

157. How to Get Your Business Found in AI Search Results with Julia Bocchese

Speaker: [00:00:00] Someone, let's say your dream client is sitting on her sofa tonight. She's got a problem. Maybe she needs a business coach or a web designer, or whatever it is that you do. She's ready to hire and she opens up chat, GBT and types, who's the best blank designer, coach, whatever for this problem that I have, and your name is nowhere on the list.

Not because you're not good. Not because you haven't been working hard or don't have a website, but because the internet specifically AI doesn't know that you exist yet. You might be familiar with SEO or search engine optimization, and I've talked a lot about that in on my podcast in past episodes. The problem is that now people aren't necessarily searching on Google as much as they used to.

They're turning to AI tools like Chat, GPT, or Claude or other AI platforms. When even when you search Google results from Google's AI platform, which is Gemini, [00:01:00] now pop up first. So it's really important now to not only optimize your website for search traffic, but also for answer engine traffic. That's what today's episode is all about.

My guest is Julia Boi. Julie is a search strategist who helps businesses get found online and attracts the right clients through search engines and now through answer engines like Chachi, BT or Claude. She's the founder of Julia Renee Consulting, and she's here to break down something called a EO and GEO, which sounds a little like a law firm, right?

But it's not. This is literally about getting your business found in a world where AI is doing more and more of the searching. So let's get into it.

Janice Hostager: Hey

Julia Bocchese: Hey Julia, welcome to my weekly marketing. Yeah, thanks so much for having me.

Janice Hostager: So, we've all

Julia Bocchese: we've all kind of gotten used to

Janice Hostager: SEO

Julia Bocchese: right? Mm-hmm.

Janice Hostager: have learned about search engine optimization and I've talked a lot about it on the [00:02:00] podcast,, but today we're

Julia Bocchese: We're.

Janice Hostager: a EO and GEO.

And I know this sounds like alphabet soup to my listeners, what do they stand for? Why do people need to be paying attention to these?

Julia Bocchese: Yeah, so a EO is answer engine optimization. GEO is generative engine optimization. I usually just say AI search, because yet no one knows what all these different acronyms mean, but it's all related to how you're showing up on the AI platform. So. Ones like Gemini or Perplexity or Chachi, bt. So when people are searching for the types of services that you have, the products or content that you're creating, that way you're getting recommended by them.

So there's a lot of overlap with SEO, but there are a little bit of some nuances and differences too.

Janice Hostager: Okay. Okay. Do you

Julia Bocchese: Do you think that.

Janice Hostager: is something that should do instead of SEO, or do you think we should continue to do SEO as well?

Julia Bocchese: Yeah, so you can't have AI search without [00:03:00] SEO because there is so much overlap. So definitely like don't try to ignore your SEO. Also, Google's not going anywhere at all. It's continuing to grow. People are still using Google in addition to when they use like Che BT or something. They're just using them kind of in, in different ways or for different types of searches.

So definitely don't neglect your SEO because, and I would say. Way more people are still using Google and kind of are a bit slower to adapt to like chat two BT, and Gemini when

they are searching for services and things like that. So it's something that's growing, but it's definitely has not taken over Google.

So you do need to make sure that you are focusing on your SEO as much, if not more than all your AI search strategies as well.

Janice Hostager: And, you

Julia Bocchese: you know,

Janice Hostager: don't know about most

Julia Bocchese: people, but I turn

Janice Hostager: AI

Julia Bocchese: AI

Janice Hostager: probably

Julia Bocchese: probably as much I

Janice Hostager: Google

Julia Bocchese: mm-hmm.

Janice Hostager: And I

Julia Bocchese: And I think that's not

Janice Hostager: And

Julia Bocchese: mm-hmm.

Janice Hostager: Google something, we're

Julia Bocchese: We're get results from. Mm-hmm

Janice Hostager: ai tool.

Julia Bocchese: [00:04:00] Yeah.

Janice Hostager: So

Julia Bocchese: AI is changing, so. Mm-hmm.

Janice Hostager: What do we as business owners really need to be paying attention to, first of all?

Julia Bocchese: Yeah, so definitely trying to stay up with all of the train changes as you're able to because it is changing really fast. It's still something that is kind of like people are figuring out and, you know, sorting out for themselves. I would say at kind of the core of it. Similar with SEO, you do wanna make sure that you're still focusing on kind of like the human side with your website.

So even if you are optimizing for SEO and for AI search and everything, still making sure that your website is speaking to you know, the humans who are going to hire you for your services or purchase your products 'cause it. I mean, they're the ones with the money. So

Janice Hostager: Mm-hmm.

Julia Bocchese: Google isn't paying you, when they, you know, rank you well on Google, but your customers and clients are.

So making sure that you are focusing on speaking to the humans, you know, as much as you are kind of trying to reach them on Google and AI platforms, that that is a great

Janice Hostager: reminder. I

Julia Bocchese: Mm-hmm.

Janice Hostager: that way, but

Julia Bocchese: [00:05:00] That way.

Janice Hostager: absolutely right. You know, we can even be of the list on a Google or anywhere else,

Julia Bocchese: And

Janice Hostager: if it, it

Julia Bocchese: it doesn't appeal to people. Mm-hmm.

Janice Hostager: um,

Julia Bocchese: Reading.

Janice Hostager: it really is kind of pointless. Right.

Julia Bocchese: Mm-hmm.

Janice Hostager: and

Julia Bocchese: And Google would bring,

Janice Hostager: people,

Julia Bocchese: people would, Google would always say

Janice Hostager: write

Julia Bocchese: write for customer. Mm-hmm.

Janice Hostager: sort of the

Julia Bocchese: That's sort of the same kind of

Janice Hostager: mentality that

Julia Bocchese: that want, or ai. Mm-hmm.

Janice Hostager: Okay.

Julia Bocchese: Yeah. Yeah. So you definitely wanna make sure that you're writing for your customers and clients first. So with. Google and AI platforms. What they're doing is

they are crawling your website for information to know what to rank you for, and then for the AI platforms, what to recommend you for. So the clearer that you are with your website copy, the more informative that you are. It's gonna help both for SEO and AI search as much as it.

It will for people who are reading your website and understanding what you do. So doing things like getting straight to the point on what your services are, the types [00:06:00] of clients that you work with, things like that. That's gonna be helpful for both Google and ai. But then also for people to know if you are the right match for them, if you have the services that they're interested in.

I see a lot of, I work with a lot of, businesses that are in kind of like the creative industry, so like interior designers and photographers, and they want to get a little bit. Poetic with their website copy and like things like I capture the big moments of your life. You know, things like that. And it's.

Really unclear. You can still kind of like add that language in, but I would say after you say that you're a photographer,

Janice Hostager: Right.

Julia Bocchese: also making sure that you have your location, you know, if it, if it matters for your business, you know, somewhere towards the top of the page, which is helpful again, both for Google and ai, but then also for people who are in your local area who are searching for what you have to offer.

One bit of a difference with AI and Google is Google will always, you know. As long as you don't have an insanely long page, but they will crawl the entire, page on your website or all the pages on your website. [00:07:00] Whereas ai, they are looking for more quick information. So half of the time they're only crawling the first third of a page.

So you do wanna make sure that you are getting straight to the point. You know, right at the top of the page, you're not, again, adding that like poetic language. And then at the bottom of the page say that you're a photographer in Philadelphia, like you wanna make sure you're getting straight to the point at the top of the page.

But again, that's also gonna help the humans. So they know right away, you know, what you do, what you offer, where you're located. Mm-hmm.

Janice Hostager: so it,

Julia Bocchese: it, that's for any page, like what?

Janice Hostager: blog pages? See how do you set those up so that AI can crawl those?

Julia Bocchese: Yeah, so for blog posts, you can add, like, when you're doing your introduction, you can kind of like summarize what the blog post is gonna be about. Some people are also adding a 'T-L-D-R' towards the top of the blog post. So if that kind of makes sense for your brand, you can do things like that. So yeah, don't just jump into the blog post with, you know, your, if you're.

Covering 10 different points. Don't just start with number one. Have that introduction, have a bit of a [00:08:00] summary on what the blog post is going to cover. Also things like the meta description of a, blog post and of your website pages are really important for AI because on the back end of your website, they'll read the title and the meta description before they read any of the content.

So making sure you have things like the meta description filled out and optimized so that way they can, they can see that little bit of a summary before they crawl the rest of the page or blog post.

Janice Hostager: Okay.

Julia Bocchese: Okay. I was just gonna ask you about that. Mm-hmm.

Janice Hostager: that up. Yeah.

Julia Bocchese: So,

Janice Hostager: I

Julia Bocchese: I also heard, heard somewhere that bullet points are mm-hmm.

Janice Hostager: for ai.

Julia Bocchese: ai. Mm-hmm. Is that true? Yeah. Yeah. So they like that like kind of quick information, so bullet points, having FAQs on multiple pages as it's relevant

instead of just having like one large FAQ page. Things like that can be really helpful.
Mm-hmm.

Janice Hostager: Okay,

Julia Bocchese: Okay. So break it up. Mm-hmm. Yeah,

Janice Hostager: So

Julia Bocchese: so that.

Janice Hostager: so that's, um, answer, answer,

Julia Bocchese: Optimization.

Janice Hostager: optimization.

Julia Bocchese: Mm-hmm. Talk to me about,

Janice Hostager: So

Julia Bocchese: so that's more about reputation, right? Mm-hmm.

Janice Hostager: Okay.

Julia Bocchese: Yeah. So.

Janice Hostager: bit more about that.[00:09:00]

Julia Bocchese: A lot of the things are exactly the same with both of them., So there isn't a lot that you have to do. So those are kind of the things on your website. And then some things that you can do off your website would be kind of building your brand authority.

So this is where a lot of PR will come into play.

Janice Hostager: Mm-hmm.

Julia Bocchese: so doing things like doing podcast interviews or getting featured by your, a local publication that's online, getting featured in directories if it makes sense, having like a Wikipedia page. So finding different places that you can kind of build that brand authority, get brand mentions, and making sure that your brand message is cohesive across all the platforms so that way AI can, you know, connect the dots when.

Your name is mentioned somewhere. So it's kind of a mix of SEO and PR and I mean marketing in general as well.

Janice Hostager: Right,

Julia Bocchese: Right.

Janice Hostager: So are

Julia Bocchese: So are those the signals that

Janice Hostager: AI

Julia Bocchese: AI can.

Janice Hostager: on that a business is credible? Is, is looking at

Julia Bocchese: Overall,

Janice Hostager: like

Julia Bocchese: like where you're, what [00:10:00] you're doing? Mm-hmm. Yeah. So they are looking for kind of like these trust signals that, you know, these other businesses are recommending you, they're featuring you.

They are looking for reviews as well. So like if you have Google Business profile set up or if you're on a directory platform that gets reviews, they're looking for that information like from other humans. Other people like talking about you. So actually is like the top website that Chat GPT is looking at, which you can't really.

Put yourself on Reddit.

Janice Hostager: Yeah. That's

Julia Bocchese: but if it is, yeah, if it's something that like your customers would be talking about, like your products or your services on Reddit, you can at least go to Reddit to kind of search for your business and see what people are saying about you and, to kind of see like what Chat GPT and Gemini would be looking at.

But yeah, they are looking for kind of like these trust signals that you are, you know, I mean, you're. Good at what you do. Your products are high quality. You're an expert in your industry. If you have any sort of like credentials or, certifications, you can [00:11:00] also add those to your website. Adding testimonials to your website, so kind of like building up all these different types of trust signals can help

Janice Hostager: Gotcha. Speaking of

Julia Bocchese: of

Janice Hostager: Reddit, I,

Julia Bocchese: I, I really think I, I've always felt like this is.

Janice Hostager: the undervalued social media platform. I don't actually know what they

Julia Bocchese: They call it,

Janice Hostager: but it,

Julia Bocchese: you know, it's kind of in its own

Janice Hostager: um, genre I

Julia Bocchese: Mm-hmm.

Janice Hostager: But, you

Julia Bocchese: you know, there's so many

Janice Hostager: you can, uh, build

Julia Bocchese: relationships. Mm-hmm.

Janice Hostager: you may not even be using your own

Julia Bocchese: Mm-hmm. Um,

Janice Hostager: But,

Julia Bocchese: and you can

Janice Hostager: recommendations on

Julia Bocchese: on there.

Janice Hostager: blog posts that you've written or podcasts that you've done or whatever. So you can actually get your name out there on a platform like Reddit

Julia Bocchese: Without actually,

Janice Hostager: You

Julia Bocchese: you know, promotion. Yeah, because Reddit's pretty

Janice Hostager: redditors, is that what they're called?

Julia Bocchese: I think so.

Janice Hostager: Are, are

Julia Bocchese: Pretty

Janice Hostager: nasty to

Julia Bocchese: people who are,

Janice Hostager: know, really doing a lot of self-promotion.

Julia Bocchese: [00:12:00] Mm-hmm.

Janice Hostager: they down rank 'em pretty fast,

Julia Bocchese: But there are always that.

Janice Hostager: Easier brand into it. And I have definitely connected with people on Reddit that have become customers. So I think it's kind of an undervalued platform.

So I'm glad you brought that up.

Julia Bocchese: Mm-hmm. Um,

Janice Hostager: Um, so we

Still care about Google,

Julia Bocchese: we still care about food, right? Not dead. No.

Janice Hostager: it's

Julia Bocchese: It

Janice Hostager: to probably

Julia Bocchese: probably evolve with everything. Mm-hmm.

Janice Hostager: ai. Right? Okay. So, and we wanna continue to do all the things that we were doing for SEO, is that

Julia Bocchese: Mm-hmm. Yeah, definitely. Mm-hmm.

Janice Hostager: And then just a few other things on top of it.

Julia Bocchese: I've kind of been surprised by

Janice Hostager: that have

Julia Bocchese: come back to me.

Janice Hostager: oh yeah, I found you on chat

Julia Bocchese: Mm-hmm.

Janice Hostager: I was like, really? I'm not

Julia Bocchese: I'm not really

Janice Hostager: optimizing my

Julia Bocchese: my

Janice Hostager: for it.

Julia Bocchese: for it, so

Janice Hostager: It's

Julia Bocchese: it's kind of interesting. Yeah.

Janice Hostager: they, they find things out

Julia Bocchese: Out about you. Yeah.

Janice Hostager: not even know.

Julia Bocchese: Well, that could be, I mean, even if you aren't like focusing it on your website, if you are getting like these brand mentions elsewhere, those can definitely be places that like [00:13:00] Chacha BT is looking at for when they make their recommendations.

Janice Hostager: Gotcha, gotcha. So

Julia Bocchese: So,

Janice Hostager: if AI gets your business wrong?

Julia Bocchese: mm-hmm.

Janice Hostager: it describes you incorrectly?

Julia Bocchese: Is there a way.

Janice Hostager: can go and correct something or find out how it's getting that information?

Julia Bocchese: Yeah, so they actually did this to me. The, so my business is, Julia Renee Consulting and, you know, I was doing a brand analysis. I did it both on chat, BT and then also on Gemini. Everything with chat GBT was accurate and Gemini was accurate. But then at the end they also said, and Julia Renee Consulting is also owned, by the same person who runs.

Julie Renee styling in Austin, Texas. And I was like, I'm not a personal stylist. So I, I mean, I told Gemini like, you know, these are very different businesses. They're run by different people in different locations. I'm in Philadelphia. So you can just tell them like if they do get something wrong or they're confusing you with another business.

They take that, you know, data that you're giving them into account when they are making, you know, further recommendations or when they're, you [00:14:00] know, analyzing things and if they are getting information wrong or if they are interpreting things wrong. You can also, yeah, just ask them like, where did you get this information from?

You know, why do you think I offer this service? And there might be, you know, somewhere that you're being mentioned for a service that maybe you offered 10 years ago that you're not offering anymore. So you can also kind of like dig in and figure out where they're getting the information that isn't correct, or if they're just not coming up with any information about you or your business, you can, you know, ask them if they have any, technical issues crawling your website or if there's.

Are things on your website that should be added in order to help them understand what to recommend you for? So the nice thing about AI is you can like have a conversation with 'em, whereas like on Google and SEO, it's a lot more kind of like testing and guessing.

Janice Hostager: Yeah, so you

Julia Bocchese: So.

Janice Hostager: have to go behind the scenes and talk to somebody. At, you know, in Tropic or one of the other big [00:15:00] corporations, you just actually just talked to the model and said, Hey,

Julia Bocchese: Hey, you've got this wrong. Yeah. Or where'd you get this?

Janice Hostager: That's,

Julia Bocchese: Mm-hmm. Mm-hmm.

Janice Hostager: Oh, okay. Okay. So is

Julia Bocchese: So is there something,

Janice Hostager: how do

Julia Bocchese: how do we find out how we're presenting?

Janice Hostager: say,

Julia Bocchese: Say, let's say

Janice Hostager: chat, GPT?

Julia Bocchese: Do

we, what's something that we

Janice Hostager: like

Julia Bocchese: ask them?

Janice Hostager: them to

Julia Bocchese: Mm-hmm.

Janice Hostager: visible we really are to ai?

Julia Bocchese: Mm-hmm. Yeah, so you can do, I would probably do like a competitor, competitor analysis.

If you wanna see kind of like how you're being recommended or, how other people are being recommended. You can also just go to ChatGPT and say, you know, who do you recommend for? And then list like your services or the industry that you. Serve, you know, things like that. See who they recommend, and then come back.

And if you're not on the list, ask them like, why wasn't my business recommended? So again, kind of like having that conversation. But I would start off with kind of seeing who was being recommended. If you have any direct competitors, you can also ask. You know, what they're being recommended for or [00:16:00] how chacha BT is understanding their business so you can make sure that, you know, you're kind of like being recommended and seen for the same things.

And you know, ChatGPT isn't like choosing all of your 10 competitors over you. You wanna make sure that you are being included in their lists. Mm-hmm.

Janice Hostager: Okay.

So

Julia Bocchese: So let's run down here.

Janice Hostager: and I'm sure that this is not gonna be fully comprehensive, but, all right,

Julia Bocchese: All right. So

Janice Hostager: SEO, we've

Julia Bocchese: we've already got

Janice Hostager: in the

Julia Bocchese: two. Mm-hmm.

Janice Hostager: H one tags,

Julia Bocchese: Mm-hmm.

Janice Hostager: also

Julia Bocchese: perhaps, hopefully

Janice Hostager: H two

Julia Bocchese: two.

Janice Hostager: the subheads,

Julia Bocchese: Mm-hmm.

Janice Hostager: Secondary headlines on a page

Julia Bocchese: Mm-hmm.

Janice Hostager: your meta description, your meta title.

So the, the page title, all of the behind the

Julia Bocchese: The scenes,

Janice Hostager: that go on a webpage.

You also

Julia Bocchese: also.

Janice Hostager: to. Get back links, right, if you can from high reputable sites. So

Julia Bocchese: So these are all the things that we're doing.

Janice Hostager: SEO.

Julia Bocchese: Mm-hmm.

Janice Hostager: Now, what

Julia Bocchese: what do we need to add?

Janice Hostager: can you give us a little list of things, a little [00:17:00] checklist mentally, that we can add for, to make

Julia Bocchese: To make sure that we show up

Janice Hostager: for

Julia Bocchese: for.

Janice Hostager: engines as.

Julia Bocchese: Mm-hmm. Yeah. So also kind of like with your headlines and everything, making sure that you do have sufficient website copy, so making sure you have at least a few hundred words per page other than like your contact page where, you know, you might just have like one or two sentences.

Janice Hostager: Right, right, right.

Julia Bocchese: Um, but making sure that you do have. Sufficient information. You can, if you wanna see like what the top ranking websites are for the types of services or products that you have, you can also see how many words they have, so that way, you know, kind of like what to target, making sure that you're incorporating the keywords within the website copy as well.

So aim for like one to 5% of all of the words. On that particular page, so making sure you do have enough website copied both for SEO and then also for the AI platforms. And then with AI, making sure you have some FAQs or like bullet points or kind of that quick information again on relevant pages, I would say probably like your services [00:18:00] pages or maybe your homepage or your about page as well.

Kind of where it makes sense for your business in particular. And then with kind of the back links, also making sure that you're doing things like getting featured on directories or, getting reviews on Google Business Profile. So even if people aren't directly linking back to your website, you do wanna make sure that you are getting like brand mentions in other places as well.

And you can also do like things like guest blogging and podcast interviews or. There's that website help a reporter out where people, reporters will ask, when they need an expert opinion on something or a quote for an article. That's a really good way to kind of like mm-hmm. Actually just interject

Janice Hostager: here 'cause I don't think that one's around anymore, but

Julia Bocchese: the, change the name, and then I think they went back.

So, yeah, it could be something different.

Janice Hostager: Oh,

Julia Bocchese: they did because I mean, they lost all their brand authority. I forget what the new name was. So. You may have to Google it.

Janice Hostager: Sorry about that. I just

Julia Bocchese: No. [00:19:00] Yeah, they definitely changed their name. I can't remember what it is now. See, like, and everyone knows it as Help of Reporter Out Hero and then I can't remember the new name at all.

So yeah, Google to see if that website is still around or if that has a different name, but yeah, that was a really good place to kind of get those like news features and be. Presented as kind of an expert in your industry. So trying to get kind of like those brand mentions in addition or, you know, along with the backlinks as well.

Janice Hostager: Okay,

Julia Bocchese: Okay.

Janice Hostager: Great information. I

Julia Bocchese: And I think this is so relevant because so many people are not

Janice Hostager: are not even

Julia Bocchese: even thinking

Janice Hostager: right now. In

Julia Bocchese: about this right now. Yeah.

Janice Hostager: every

Julia Bocchese: Every single client

Janice Hostager: every

Julia Bocchese: person that

Janice Hostager: to on a coaching

Julia Bocchese: I've talked to, kitchen Call, has

Janice Hostager: has

Julia Bocchese: really

Janice Hostager: very little

Julia Bocchese: very little idea about

Janice Hostager: Using

Julia Bocchese: this.

Mm-hmm. I think

Janice Hostager: something

Julia Bocchese: something now

Janice Hostager: puts you

Julia Bocchese: you of the game. Right? Yeah.

I do think a lot of people aren't using like ChatGPT and Gemini yet, but I think that, I mean, it's definitely something that's growing.

I mean, I use like AI all the, all the time 'cause [00:20:00] you know, it's part of my job and part of what I do. But like my husband, he uses ChatGPT like maybe once a month.

Janice Hostager: Yeah.

Julia Bocchese: there are still a lot of people who are. Are acclimating to it and starting to use it a little bit more. But yeah, if you can stay ahead of the competition and start getting recommendations now when it's just like maybe a little bit and then, you know, staying ahead of the game when more people are using two GBT and Gemini.

I definitely think that's beneficial. So I would start using it now. And I mean, even if you're not getting like recommendations from ChatGPT, things like getting reviews and having FAQs and things like that, those are also gonna be helpful for your potential clients. So it's nothing that's going to hurt your website or hurt your conversions.

Everything's going to be something that is actually helping you in other ways as well.

Janice Hostager: Right. Yeah. Yeah. So

Julia Bocchese: Yeah. So that something

Janice Hostager: keep pushing off to the bottom of your list

Julia Bocchese: mm-hmm.

Janice Hostager: This

Julia Bocchese: This is important.

Janice Hostager: get found online,

Julia Bocchese: Yeah.

Janice Hostager: it will

Julia Bocchese: You in

Janice Hostager: you in all,

Julia Bocchese: all respects. Mm-hmm.

Janice Hostager: With

Julia Bocchese: With ai, but also

Janice Hostager: [00:21:00] searches.

Julia Bocchese: mm-hmm.

Janice Hostager: Okay?

Julia Bocchese: Okay. So now I have a few rapid fire questions. Mm-hmm.

Janice Hostager: This should be. Softballs for you. All

Julia Bocchese: Alright. Which one do you use? Chat

Janice Hostager: perplexity, Gemini. Where do you search first?

Julia Bocchese: It depends. I usually will kind of alternate between Gemini and Shabby Chat GBT, but then also for like. Doing more things like strategy or ideas. I'll use Claude.

Janice Hostager: Okay. Biggest AI

Julia Bocchese: AI search,

Janice Hostager: if, it could be blogging,

Julia Bocchese: mm-hmm.

Janice Hostager: a search myth out there that you've encountered?

Julia Bocchese: I think that SE is dead.

Janice Hostager: Okay.

Julia Bocchese: I think that's the one I hear the most.

Mm-hmm.

Janice Hostager: Yeah. One

Julia Bocchese: One tool that you could about right now. Ooh, that's a good one. I mean, I think Claude is something that I, I, I was later to start using Claude, but it is starting to be something that's like, been a lot more integrated in my business lately,

So they have these different versions. So one is like online and then one is like an app on your desktop. I [00:22:00] haven't used that one yet, but I've heard a lot of good things about like helping it organize all your files and things like that, that I, I definitely need help with.

Janice Hostager: Okay.

Julia Bocchese: Okay, so if AI's gonna take over the world

Janice Hostager: you panic or

Julia Bocchese: or, oh, that's a good one.

I, I'd probably be panicking.

Janice Hostager: Yeah. And the

Julia Bocchese: the last thing you search for on ai.

Janice Hostager: that had nothing to do with

Julia Bocchese: Mm-hmm. Probably I've been looking for shoes because, so this is actually kind of a good example of like how people are using Google and AI differently is. When you have a really specific search, so the average on Google that people are searching is like three to four words.

And then the average on chatGPT is like 20 words. So when people have a really specific search, they're not just going to ChatGPT for like a pizza shop near me, they're going to

Google for that. But I have large feet and a lot of like shoe stores don't carry my size. So if I am searching for shoes, and I go to Google, they'll.

You know, give me a list of [00:23:00] all these different websites and then I'll go and not all them have my size, or if they do, they've already sold out of it. So I've been going to AI to search for, I'll give them the parameters of my shoe size, what I'm looking for. And then also I want shoes that have at least four star reviews.

Like, I don't want any shoes that don't have any reviews or that have bad reviews. So I'm able to get those really specific results, a lot faster than if I'm going to Google and having to like. Search through a lot of different results and not get what I'm looking for.

Janice Hostager: Oh,

Julia Bocchese: That's, that's really mm-hmm.

You can put

Janice Hostager: the

Julia Bocchese: all the details. Yeah.

Janice Hostager: go

Julia Bocchese: You find these formula? Mm-hmm.

Janice Hostager: Right.

Julia Bocchese: Mm-hmm.

Janice Hostager: it. Okay.

Julia Bocchese: Okay.

Janice Hostager: So

Julia Bocchese: So many people

Janice Hostager: writing copy with ai.

Uh, for their

Julia Bocchese: Their website or

Janice Hostager: blog

Julia Bocchese: blog.

Janice Hostager: you name it

Julia Bocchese: Mm-hmm.

Janice Hostager: do you

Julia Bocchese: Think

Janice Hostager: a benefit or a

Julia Bocchese: or deterrent

Janice Hostager: it matter?

Uh, if, like

Julia Bocchese: like on your website,

Janice Hostager: got a page that

Julia Bocchese: you've patient

Janice Hostager: using, let's say, Claude, what

Julia Bocchese: what?

Janice Hostager: is that gonna benefit you or does it matter?[00:24:00]

Julia Bocchese: I would say if it's helpful for T, helpful for you to actually get it done, it's gonna be beneficial. But you do wanna make sure that all of the information that you are

giving Claude or whatever AI platform is really cohesive with your brand. You're not just going to. Claude, they have no idea anything about your business.

And saying like, write me a page on,

you know, SEO services, like you wanna make sure that you are getting really specific on your brand voice, the industry that you serve. Giving them a lot of really specific parameters 'cause that's gonna give you the best results. And then going through and making sure that you're adding your, like, you know, personal voice or, personal experience adding in like, you know, client testimonials or kind of like.

Case studies, things like that, that will kind of like show that more personal side and connect with the readers. So if you have just like a really generic website copy page, like you know, that's not gonna help you. But if you are able to kind of like use it and edit it and make [00:25:00] sure that everything is really cohesive with your brand, that's gonna be the most beneficial.

Janice Hostager: Okay. Okay. I asked

Julia Bocchese: I asked because

Janice Hostager: with

Julia Bocchese: with SE

Janice Hostager: AI

Julia Bocchese: AI

Janice Hostager: out, first Google said.

Julia Bocchese: first said

Janice Hostager: you should

turn to an AI platform to write copy. And then

Julia Bocchese: And then it kind of back

Janice Hostager: up a

Julia Bocchese: up a little bit. Mm-hmm.

Janice Hostager: it's okay.

Julia Bocchese: And

Janice Hostager: I

Julia Bocchese: I,

Janice Hostager: I think when I use AI to write something, I

Julia Bocchese: I usually have

Janice Hostager: an at least an outline written first

Julia Bocchese: mm-hmm.

Janice Hostager: am really, detailed about what I

Julia Bocchese: What I ask

Janice Hostager: from it and give it lots of information.

Julia Bocchese: Yeah.

Janice Hostager: And then I

Julia Bocchese: and then I will definitely look it

Janice Hostager: it over, eliminate

Julia Bocchese: Eliminate all the

Janice Hostager: You know, AI

Julia Bocchese: ai.

Janice Hostager: that are

Julia Bocchese: Yeah.

Janice Hostager: they always throw in and then rewrite

Julia Bocchese: Rewrite.

Janice Hostager: it sound like it's your personal voice.

Julia Bocchese: Yeah. And what you can do also when, like, when they give you, like a blog post and you give 'em 'em all with the parameters, but then you go back and you edit things or take out Yeah.

Like Chet, whenever I ask it to write something for me, I always uses the word like embark. I'm like, I never used the word embark. So like taking all of this out. So if you rewrite [00:26:00] it, then you can send it back to the AI platform that wrote it for you and say. You know, this is how I've changed it to better incorporate my brand voice or, you know, add some like personal anecdotes so that way it will continue to get better.

So, you know, hopefully you won't have to totally rewrite it.

Janice Hostager: Right,

Julia Bocchese: but kind of like when you're starting out, that can be kind of a good exercise to show it, you know, how you're rewriting it and how you're kind of like using more of your voice in it.

Janice Hostager: Mm.

Julia Bocchese: Yeah,

Janice Hostager: In

Julia Bocchese: yeah. In.

Janice Hostager: think when I started, I started on ChatGPT, and I gave it writing samples from the

Julia Bocchese: This is

Janice Hostager: this is my,

Julia Bocchese: my, my

Janice Hostager: it,

Julia Bocchese: voice and it,

Janice Hostager: it's

Julia Bocchese: it's okay.

Janice Hostager: It

Julia Bocchese: Yeah.

Janice Hostager: it. It didn't.

Julia Bocchese: Yeah. But yeah, it has, it has,

Janice Hostager: it has a

Julia Bocchese: it has a ways to go. Yeah. Alright, Julia, how can people learn more about you? Mm-hmm. You can visit my website, [julia renee consulting.com](http://julia-renee.com). I have lots of resources on AI search.

Janice Hostager: Perfect.

Julia Bocchese: you can follow me on Instagram at Julia Renee Consulting.

Janice Hostager: Alright, now put all those links in the show notes. Thank you [00:27:00]
so

Julia Bocchese: Thank you so much, Julia.

Janice Hostager: you taking the time to explain this really important thing

Julia Bocchese: Yeah, thanks so much for having me.

Janice Hostager: This is such an important topic, and like Julia said, it's changing very rapidly daily. In fact, I highly recommend doing the quick search that she recommended and see where your business lands and if you don't show up. That's your starting point. Either way, it's important information to know. I hope you found today's topic helpful.

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