You might think that Google hates AI content.

They have an entire section on it in their spam policies page, but the keyword that often gets missed is spammy.

In fact, I think they love AI content when it's used in a very specific way.

I'm going to prove it to you by ranking number one in Google, surpassing some of the biggest sites in the world using just AI content.

In fact, I'm going to do it in less than an hour starting now.

All right, so the way we're going to rank number one is to go for a keyword, but there's a featured snippet and the only real thing you need to qualify for a snippet is to rank in the top 10 for that keyword.

So let's go and find those keywords.

I logged into my free HR Webmaster Tools account, went to the organic keywords report and set a couple filters to find featured snippet opportunities.

And after a minute of work, I had over 7000 keywords to choose from.

OK, so my game plan is to Google some of these keywords and then to choose one where I, I think the current snippet can be improved.

And then I'm just going to make some minor edits to our post using content generated by ChatGPT.

And so I'm thinking like 15 minutes of work Max.

And then from there, it's just a waiting game to see if Google thinks that our page deserves to rank number one.

My hopes were high and spirits were even higher, but it was then that I remembered what happened the last time I tried this.

There's a hole in my plan.

The last time I tried to make small edits and shortcut my way to #1 it didn't work.

And basically I had to rewrite that entire article to win the snippet, which, by the way, Google referred to as Epic tips.

Anyway, I obviously don't have enough time to do a full rewrite, nor do I trust Chat Sheet BT to do a full rewrite, and more than anything else, I just really don't want to make the same mistake again.

My stress levels were on the rise and with time ticking away and no hope insight, it felt like I was on the express train to fail town.

But after a moment of success, 2 questions popped to mind that would set me on the right track.

OK, So what if last time actually wasn't a failure, but rather I didn't give Google enough time to give credit to those small changes I've made?

And what if?

What if rather than optimizing for one keyword, I did it for a whole bunch until my time ran out?

I've got to try.

So back I went to the organic keyword support to choose my keywords.

And because there were 7000 to choose from, I made a few rules for myself.

Rule #1 Our blog post needs to be a good match for the query.

For example, this page ranking for Create an Affiliate program is a perfect match for the keyword.

Our Affiliate Marketing for Beginner's guide isn't so disqualified.

Rule #2 The page that owns the snippet has to have a similar or ideally higher level of authority than our website.

And that's because people love to comment with things like.

This is never going to work for 99% of websites.

HS has one of the highest domain authority.

It's worth mentioning that Atrefs has high domain authority.

Yeah, we do, but so do all our competitors, including Wikipedia that has a Dr.

96.

And yeah, I'm definitely going after Wikipedia.

We have ADR 91 in case you're wondering.

And rule #3 our pages can't have ranked recently in the featured snippet for an extended period of time.

So again, for page rank, the last time we had and held the snippet was like 7 months ago.

This way I'll know that a sudden #1 ranking for a sustained period of time would have been because of my work and not luck.

So after 15 minutes, I'd chosen 10 keywords to go after.

It was time to call follow my team of writers and by writers I'm talking about ChatGPT.

All right, So the first keyword I have is marketing funnel.

And it looks like Hot Jar owns the snippet here.

And it's clearly a definition or paragraph snippet.

So I'm actually going to copy this definition and go to ChatGPT.

And I'm going to say I want to win the featured snippet for the query marketing funnel.

Hot Jar currently owns it with this definition and paste this the definition from our page and I'll copy and paste that into our chat.

Now make ours better.

And I couldn't believe the definition it gave me.

The definition's like a full blog post.

No one wants to know this.

This is terrible.

I thought this would be a home run win.

I even planned to scale this to the 7000 plus eligible keywords on our blog.

We get a vertical spike in traffic.

I'd share it on our YouTube channel and everyone would subscribe because they know that this is the place to learn digital marketing.

But all my dreams shatter from a single prompt.

And a single prompt is the very reason why this didn't work.

OK so I remember reading an Open AIS API documentation about system roles and I can't find the exact snippet here, but just look at the code samples.

They all define a system role like you are a helpful assistant, a personal math tutor, or an HR bot and you have access to files to answer employee questions about company policies.

Now, I'm not an AI expert or an engineer, but what I think a system role does is it adds context and expectation to a company conversation.

Like what makes a featured snippet good.

ChatGPT and I, we've got to align ourselves here so that we're playing from the same playbook.

And once we're on the same page, it's only then that I can ask for a snippet optimization and expect something may be decent.

So in an attempt to set context and expectations, I asked ChatGPT to tell me the different types of Google Featured snippets, and the first two types were exactly what I wanted to optimize for.

I decided to start with definition snippets.

So I asked it what makes one definition snippet better than the other, and ChatGPT outlined a checklist of criteria.

Now, because I agree with most things said, I didn't ask for modifications or provide any further suggestions.

I needed to start editing these posts because I was racing again, so I gave it my first target keyword, the content from the snippet, and their entire pages content for additional context.

I also told them my goals, gave it our full content and asked why Hot Jars is better than ours based on the criteria we established before and the justification was decent.

Now it was the moment of truth ChatGPT.

Can you rewrite my definition to be better than Hot Jars?

Explain why it's better using our seven point criteria as support and with only 35 minutes remaining, I saw something unfamiliar hope all right, so this still isn't perfect, but it's way better than what we had before and it's actually working off the framework which I can reuse for all of the other keywords that I chose.

So I'm going to fine tune this definition with chat TBT and then we're going to try and blitz through the rest of the keywords we were off to the races.

I told chat TBT to shorten our definition, I gave it some complimentary images that will be used in our post, and I asked it to use simpler language.

And while it would have been way faster to just manually edit the definition myself, I was on a mission to prove that Google actually loves AI content when it's used to improve clarity and user experience.

All right, so I'm done the first feature snippet and I feel like there's some chemistry now.

And so I'm going to go and try and finish off the rest of the 9 feature snippet optimizations, ChatGPT and I optimize snippets for the query page rank, SEO tips, SEO versus SCM, and more.

We were like 2 peas in a pod and with less than 3 minutes remaining it was time to call.

OK, so I did 9 out of 10 snippet optimizations with AI that I'm pretty happy with.

So all we can do now is wait.

And we didn't have to wait long.

With just one day passing by, it happened again.

Yes, I got my first snippet for SEO versus SEMI was on an SEO high and there was nothing that could bring me down.

I went to bed thinking of what might happen over the weekend.

Will Google add me to their SEO starter guide page?

Will they issue me a trillion dollars in stock?

All I knew is that whatever was coming my way would be well deserved.

And before I knew it, it was Monday, December 11th.

I logged into my HFS account, went to my rank tracker project, and it was gone.

I lost the snippet.

And the whole point of this wasn't just to win it, and it was to win and hold it for a sustained period of time.

So we are back at square one with less than 3 minutes on our time.

They needed a break.

The next day came, then the next, and the next, but nothing.

I knew something was missing, but I couldn't quite put my finger on what.

So as a final attempt I went back to Google and search for SEO versus SEM to see what could be missing.

OK so this is going to sound like a complete conspiracy SEO type theory but just stay with me here.

So I noticed that the SERP is still showing the old date and that's because I didn't change the updated date in the post considering it was a super minor edit.

So I think I have like 3 minutes left from my original hour.

So I'm going to just change the updated dates to the time the posts were changed.

No bumping to the top of the blog or anything like that, literally just going to change the dates.

So I did that with the 9 posts I updated and submitted most of them to Google search console for indexing.

My time bank had officially hit 0, and two days later I'd learned that my conspiracy SEO theory may not have been as crazy as I had originally thought.

OK, so it's December 15th and I think something's happening.

So our share of voice had a noticeable bump for our featured snippet keywords, the most notable movement being for the keyword page rank.

And yeah, it's not a #1 ranking, but I feel like something's brewing here.

And as crazy as it might sound, I think it has to do with changing this tiny little part, which by the way, has nothing to do with the quality of the content.

Was that going crazy?

I sure felt that way.

So I had to get to the bottom of this and I knew just the person to call to find out if I was crazy or if there was something happening under the surface.

OK, so when I changed the definition for the page rank article and Google recrawled the page, nothing really happened in terms of like a booster rankings.

But when I changed the last updated to date and nothing else when you jump like 3 positions.

So do you think that the date change had anything to do with this boost?

Maybe there's a lot of SE OS that believe if you update the date, it's going to help.

I think it probably triggered another system, maybe the featured snippet system, you got a better answer and it's trying to rank you higher.

Some of those processes are delayed a little bit.

So I think that's a little more likely.

So you're saying there's still hope to win the snippet?

There's always hope.

Fire inside of me was reignited and I knew it was just a matter of time before we'd see success.

But with the holidays just around the corner, I decided to take some much needed time off.

I sang carols with the family, exchanged gifts, and rang in the new year with a delicious burrito.

And before I knew it, I was back in the office on January 3rd checking our rankings.

I did it.

I can't believe I did it.

All right, so I got the snippet for SEO versus SEM, and I got the snippet for keyword cannibalization.

Also, we went up from position 6 to position 3 for the keyword page rank.

So we're holding it, and we're really not that far off from overtaking Wikipedia.

But I quickly realized that the battle wasn't won because at least one of our keywords needed to hold the number one ranking position for an extended period of time.

Days went by and we lost the featured snippet for keyword cannibalization, but we were still going strong, holding the snippet for SEO versus Sen, and more importantly, our total share of voice was at a sustained new level.

Something was happening.

Then on January 9th, the unthinkable happened.

Yo, I just outrank Wikipedia.

And by the end of the month, I hit peak adrenaline, winning three out of nine featured snippets using just AI content.

Now As for the keyword SEO versus SEM, we held a number one position for well over a month.

And the last time this happened was nearly a year ago.

And the same happened for Page rank with a tiny bit more volatility.

By the time we were halfway through February, we were holding the snippet for three keywords, marketing funnel, SEO versus SEM and Page Rank.

OK, so we are at the end of February, and it's safe to say that this is a whip, but I want to show you something even crazier than ranking number one for a few keywords.

So I was tracking the 9 URLs I was working on in a dress.

And just look at the massive total traffic boost.

Even with just these tiny optimizations, we've got an estimated over 10,000 more monthly visits from search.

This is amazing.

But then I realized that maybe I hadn't proven anything.

I mean, did the ranking increase come from changing the dates?

Did we just look out from some algorithm update?

I knew that the only way to prove that Google loves AI content was to switch it back to the original human written content.

So I went to archive.org, paste it in one of our URLs, but they didn't have a snapshot of our page when I made the changes.

So I checked in HR page inspect.

Oh my goodness, there's so many dates to choose from.

I chose the date right before I made the changes to this page.

I scrolled down and immediately saw the original version there.

So all I had to do was copy and paste this into WordPress and hit the update button.

Then I submitted it to Google Search Console, rinse and repeat for the other pages, and

we're back to the waiting game.

But I didn't have to wait long.

All right, so it's only been like 3 hours since I submitted for indexing in GSC, and we already lost the snippet for SEO versus SEO.

And let me remind you, we held that snippet for like 2 months straight.

And a few hours later, we lost the snippet for Marketing Funnels and Page Rank.

Now, while I may have proven that the AI content snippets beat our human written snippets, it doesn't exactly mean that Google loves all content created by AI tools.

Clearly, Google loves what the user loves, and when a user searches for informational content, they want simple, clear and concise information, which AI just so happens to be good at creating, probably better than humans.

So rather than creating spammy AI content, risking getting D index and losing a large portion of your business in the name of scale, focus on clarity.

And AI may just be a good assistant for that.

If you want to see how to do that, go and watch our video where I ranked number one for a super competitive query in under 24 hours.