SEO Blog Marketing

ChatGPT vs. Mensch in SEO Blog Marketing

Scientific findings

BUSINESS WHITE PAPER

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Introduction

In today's digital world, effective and efficient marketing is essential to succeed in such a competitive environment. Especially in the B2B sector, SEO blog marketing has proven to be an extremely powerful strategy to help companies reach their target groups and achieve long-term growth.

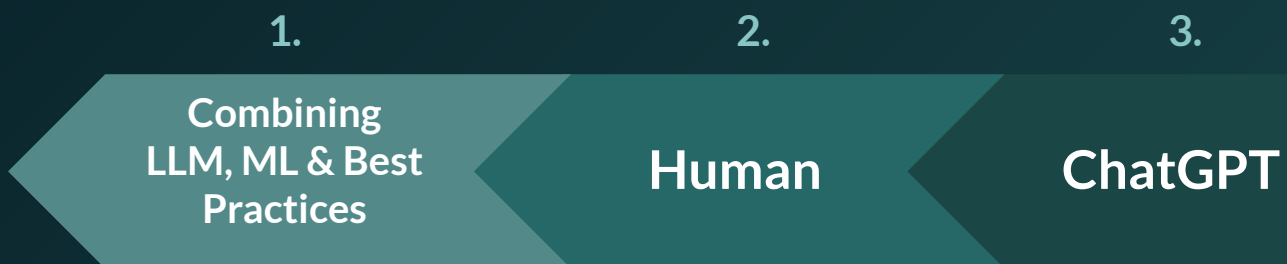## How is marketing changing in the age of artificial intelligence?

Content and blog marketing will change significantly over the next few years. If companies want to remain successful in the market, they must face up to the new opportunities and challenges. New technologies such as artificial intelligence bring risks, but also offer numerous new perspectives. However, one thing can be learned from history. Companies that do not keep pace with a changing environment will disappear in the new market.

The future belongs to those who recognize the opportunities before they become obvious

Oscar Wilde

Results

How are the best SEO results achieved?

1.	2.	3.
Combining LLM, ML & Best Practices	Human	ChatGPT

Which strategy has the best cost-performance ratio?

1.	2.	3.
Combining LLM, ML & Best Practices	ChatGPT	Human

Blog posts that were only generated with ChatGPT without machine learning (ML) trained on SEO achieved below-average SEO performance. In contrast, blog posts written by humans were displayed more frequently via search engines. This content achieved a higher average position on the search results page.

Content trained on blog posts with very good SEO results by a ML trained and then generated with large language models (LLMs) performed significantly better than average compared to ChatGPT and humans.

About me

I founded a startup a few years ago, so I know the challenges from my own experience. Running a successful blog is extremely time-consuming and very costly. With artificial intelligence, we will solve this problem in the future so that every company can optimize the benefits of SEO blog marketing. Higher visibility, more customers, without additional effort.

David Theobald

As a technology enthusiast, I am excited about new possibilities that will make our work easier in the future. For many years now, I have been working on machine learning and large language models that can be used to generate texts that are very similar to those written by humans. In my master's thesis, I compared AI-generated and human-written blog posts. In this business white paper, I would like to share my findings with you.

Why successful companies trust in SEO and blog marketing

Content on the Internet is usually accessed via search engines. In this context, blog posts have a key role to play in promoting a company's website. For this reason, SEO and blog marketing are the biggest drivers for increased visibility. A blog post engages potential customers, promotes interaction and sales, shares expertise and maintains a connection with the target group.

Blogs are considered a trustworthy source of information. They provide potential customers with important information. A blog post therefore helps a company to promote its products with content that is of interest to the target group.

68% of the online experience starts with a search engine

53% of website traffic is generated via organic search

2X more sales are generated through organic search

55% more website visitors by running a blog

Why successful companies trust in SEO blog marketing

Thanks to blog marketing and SEO, companies can improve their visibility in search engine results and drive more visitors to their website. The advertising effects of blogs can be measured with the help of analysis tools. This allows direct conclusions to be drawn about the increase in sales or other KPI.

Companies that have not yet implemented search engine optimization will no longer have any visibility

Google processes more than 8.5 billion search queries per day

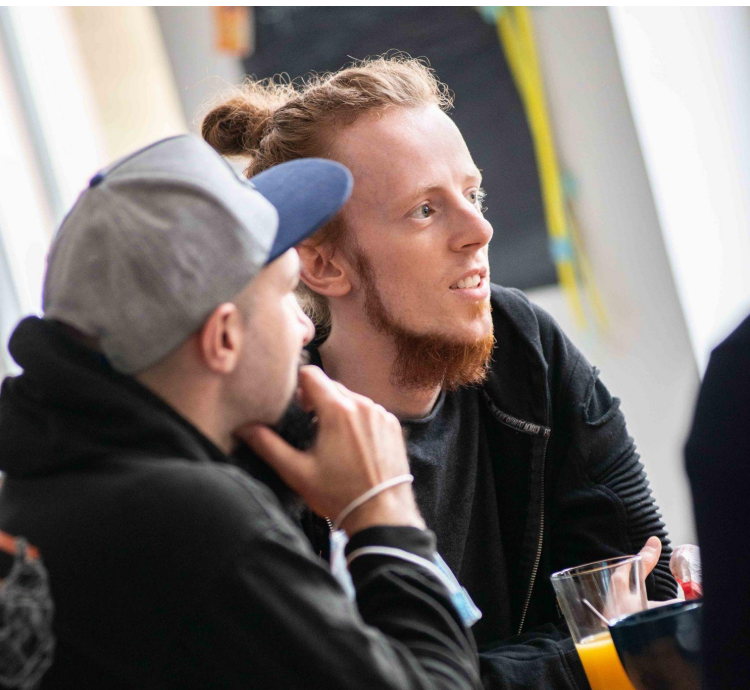90 % of B2B buyers research potential purchases via search engines

51 % of smartphone users have discovered a new product via search engines

Only 10% of all websites achieve organic traffic via search engines. This means that your SEO needs to be on point.

The challenges of startups and SME in blog marketing

One of the biggest challenges is the lack of resources, which in turn makes customer acquisition more difficult. Startups, small and medium-sized companies need to allocate their resources efficiently. It is well known that an inadequate customer acquisition strategy is one of the most common causes of business failure. Due to limited resources, it is important to evaluate which marketing strategies for customer acquisition are economically viable.

The lack of resources as the biggest challenge in blog marketing

For most companies, the cost efficiency of a digital marketing strategy is the most important decision factor. Barriers to entry such as limited expertise or high entry costs also play an important role. Training existing employees or hiring new ones is just as costly as hiring external freelancers or agencies.

The challenges of startups and SME in blog marketing

1. Limited resources

2. Lack of expertise

3. Measuring return on investment

Many companies do not have the necessary expertise and experience in blog marketing. Planning and implementation requires specialist knowledge in copywriting and search engine optimization, as well as the measurement of KPI.

However, the competition for search engine attention is becoming increasingly difficult. In order to be among the top 10% of websites that are displayed via the search engine, proven best practices must be implemented.

At the same time, artificial intelligence is increasingly entering the everyday lives of companies. The company OpenAI recently attracted a great deal of attention worldwide with ChatGPT. ChatGPT can be used to generate fully automated texts that are almost indistinguishable from human-written texts. This development offers absolutely new opportunities that can also be used in customer acquisition.

How your company can also benefit from AI-generated blog posts

94% cost savings in content marketing

Automated content production

50% more website visitors

Intelligent keyword recherche

Continuous optimization of content

Real-time SEO auditing

Research on ChatGPT vs. human in SEO blog marketing

Tools such as ChatGPT often generate surprisingly high-quality texts that look similar to texts written by humans. The question, however, is what impact they have in the context of SEO.

20
Blog posts

In total, SEO data was collected from 20 different blog posts, 10 AI-generated and 10 human-written.
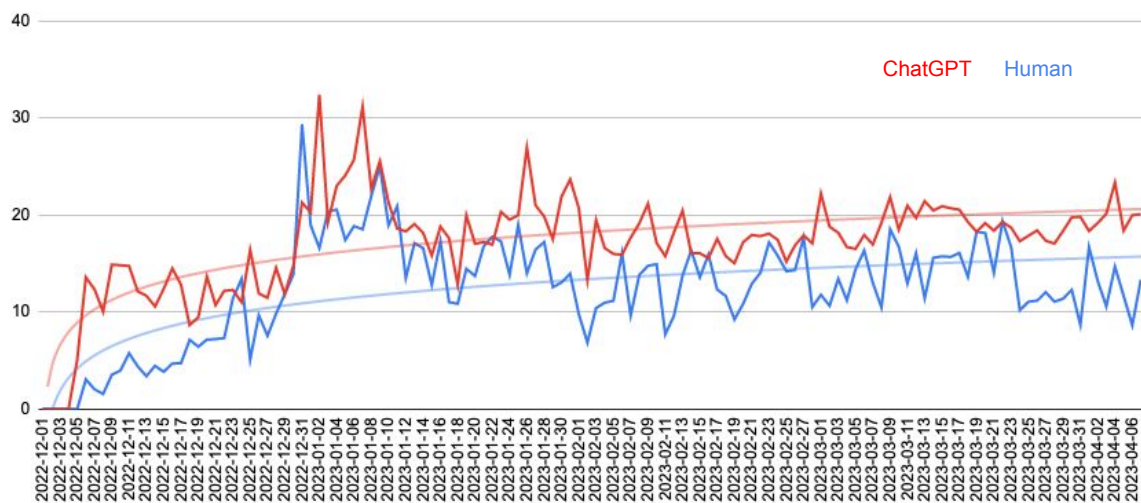
04
Month

SEO data on all blog posts was collected over 4 months using Google Analytics and Google Search Console to measure performance.

06
SEO metrics

All blog posts were compared in the following 6 key figures: Impressions, clicks, click rate, average position, working time and costs.

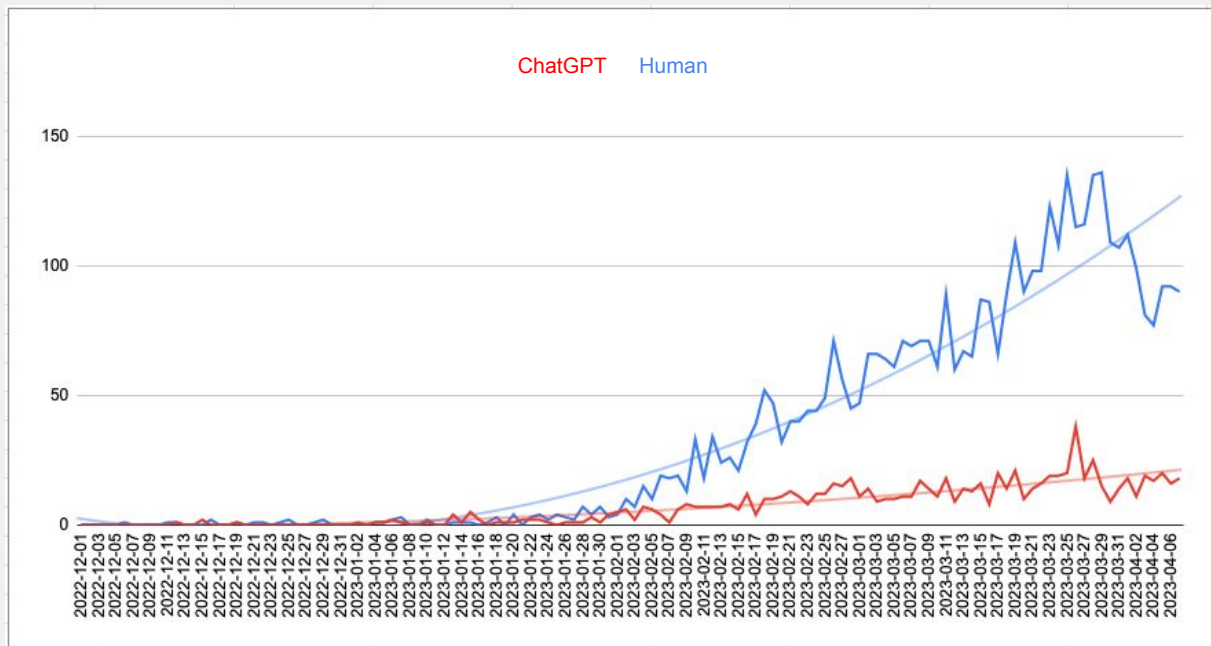## Average position on the Google search engine

The average position on the search engine indicates where a blog post is displayed on the search engine results page. Position 1 is the very first position displayed on the results page. The higher the position, the better. Only 5.7% of all websites on the Internet make it to the top 10 search results. The average period for this is 2 years. After 4 months, the tracked blog posts written by humans reached position 16 on average, while the blog posts generated by ChatGPT reached position 21.

Impressions on the Google search engine

Impressions indicate how often a blog post is displayed on the results page of a search engine and can therefore potentially be seen by users. The blog posts written by humans were displayed more frequently via the Google search engine and achieved more impressions than the posts generated by ChatGPT.

Clicks via Google search engine

Clicks are generated when users click on a search engine result of a search engine and are redirected to the website. Blog posts written by humans have achieved better results than those from ChatGPT.

The click rate can be calculated from the impressions and clicks. The average click-through rate in SEO is 2% and can therefore be used as a benchmark. The click-through rate of blog posts written by humans was 3.68% on average, while the click-through rate of blog posts generated by ChatGPT was only 1.27%, which is a below-average result.

Time

Human

$\varnothing$ **5 Stunden**
/ blog post

ChatGPT

$\varnothing$ **7 Minuten**
/ blog post

Costs

Human

$\varnothing$ **300€**
/ blog post

ChatGPT

$\varnothing$ **0,80€**
/ blog post

0,30€
/ click

0,002€
/ click

In order to create blog posts in the traditional way, the necessary resources must be mobilized. Either your own employees can write blog posts or an agency or other service providers or freelancers must be hired to do so. This costs time and money and, depending on the quality, can take longer and be more expensive.

ChatGPT has not yet been able to beat the human author in the context of SEO. However, it is easy to realize that generation with ChatGPT costs significantly fewer resources. For many companies, it can therefore make sense to generate blog posts using ChatGPT. If you calculate the cost per click, ChatGPT blog posts achieve a CPC (cost per click) of €0.002.

Conclusion

Why ChatGPT alone is not enough ...

ChatGPT is a huge language model that can generate texts for various use cases. However, it is less specific and not optimized for specific use cases. It cannot perform qualitative research on SEO keywords, nor is it trained to create SEO optimised blog posts. Findings from previous and this study show that humans still achieve better SEO results compared to blog posts created using ChatGPT alone.

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