-content?

- Keep it simple and just Google it to make sure your facts line up, your sources are verified and there's fewer risk on misinformation.
- If you want to use AI to fact check your AI, than go to:
 - Gemini
 - Perplexity.ai

Competitor & content analysis

Browse.ai

Evaluation

[Browse.ai](#) scrapes your website and those of competitors and monitors both of your keywords, structured data, SEO signals,... Free and paid version.



But of course, your trusted tools adapted as well

Ahrefs and AWR jumped on the AI bandwagon as well and invested in AI within their interfaces. Especially Ahrefs has made some investments for content, SoMe and SEO.

SEO & Content Marketing



Blog Post Ideas Generator

Brainstorm variations of ready-to-use, SEO-friendly blog post ideas to drive more traffic to your blog.



Blog Title Generator

Generate engaging, SEO-friendly blog post titles to inspire a wide range of traffic-driving content.



Content Idea Generator

Get inspiration for your next piece of content by generating a huge variety of creative ideas.



Image Alt Text Generator

Effortlessly generate descriptive alt text for your images using our AI-powered tool. Improve accessibility and SEO without a hassle.



Meta Description Generator

Craft informative, SEO-friendly meta descriptions for your articles quickly and easily.



Title Generator

Generate optimized titles for better search engine visibility with this powerful free title maker.



Video Script Generator

Instantly create compelling video scripts with our free AI tool. Effortlessly generate engaging content for your videos in minutes.

But of course, your trusted tools adapted as well

Social Media



Hook Generator

Add an irresistible hook to your writing and grab any reader's attention with this powerful free tool.



Instagram Bio Generator

Elevate your Instagram presence with our cutting-edge AI Bio Generator. Craft personalized, engaging bios effortlessly. Boost your profile now!



Instagram Caption Generator

Ideate a range of engaging Instagram captions to improve your social media performance.



Instagram Hashtag Generator

Boost your reach on Instagram and attract more followers and likes with the best range of hashtags.



Social Media Bio Generator

Generate the perfect bio to add to your social media profiles without any of the heavy lifting.



Social Media Caption Generator

Elevate your social media presence with our free AI Caption Generator! Instantly create engaging, catchy captions for your posts. Boost your content effortlessly.



Social Media Hashtag Generator

Boost your social media presence with our powerful AI-driven hashtag generator. Elevate your content for free, effortlessly. Try now!



Social Media Username Generator

Generate unique social media usernames effortlessly! Our AI-

But of course, your trusted tools adapted as well

Writing



Acronym Generator

Looking for an easy way to generate acronyms? Try our AI Acronym Generator today and streamline your workflow.



Grammar Checker

Elevate your writing with our free AI grammar checker. Effortlessly catch grammar, spelling, and punctuation errors, ensuring your content is polished and error-free.



Conclusion Generator

Instantly craft compelling conclusions with this user-friendly tool. Elevate your writing effortlessly.



Emoji Translator

Unlock emotions with our AI translator! Seamlessly convert text to expressive emojis. Communicate with feelings effortlessly.



Paragraph Generator

Get your writing process off to a great start by generating fully coherent, compelling paragraphs.



Paragraph Rewriter

Improve any paragraph's readability and rewrite it to make it sound more human-like with this powerful free tool.



Paraphrasing Tool

Quickly rephrase and reword any text for essays, articles, emails, and more.



Rewording Tool

Swiftly reword and rephrase sentences or paragraphs for posts, emails or articles.



Sentence Rewriter Tool

Enhance the quality and clarity of any sentence and improve its construction with this powerful free tool.

But of course, your trusted tools adapted as well

AI-generated stories are a type of dynamically updated content created by Bing through Gen AI. Bing utilizes this technology to generate stories that present concise information through text, images, video, and audio.

In AWR you can track the AI-generated stories using the Bing Universal search engine: Bing Desktop Universal for desktop searches and Bing Mobile Universal for mobile search results. You can add these search engines for monitoring from the Project Settings > Search engines section.

The screenshot shows the Advanced Web Ranking (AWR) interface. The sidebar on the left contains navigation options: Projects, Ranking, Keywords, Distribution (IMPROVED), My Sites, Top Sites (highlighted), Search Engines Comparison, Competitive Intel, Difficulty, Visibility, Forecasting, Trends, Page Experience, Google Data, Reports, and Alerts. The main content area shows search results for 'what is cubism' on Bing US Desktop Universal. The search results are displayed in a table with columns for Position and URL. The results include a Direct answer, a top result from Wikipedia, and a section titled 'AI-generated Stories' which is highlighted with a red box. This section contains three results: Merriam-Webster, BBC, and Britannica. Below this section is a 'People also ask' section with one result from Britannica.

Position	URL
	Direct answer ⓘ
1	Cubism ⓘ https://en.wikipedia.org/wiki/Cubism
2	AI-generated Stories 3
2	Cubism Definition & Meaning - Merriam-We... merriam-webster.com ⓘ https://www.merriam-webster.com/dictionary/cubism
2	What is Cubism? KS2 Primary - B... bbc.co.uk ⓘ https://www.bbc.co.uk/bitesize/topics/ztw2p9q/articles/zmncdnb
2	Cubism Artists, Characteristics, & Fact... britannica.com ⓘ https://www.britannica.com/art/Cubism
3	People also ask 3
4	Cubism Artists, Characteristics, & Facts Britannica ⓘ https://www.britannica.com/art/Cubism

Tool overview

Tool overview

- Grammarly: <https://www.grammarly.com/>
- ProWritingAid: <https://prowritingaid.com/>
- LanguageTool: <https://languagetool.org/>
- Google Translate: <https://translate.google.com/>
- DeepL: <https://www.deepl.com/>
- Microsoft Translator: <https://www.microsoft.com/en-us/translator/>

Tool overview

- Jasper: <https://www.jasper.ai/>
- Frase: <https://frase.io/>
- Copy.ai: <https://www.copy.ai/>
- Wordtune: <https://www.wordtune.com/>
- Semrush: <https://www.semrush.com/>
- Ahrefs: <https://ahrefs.com/>
- Parse.ly: <https://parse.ly/>
- Chartbeat: <https://chartbeat.com/>



Thank you!

Find out more:

antsconnect.be

linkedin.com/company/ants-connect

facebook.com/AntsConnect

