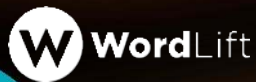


# How to Use LLMs to Better Support Marketing Functions



ColosSEO Meetup

October - 2023



# ...I am an SEO



@CYBERANDY



# ...I am a CEO



@WORDLIFTIT



# We Are

a **Generative AI platform** that helps companies **increase revenues** and audience engagement by **automating SEO** and **digital marketing tasks**.

FARFETCH



enel x

DOLCE & GABBANA



Raptive



THE LEVEL GROUP



# Unexpectedly fun!



Rome - June 2023

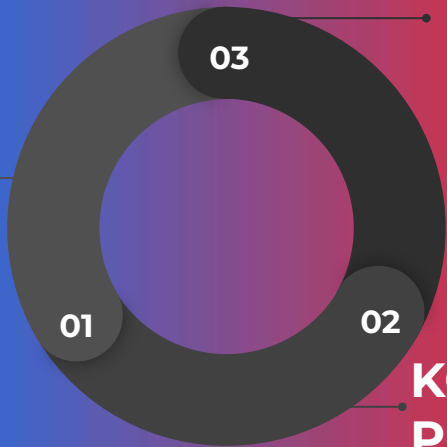


**You are all  
amazing!**



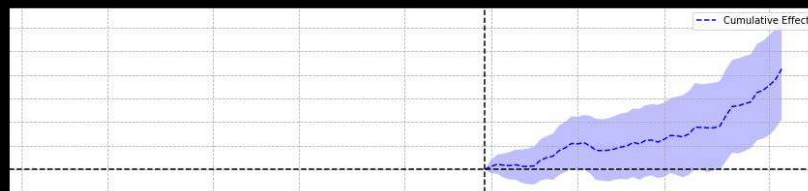
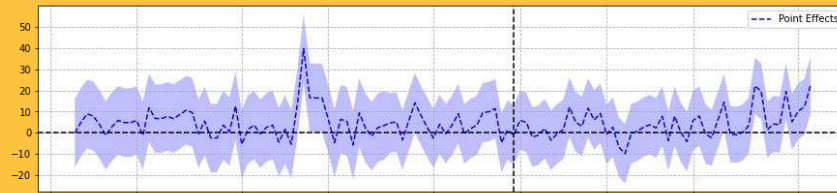
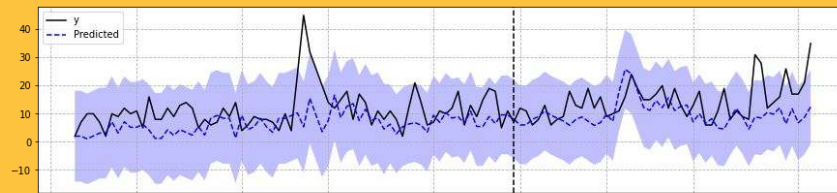


Idea



Review /  
Improve

KG/  
Prompt



- **+43%** on clicks
- **≈ +30%** on the sales

**1.000**  
**completions**  
**Per minute**





**SEO**

Renaissance



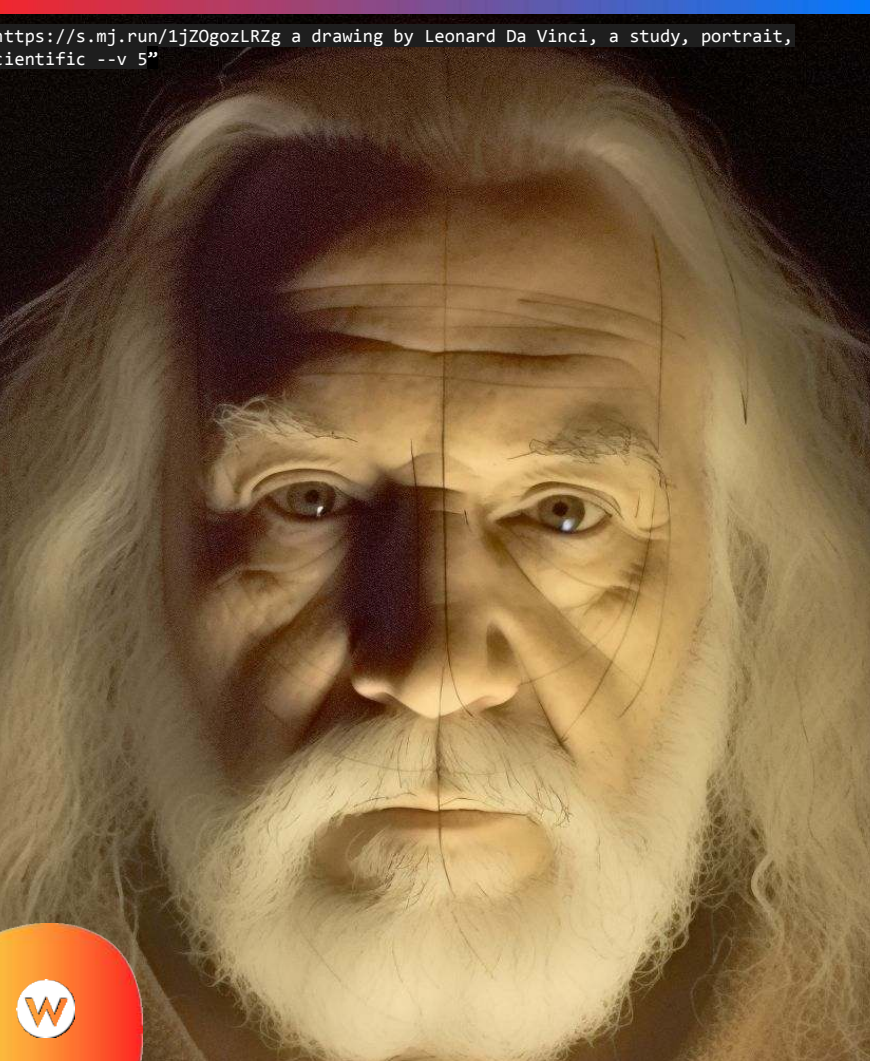
or...

**SEO**

Disruption



In a post-ChatGPT society



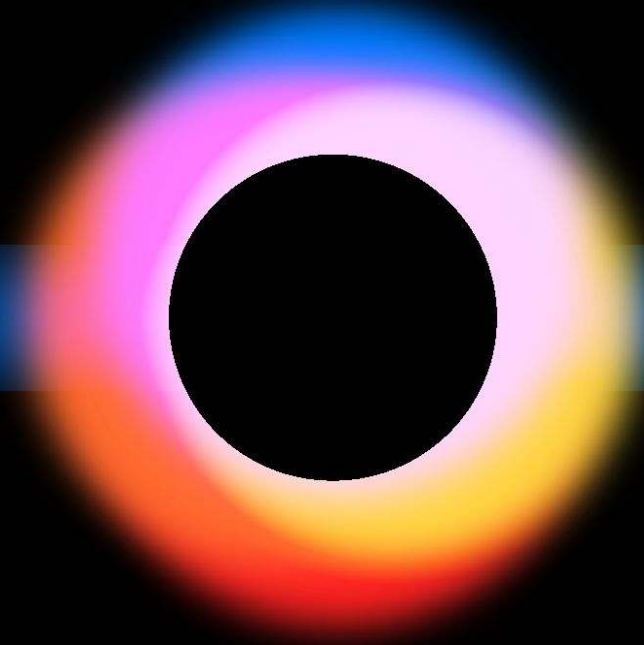
“ By design, all transformers hallucinate to one degree or another.”

”

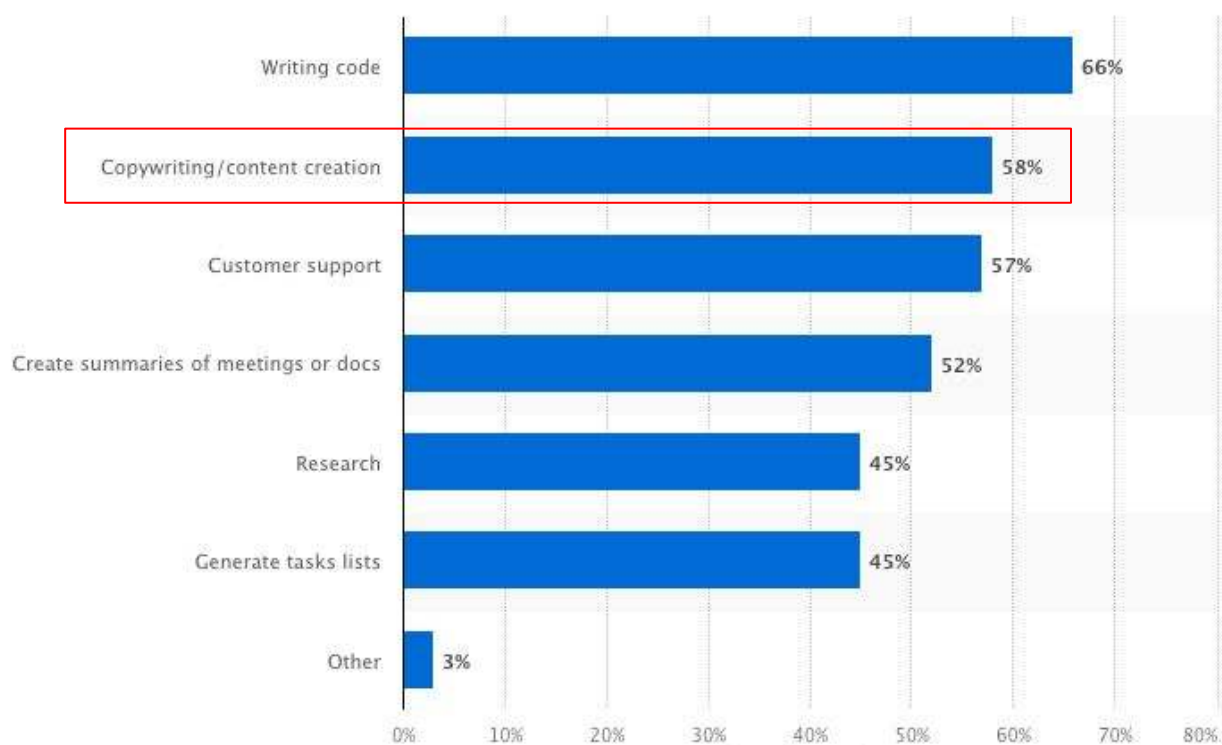
Grady Booch

“ They create nothing; they may make syntactic connections that are surprising, but they generate no new semantics.”

# The Need for AI Ethics



# Most common tasks that employees in the United States complete using ChatGPT as of February 2023





# RISKS

HALLUCINATIONS

BIDS

CONSENT

SECURITY



# STRATEGIES

EXPLAIN

EDUCATE

AUDIT/MEASURE

VALIDATE



“ *Life or Death: AI-Generated Mushroom Foraging Books Are All Over Amazon; Experts are worried that books produced by ChatGPT for sale on Amazon, which target beginner foragers, could end up killing someone.* ”



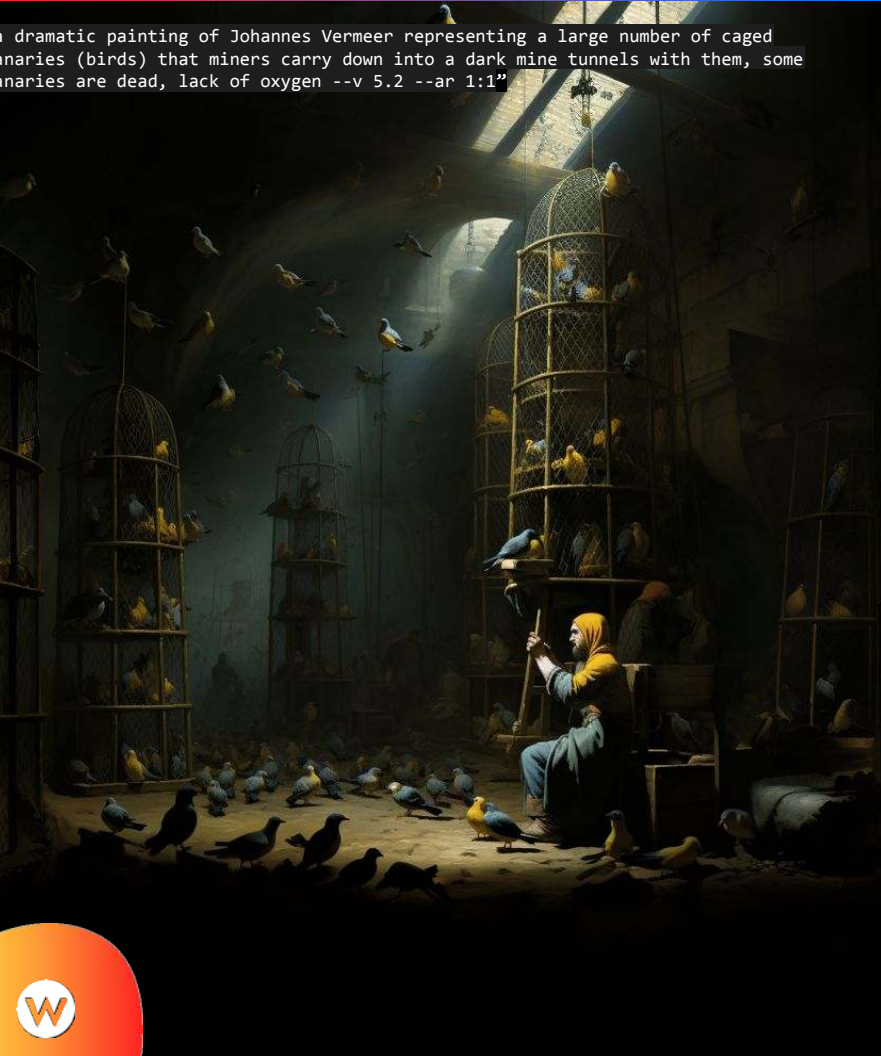
SnoozeDoggyDog  
r/singularity

**ALL FUNGI ARE  
EDIBLE.  
SOME FUNGI ARE ONLY  
EDIBLE ONCE.**

Terry Pratchett



A dramatic painting of Johannes Vermeer representing a large number of caged canaries (birds) that miners carry down into a dark mine tunnels with them, some canaries are dead, lack of oxygen --v 5.2 --ar 1:1



“ I can pay my rent with just one cover, and **we're seeing that already disappearing [...]**

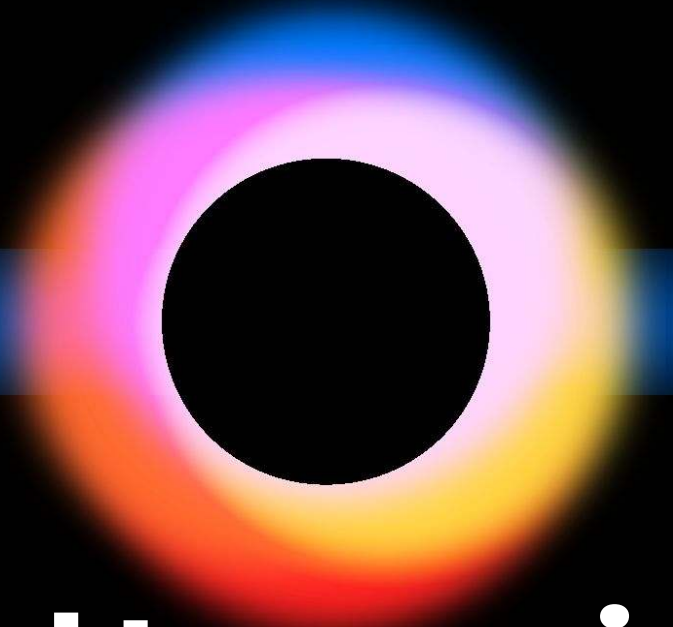
We're **just the canaries in the coal mine.** ”

Kelly McKernan

(an independent artist)

From Nashville, Tennessee - USA)

**...Back in 2021**



**I started to experiment with  
Diffusion Models**



# LESSONS LEARNED

1. WHAT AN AI SYSTEMS KNOWS  
ABOUT ART?
2. HOW DOES IT SEES OUR  
WORLD?
3. DOES IT VIOLATE COPYRIGHT?
4. HOW CAN I TRAIN IT ON  
PREVIOUSLY UNSEEN  
ARTWORKS?
5. WHAT IS PROMPT  
ENGINEERING?
6. IS THIS ALSO SEO?

# Building Ethical AI > ⚠️ HUGE CHALLENGE

AI IS A LIAR (BIASED, RACIST, DUMB, ...)

LACK OF AI ALIGNMENT

EXPECTATIONS ARE UNCLEAR

DATA IS DISTRIBUTED BUT DISCONNECTED

BONUS SLIDE



# Learnings

1. SEOs are becoming **data philosophers** we have multiple roles to play
2. We all need to build **Ethical AI Systems**. It's an imperative.
3. We start with a **data fabric** (and a **KG**). Our data, our content and the unique messaging are **as essential as the LLM**.
4. At the hearth of a **successfull AI-generated user experience** (as for apps and websites) lies a **robust content model** and **solid Information Architecture** (IA).
5. **Engaging creators** and stakeholders **from day one** is crucial.

**Grazie!**







# References

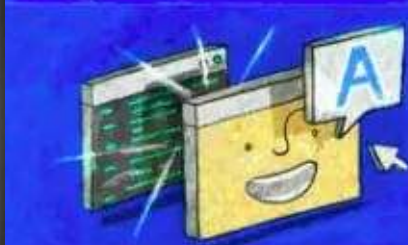
1. [Fine-tuning GPT 3.5 for SEO](#)
2. [Neuro-symbolic AI: Where Knowledge Graphs Meet LLMs](#)
3. [Knowledge Graphs In-Context](#)
4. [LLM-Powered Autonomus Agent](#)
5. [\[colab\]WordLift Reader for LlamaIndex](#)
6. [From classic to modern era: what is a dialogue by Teodora Petkova](#)
7. [AI is like an Iceberg by Tony Seale \(a survival guide\)](#)
8. [LLM Ontology-prompting for Knowledge Graph Extraction by Peter Lawrence](#)





[www.seppevandenbergh.com](http://www.seppevandenbergh.com)

THIS IS SEPPE VAN DEN BERGHE



THIS IS SEPPE...THE AI MODEL



**CREATORS RETAIN OWNERSHIP  
OF THEIR WORK.  
THEY HOLD THE POWER TO  
CONTROL HOW THEIR  
CONTENT, VOICE, IMAGE, AND  
OTHER INTELLECTUAL ASSETS  
ARE USED—AND DESERVE FAIR  
COMPENSATION FOR  
AUTHORIZED USAGE.**