



Use Cases to Optimize Your Content Workflows with AI





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Where AI fits in your content workflows

When you think about AI within content workflows, it's easy to associate it with simple content creation. After all, generative AI tools can create a multi-thousand-word blog post in seconds. But really, AI offers opportunities to boost workflows throughout your entire content lifecycle.

The content lifecycle can be broken down into these simple workflows:

- Content ideation
- Content research
- Content creation
- Content analysis
- Content optimization

With this in mind, let's discuss how to implement AI within these workflows to boost your productivity and ROI over time. First up, is how you can use AI to improve your content ideation process.



AI for content ideation

Whether you realize it or not, AI has already affected how you ideate and decide on content. Even if you didn't use AI to research a given topic, you may have considered writing an article about AI itself or prompt engineering. The point is AI is already involved in the process. Why not go one step further and make the most of the tool?

Perform topic research

Specifically, AI helps you research. When prompted, it gives you the opportunity to explore different perspectives, disruptions, and use cases around a certain topic. While AI is great at generating new ideas for you, it's equally good at helping you refine your existing ideas. Essentially, it helps to think of AI as a tool that helps get you started in the content creation process rather than a tool that simply gives you ideas.

For instance, you can use AI to perform topic research and uncover different terms and queries your audience has when they search. In addition, you can see any questions your audience might have related to your topic, which you can use to create more helpful and impactful content.

One way that AI can help is in narrowing down your topic ideas and offering insight and perspective into how your target audience thinks about a topic.

To do this, we recommend using this prompt format:

Tell me 10 frustrations, 10 desires, 10 fears that {target audience} experience with improving {goal}. Put it in a table format and label the x-axis 1-10 and the y-axis frustrations, desires, and fears.

Here’s a quick look at how the chatbot, [ChatGPT](#), responds to this prompt:

Here is a table with 10 frustrations, 10 desires, and 10 fears that website teams often experience when working on improving technical SEO:

	Frustrations	Desires	Fears
1	Show implementation of technical changes	Higher search engine rankings	Fear of penalties from search engines
2	Difficulty in diagnosing SEO issues	Faster website load times	Concern about breaking the website during updates
3	Limited understanding of technical SEO	Better user experience	Fear of losing organic traffic
4	Coordination between different teams	Increased organic traffic	Anxiety over staying updated with SEO best practices
5	Keeping up with algorithm updates	Efficient crawling and indexing by search engines	Worry about the competition outperforming them
6	Resource constraints (time, budget, expertise)	Improved mobile friendliness	Fear of negative ROI from SEO investments
7	Poor communication with developers	Enhanced website security	Concern about duplicate content issues
8	Lack of tools or outdated tools	More structured data implementation	Fear of misinterpreting analytics data
9	Handling large websites with many pages	Better site architecture	Worry about inadequate technical support
10	Ensuring cross-platform consistency	More frequent and comprehensive SEO audits	Fear of not achieving desired results

In moments, you have a great window into your target audience, what’s important to them, and how to address their needs.

Pro Tip:

You can leverage chatbots to help you break down and summarize large sheets of data. If your keyword research is extensive, you can ask ChatGPT or [Claude](#) to make it more digestible and summarize the key takeaways for you so you can make an informed decision quickly.

AI for content research

With the help of AI, you can gain insight into the pain points and values associated with a specific role or persona, making it more specific. A simple method you can use to optimize content ideation with AI is to talk with the chatbot like you would a coworker.

A use case we've found helpful is to ask an AI chatbot for a questionnaire related to your target topic. This gives you insight into what your target audience needs to know about a topic or issue so that you can provide high-value content that addresses their pain points. To do it, you'll need to:

- **Provide context:** Explain what you're trying to write, what format it should be in, what you're trying to accomplish, and any other important details.
- **Submit your request:** Ask for ~20 questions to address so you can create the most helpful content possible.
- **Inform your content process:** The chatbot's result will give you new questions to answer and issues to address, but you may also uncover valuable new topic ideas to explore later.

Pro Tip:

To get the most out of AI, you need to ask follow up questions, provide significant feedback and context, and work with the tool, rather than it working for you.

A concrete use case for optimizing content research with AI is to ask what questions users tend to have about certain topics. Features within the Conductor platform like [Content Guidance](#) and [Writing Assistant](#), leverage AI to provide similar insights.



AI for content creation

When it comes to AI and content creation, your mind might go straight to using AI to write an entire piece of content. That's not really what we're talking about here since fully AI-generated content can tend to be rife with biased, misleading, or overall incorrect information. Instead, we'll dive into some ways that you can speed up processes around content creation without relying on generative AI to own the workflow fully.

AI for content outlines

One workflow that pays dividends almost immediately is using AI to create content outlines. Using a chatbot like Claude or an AI-powered content optimization feature like Writing Assistant, AI can easily compile an outline that comprehensively dives into the details and questions to answer around a given topic. This allows you to quickly explore multiple angles and uncover new information to make your content more helpful to your target audience.

Pro Tip:

Context is key. Anytime you're asking a chatbot or AI for help, filling them in on why you need to do something and what it needs to accomplish leads to better results in the end.

Dedicated AI-powered content optimization solutions like Conductor's Writing Assistant feature make it easy to use real-time SERP data to create a comprehensive content outline with just the click of a button. However, you can also use a chatbot to get similar results.

Related to the content ideation use cases we spoke about before, you can use AI to get interesting topic and keyword ideas as well as insights into other questions your audience may need answers to.

Now, you can use that information to inform how you create your content outline, but you can also leverage a chatbot and prompt it to create an outline that logically explores your target topic. To do this you'll need to:

- **Provide context:** This is the key to all of your prompts for AI chatbots. Your results will be better if the model understands what you're trying to accomplish and why.
- **Submit your request:** Once you've explained the purpose of your content, who your audience is, what keywords you're trying to speak to, and what questions you're answering, simply ask the chatbot to break down the information you provided into a simple outline.
- **Revise and start writing:** Like all AI content, it will provide some strong results, and some that don't really fit your request. So be sure to thoroughly review the outline the chatbot provides and remove unnecessary talking points, and add in important topics, questions, and context the model may have missed.

While solutions like Writing Assistant have a leg up on chatbots in this area because it's pulling intelligence directly from Conductor's website, audience, and competitor data, chatbots offer an interesting alternative, even if they require more work to revise and perfect.

AI for creating content

A second use case for optimizing content creation with AI is in actually creating content. While it's generally not a good idea to write entire long-form pieces of content using AI exclusively, using AI for smaller copy needs like meta descriptions, title tags, section headers, and even short paragraphs can be a huge time-saver when writing net new content. As long as you thoroughly review and edit the copy before you publish it, there's a huge opportunity to create content with AI.

AI for editing content

While we're on the subject of editing, there are several helpful ways to utilize AI to improve your content editing process. If you use [Grammarly](#), then you're already using AI to help with your proofreading and editing processes. In fact, Grammarly now also offers fairly robust [copy generation](#) as well as its usual editing tools.

But a more under-the-radar approach to AI-powered editing is to:

- **Input a copy draft** into an AI chatbot and ask it to proofread it
- **Ask for [suggestions to improve](#)** the copy.
 - You can even take it one step further and ask the chatbot to boost the reading level or clarity of a draft for you.
 - For example, ChatGPT or Claude can review a draft of an article and boost it to a college reading level or clarify and succinctly state your core arguments.
- **The chatbot will do the rest**, so all you have to do is a final quick proofread.

Pro Tip:

You can iterate on completed AI-generated content. If a chatbot provides an answer or offers a suggestion that doesn't fill your need, provide the AI feedback on how it can improve and watch it work. Again, work with the chatbot to get the best results.

AI for promoting content

Tied with content creation, promoting your content on social media is an area that AI can optimize, too. Social strategies tend to be filled with slow-moving processes and require a lot of manual intervention to schedule posts and analyze data. With AI, though, you have the opportunity to automate some of these tedious tasks like social media post scheduling and pattern and engagement analysis.

Keep in mind that chatbots are not the only way to leverage AI. For example, there is a growing market of tools, like [Sprout Social](#), that use AI in interesting ways, specifically for social media management.

You can use AI-powered social media management tools, like Sprout, to quickly analyze patterns so you can focus on high-impact workflows and improvements.

With Sprout and other AI-powered social media management tools, you can automate manual tasks in engagement, publishing, analytics, and social analysis, like analyzing patterns of user engagement with your content and getting recommendations and data on the most impactful time to post on different social platforms.

Explore different AI-powered social media management tools to see how you can maximize your social visibility and productivity with AI.



AI for content analysis & optimization

Just because you've published your content doesn't mean the work is done. A lot of content doesn't expire and, in reality, can always be improved. AI can help optimize content long after it's been published by helping you understand the performance and impact of the content and offering suggestions on how to optimize underperforming content.

As we mentioned before, AI can scrub a large spreadsheet of data and summarize it in a more digestible way. That's a helpful workflow when deciding what content to create, but it's just as helpful in showing you how your published content is doing and whether it's in line with your expectations.

Another powerful workflow is to analyze your content and audience data and get a digestible summary of your performance. To do this, you'll need to:

1. **Drop a CSV export** from Google Search Console into a chatbot
2. **Ask it to analyze the data** and call out any interesting patterns. Remember, context is key here.
3. **Next, ask it to use those findings** to suggest improvements for underperforming pieces of content.

Pro Tip:

After you do this, ask the chatbot to explain how it analyzed the data so you can learn new ways of deconstructing it.

A second workflow we like to use relates to optimizing your completed content with AI after it's published. Once you have some data on your content, you'll understand what it's doing well and what it can be doing better. From there, you can leverage AI to make intelligent improvements. Simply:

1. **Take that intelligence** to inform your new goals for the piece.
2. **Provide all of that context** and any relevant Google Search Console data.
3. **Include the copy you're looking to improve** and any specific improvements that need to be made.
4. **Ask for suggestions** on how to improve the copy to meet your specific goals.

This makes it much easier to make informed decisions on what content to leave alone, [optimize](#), or [prune](#) so that you aren't simply guessing or poring over spreadsheets for hours.



AI for technical content optimization

While solutions like Conductor Website Monitoring (powered by ContentKing) offer a lot of help with technical SEO processes, they're, unfortunately, often still very tedious. Depending on the size of your site, some workflows may not be feasible for your current team or resources to accomplish. It's these tasks where AI can really make a difference.

AI for mapping redirects

For starters, chatbots are excellent at helping to map redirects within your site. Chatbots can be trained to understand, analyze, and crawl websites to identify broken links, outdated or redundant pages, and opportunities to consolidate through redirects.

By analyzing the content and context of pages, chatbots can suggest appropriate redirect mappings, ensuring that users and search engines are directed to the most relevant and up-to-date content. To do this:

- **Input the content and pages** that you need to redirect into your chatbot of choice.
- **Provide context** as to what you're trying to accomplish and why.
- **Ask for suggestions** on appropriate redirect mappings.

Pro Tip:

Some chatbots, like ChatGPT allow for custom GPTs that are pre-trained to perform certain tasks. For example, this [redirect mapper](#) is a custom GPT that is trained to offer recommendations for redirects.

Once the redirects are implemented, you can continue using AI to monitor and provide updates on implemented redirects to identify any potential issues or unintended consequences.

AI for Schema markup

AI is also great at helping with Schema markup. Schema provides search engines with more detailed and structured information about the content. AI chatbots, like Claude, [Gemini](#), and ChatGPT, can be trained to understand and generate structured data, such as Schema.org markup.

By analyzing a website's pages, chatbots can suggest relevant Schema types and properties and even assist in generating accurate and comprehensive Schema markup code. To do this:

- **Input the URL** to the page you're looking to add Schema markup to.
- **Provide context** of what improvements you want to make and why.
- **Provide the [guidelines and instructions](#)** Schema should adhere to.
- **Ask for suggestions** of relevant Schema that you should add to the page.
- **Thoroughly review the output** for logic and veracity.
 - Use [Google](#) or [Validator](#) (for more generic Schema types, unsupported by Google) to test the Schema output.
- **Embed relevant Schema code** into the page's HTML.

You can also use AI to test the implemented Schema markup, ensuring that it aligns with the latest standards and best practices.

Summarizing content workflow optimization with AI

If you're able to successfully fold AI power throughout your content workflows long-term, you'll start to see greater results and growth than if you try for quick wins and fully AI-generated content. If you use AI to streamline workflows like keyword and audience research, creating content outlines, social media engagement analysis, and identifying opportunities to include Schema markup and redirects, it will make a far larger impact over time than any quick-win solutions you might try.

Basically, AI can help you work smarter if you're willing to think creatively and experiment with new ways to optimize your content workflows.

Maximize Your Content with Conductor

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