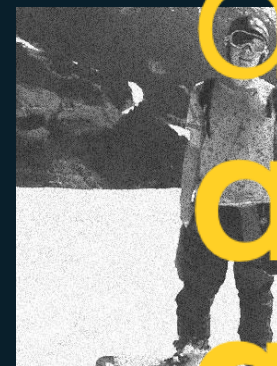


New Developments in AI - ChatGPT Plugins

James Allen
Aug 23



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About Anicca

- **No Ego and No Bull**
- Supporting your digital ambitions
- Our multi award winning agency in the heart of Leicester has helped clients succeed for over 15 years

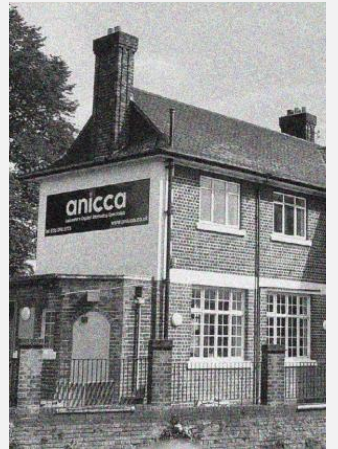


Established
2007

Staff
23

Clients
40

Services
7



Our pedigree

- We have vast experience of working with companies and organisations **across many industries** and parts of the UK
- Our **deep understanding** and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business
- This is also why our internationally renowned clients **stay with us year after year**

CHARLES
BENTLEY
EST. 1860

NHS

Uber
for Business



AUTOMATION™
ANYWHERE



e-on

experian™

PALLEX

Our team



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Directors



Ange Padfield
New Business



Katie Downing-Howitt
Marketing & Training



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



Brad Longman
SEO



Emil Ougendal
Social Media



Katie Ford
PR & Content

Commercial & Strategy Team



Rajal Prajapat
Client Services



Mark Janes
Client Account



András Lorinczi
Creative



Amy Hayward-Paine
PR & Content



Rachel Cryan
Social Media



James Allen
Analyst & SEO



Jordan Munton
Paid Media

Technical & Support Team



Ebony Hutt
PR & Content



Anna Lomax
Social Media



Pete Keyworth
Paid Media



Zak Averre
Content



Gurpreet Purewal
Marketing



Lucy Hammond
Training & Events


James Allen

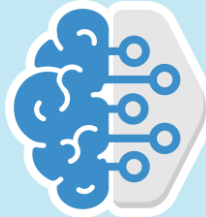
- **14+ Years'** Industry Experience (mostly in **technical SEO**)
- I also work in **Analytics**
- I also dabble in **AI API scripting** via Python
- Find me on **LinkedIn here:**
<https://www.linkedin.com/in/scriptedinsight/>
- **Recently published on Search Engine Land**
<https://searchengineland.com/author/james-allen>
- **Gaming enthusiast**, still hooked on Dark Souls 3 / Elden Ring (waiting for DLC)




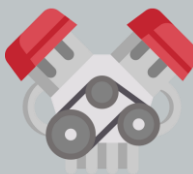
Introduction to AI

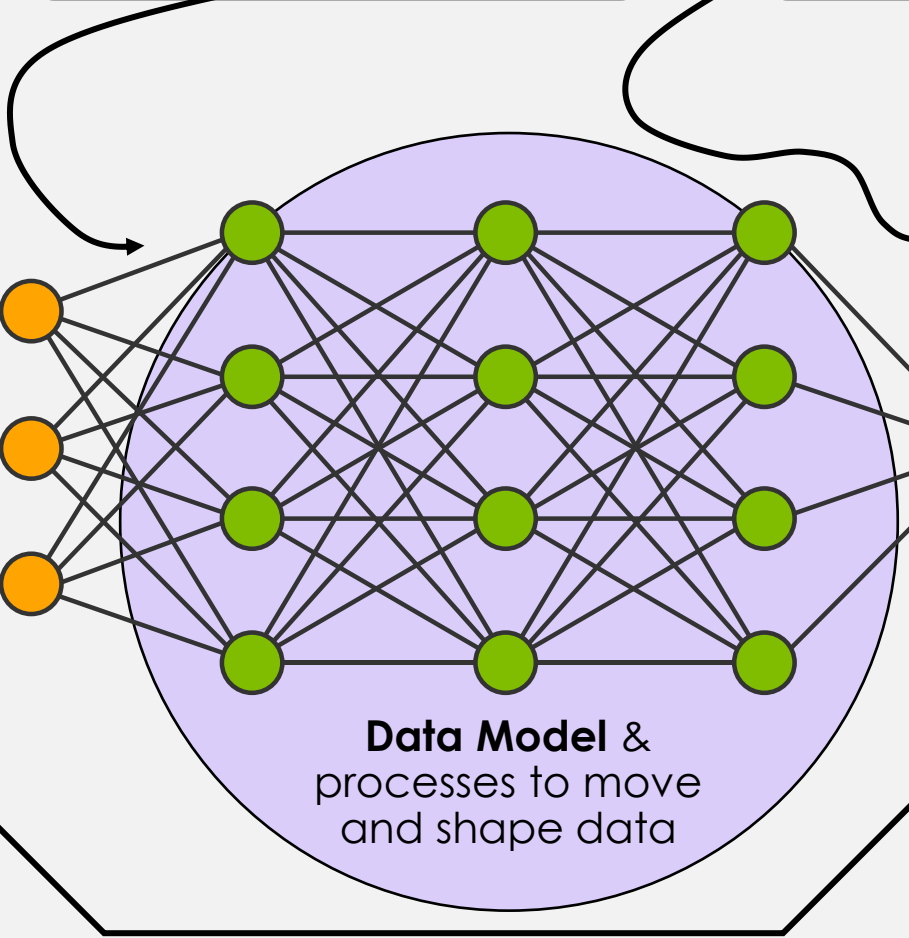
 **Direct data feeds** to increase density and size of data model


 **Input queries** from users, problems to resolve or tasks to complete


 Machine Learning - **Hunter Gatherer & Recycled Learnings** from User Interactions


 **Interpretation engine** - queries input against data model, decides upon meaning and context

 **Output engine** - takes interpretation of task / question, queries data model to generate output



 **Responses** to queries and tasks set by users

 **Response may be refined and iterated** via further user interactions

 **Some data fed back for learning**, as iterative user refinements give new insight

Introduction to ChatGPT

What is ChatGPT?

A **chat-based interface** and AI assistant - currently built around the **GPT-3.5** (speed) **GPT-4** (quality) **models**

Allows average users, without programming know-how, to **access the power of AI assistance**, via a simple chat interface

Has access to vast banks of knowledge and data. **Can be very helpful, but can also 'infer' and go wrong** (just like a human). Useful for **content creation, structured information creation** (e.g: Excel formulae or code) and **ideation**

Can also be **communicated with via API** – to allow queries at scale

ChatGPT in action – Asking for Info about a Topic



(1) I want my local MP to fight plans to build wind generators, but I support green power and I think that solar farms would be fine. Please write a letter on the benefits of solar power over wind generators, to my local MP, Mr Windy

ChatGPT in action – Code Construction



(2) I have an Excel spreadsheet (some-data.xlsx) at c:\data-project\some-data.xlsx. Please write a python script which will extract the list of text strings from Column A of Sheet index 1, remove duplicates, and then save the resulting list of text strings in the same directory. The resulting file should be called column-a-dedupe.txt. Please ensure UTF-8 encoding in the resulting text / notepad file. Assume Windows system architecture. If you utilise Python modules which are not installed by default, please make a note of these as I may need to pip install them, prior to running your script

How to access ChatGPT

Access **ChatGPT** here:

<https://chat.openai.com/>

You can start **trying out ChatGPT for free**, though free users may have limited requests

Free users may also be throttled more during peak usage times. **Free users cannot utilise GPT-4 or plugins**

You can sign up for a **free Open AI account** here:

<https://chat.openai.com/auth/login>



Welcome to ChatGPT

Log in with your OpenAI account to continue

Log in

Sign up

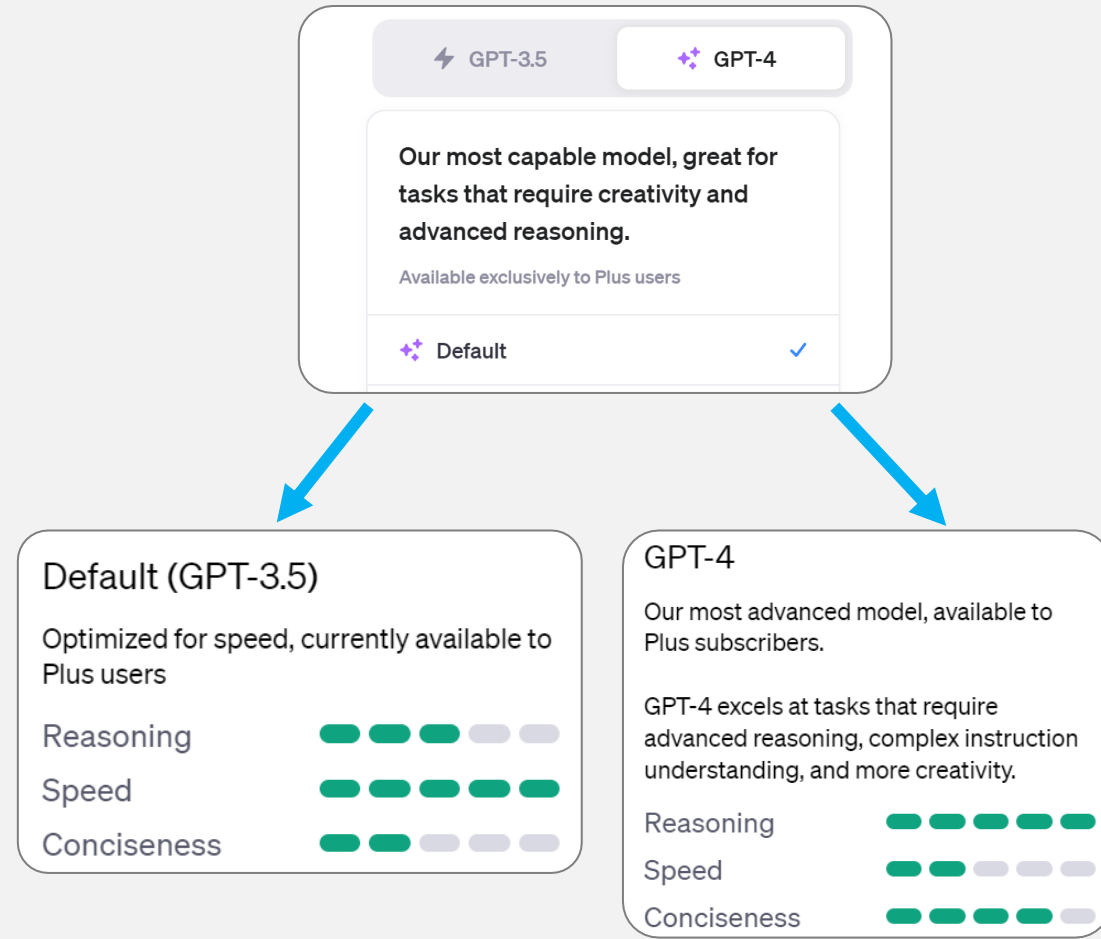
ChatGPT Plus (paid version)

ChatGPT **Plus** is the paid version and costs around **£20/month**

GPT-4 and its associated plugins, are only accessible to paid users

At the top of the ChatGPT interface, you will notice a couple of toggle tabs to **switch between different models**

They both have their own benefits and drawbacks.



What are ChatGPT Plugins?

What can we do with ChatGPT Plugins?

Bring ChatGPT out of its shell, allow it to expand beyond its (often restrictive) data model. **Allow Chat-GPT Access to live web info**

Allow ChatGPT more task-based freedom. ChatGPT can now process, as well as comment

String different tasks, functions and processes together using ChatGPT



ChatGPT Plugins Installation

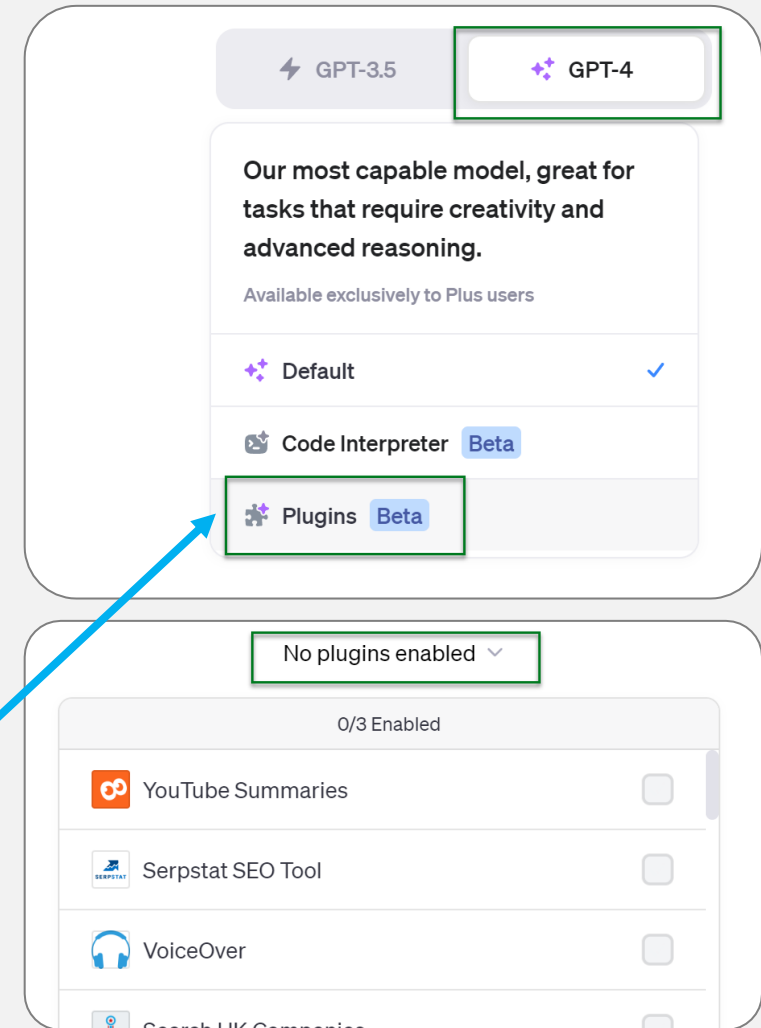
With a paid account and access to GPT-4, you then have access to **ChatGPT plugins**

Simply open a new chat and **hover over the GPT-4 model**

After that, **click on the “Plugins Beta” button**

You can then **click on the “No plugins enabled” dropdown**, to enable some plugins. We have installed a whole bunch of these to play with

If you don't have any plugins, click on the Plugin button to go to the plugin store and install some



Plugin Usage

1: Accessing live websites




We start by **asking ChatGPT to read the H1 tag** (primary user-visible heading) **of this URL:**

<https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor>

... We immediately **run into problems!**

That's because, by default, **ChatGPT only has access to the information within its data model.** ChatGPT can't perform 'live tasks', e.g: open a web browser and check some source code

SE What is the H1 tag of <https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor>

 I apologize, but as an AI language model, I don't have access to real-time browsing capabilities, and my knowledge is limited to the information available up to September 2021. Therefore, I cannot provide you with the current H1 tag of the specific URL you mentioned.

However, I can guide you on how to find the H1 tag for a webpage using your web browser. Here's how you can do it:

1. Open your web browser (Chrome, Firefox, etc.).
2. Go to the webpage you want to inspect (<https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor> in this case).
3. Right-click on the page (or Control-click on Mac) to open the context menu.
4. Select "Inspect" or "Inspect Element" from the menu. This will open the developer tools panel.
5. Look for the HTML code on the left side of the developer tools panel. The H1 tag will be identified as "<h1>". The content within the H1 tags represents the main heading of the webpage.

Please note that the website's structure might have changed since my last update in September 2021, so the location and structure of the H1 tag may vary. By following the steps above, you should be able to find the current H1 tag for the webpage you are interested in.

[Regenerate response](#)

1: Accessing live websites



Let's **enable the LinkReader plugin**

Let's **process our same query** again

Now we get a different, **much more helpful answer** from ChatGPT

We can confirm that ChatGPT's assessment of the H1 tag for the specified page is accurate

The screenshot shows a browser interface with the LinkReader plugin enabled. The plugin is shown as a sidebar on the left with the LinkReader logo and a description: "Read any links: webpage, youtube, PDF, PPT, Image, Word doc etc; OCR Image; Search & browse web." The main content area shows a search query: "What is the H1 tag of https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor". The LinkReader plugin has processed the query and returned the following answer: "The H1 tag of the webpage at the URL 'https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor' is 'Three Night Mega Pod Glamping Break for Two at Langstone Manor, Dartmoor - Virgin Experience Days'." Below the answer, the original webpage content is visible, showing the product title "Three Night Mega Pod Glamping Break for Two at Langstone Manor, Dartmoor" and the price "£220" (reduced from £330, 33% off). A red "Add To Basket" button is also visible.

2: Scraping content from web pages



Use the **Scraper plugin to scrape content** from a web page

This allows you to **do more than ask for small insights on HTML code fragments**

You can **pull back formatted content** from web pages

Between these two plugins, **ChatGPT can read code and content from webpages**

The screenshot shows a chat window with a search engine icon (SE) and a URL: <https://www.virginexperiencedays.co.uk/product/three-night-mega-pod-glamping-break-two-langstone-manor-dartmoor>. Below the URL, there is a dropdown menu labeled "Used Scraper" with a downward arrow. The chat response begins with "Here is the content from the webpage you requested:" followed by the following text:

Three Night Mega Pod Glamping Break for Two at Langstone Manor, Dartmoor

- Price: £220 (33% off from £330)
- Validity: 12 months
- Location: Devon - Tavistock

Overview

Journey to the stunning South West for a unique getaway with this Three Night Mega Pod Glamping Break at Langstone Manor, Dartmoor. You'll be able to experience all the very best of camping without having to worry about the cold, or the rain dripping through your 'waterproof' tent! Langstone Manor's Mega Pods are the newest big thing in glamping and offer a cosy respite from life's hustle and bustle. Equipped with all the necessary amenities – bed, kitchenette, living area, TV and more – the Mega Pods are individually landscaped with a patio area, table and chairs and personal BBQ.

Spend some time relaxing in the comfort of a home away from home – and if you fancy heading out, there's a world of exploration at your doorstep. Check out local walks and bike rides, visit one of the National Trust sites in the surrounding area, or make the most of the park's 5* facilities, such as the game room or bar.

What's Included

- Three night Mega Pod break for two at Langstone Manor, Dartmoor
- Enjoy the next big thing in glamping with a mega pod that sleeps up to four people (extra £10 per person per night)

At the bottom of the chat window, there are buttons for "Regenerate response" and a text input field.

3: Doing maths & calculations



ChatGPT can also hook into other platforms, like **Wolfram Alpha**, in order to do live maths and **mathematical functions**

As you can see, this **gives ChatGPT calculation functionality**

ChatGPT can sometimes solve equations without Wolfram, but only if the answer to an equation is documented within ChatGPT's data model. Here, via Wolfram, ChatGPT is doing live maths

Model: Plugins • Enabled plugins

SE What are the results of this equation? Complete the right hand side

$$(9t^3 + 1)^3 + (9t^4)^3 + (-9t^4 - 3t)^3 =$$

The equation you've provided is in the form of a cubic identity, specifically a special case of the identity:

$$(a + b + c)^3 = a^3 + b^3 + c^3 + 3a^2b + 3ab^2 + 3a^2c + 3ac^2 + 3b^2c + 3bc^2 + 6abc$$

In your case, $a = 9t^3 + 1$, $b = 9t^4$, and $c = -9t^4 - 3t$.

Let's calculate the right-hand side of the equation using this identity.

Used Wolfram

The right-hand side of the equation, when expanded using the cubic identity, is:

$$729t^{12} + 243t^8(1 + 9t^3) + 27t^4(1 + 9t^3)^2 + (1 + 9t^3)^3 + 243t^8(-3t - 9t^4) + 54t^4$$

This is a complex polynomial expression.

4: Transcripts from videos



Using the **VoxScript** plugin, you can easily **fetch transcripts of YouTube videos**

Very useful, if like me, you actually prefer reading to video content

When reading, you can skim until you reach the core content, and can then extract the information you need. With video, you can move the video track to skip ahead, but you have no peripheral vision of what you might have missed (unlike reading, where skim-reading gives you peripheral information)

The screenshot shows a chat window with a search bar containing the question "What is the transcript for this YouTube video?" and the URL "https://www.youtube.com/watch?v=vcCYEEfKHFs". Below the search bar, there are three dropdown menus, each labeled "Used VoxScript". The chat response provides the full transcript of a YouTube video titled "How to use chatGPT for Marketing - 6 Marketing Uses for chat GPT" by Jason Fleagle. The transcript is organized into three numbered points. At the bottom of the chat window, there is a "Send a message" input field and a "ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT July 20 Version" disclaimer.

What is the transcript for this YouTube video?
https://www.youtube.com/watch?v=vcCYEEfKHFs

Used VoxScript
Used VoxScript
Used VoxScript

Here is the full transcript of the YouTube video titled "How to use chatGPT for Marketing - 6 Marketing Uses for chat GPT" by Jason Fleagle:

1. "What's up, what's up everyone, Jason Fleagle here with another chat GPT video discussing OpenAI's amazing chat GPT tool. We're gonna unpack six of the top ways that chat GPT can empower your marketing from generating website copy to emails to social media posts video scripts there is so much that it can do to help you out with your marketing. Let's go ahead and jump into this video and welcome back so we're going to dive into more detail here on using chat GPT for marketing."
2. "If you're interested in using chat GPT for more technical digital marketing I did a full video on using chat GPT for SEO and content marketing the link is down in the description of the video go and check that out so if you're not familiar with chat GPT again it is a powerful chat bot developed by open AI it is mind-blowing the different things that you can do um so especially for businesses Freelancers consultants in the marketing space digital marketing space it is amazing and it's going to empower you in ways that you can't even imagine generating customer inquiry kind of answers maybe for like a chat bot on your site or generating website copy generating like social media posts emails Twitter threads there's video scripting for advertisements that you can do very very impressive even in e-commerce let's go ahead and get into the six main ways that chat GPT can help empower your marketing."
3. "So number one is generating content for a chat bot or coming up with ideas on some answers that you're going to be giving away for your chat bot on your website coming up with answers there is one of the best ways to like provide answers to people so let's write a prompt here so maybe you are a skin care company and you're providing like acne skin care ointment or something like that is th Stop generating one treatment ointment knee

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT July 20 Version

5: Converting data into diagrams



Let's have a look at **Show Me Diagrams**

Using this tool, you **can paste data to ChatGPT** in comma separated format, and **render some basic visualisations**

This is a **bit trickier and sometimes ChatGPT will misinterpret**, though you **can eventually get what you want if you iterate your instructions**

Since this is also more resource-intensive, **sometimes the plugin falls down if too much data is handed over**

SE Here is some data in comma separated format, please create a bar chart:

```
Date,Covid Cases
19/05/2022,6825
18/05/2022,7635
17/05/2022,8287
16/05/2022,9416
15/05/2022,7972
14/05/2022,6119
13/05/2022,6941
12/05/2022,7635
```

Used **Show Me Diagrams**

Here is the bar chart visualizing the Covid cases over time:

Date	Number of Covid Cases
05/05/2022	10,000
06/05/2022	9,000
07/05/2022	7,500
08/05/2022	9,000
09/05/2022	10,500
10/05/2022	9,500
11/05/2022	8,500
12/05/2022	7,500
13/05/2022	7,000
14/05/2022	6,000
15/05/2022	8,000
16/05/2022	9,500
17/05/2022	8,000
18/05/2022	7,500
19/05/2022	7,000

6: SEO Tools - SERPStat



The **SERPStat SEO Tool plugin** can **fetch keyword data** for you

Returned metrics include CPC, keyword competition. SERP difficulty and search volume

Very handy if you want to do small scale keyword research for an individual post

Falls over if too much is requested. Not good for large-scale keyword research

SE I'm writing a blog post about the synergies between SEO and AI. I'd like to include 10 keywords, which ones should I include? I'd also like to see UK search volumes for the keywords. You can respond with a comma separated list, with keywords on the left and search volumes on the right

Used Serpstat SEO Tool

```
REQUEST TO SERPSTAT SEO TOOL
{
  "keyword": "SEO and AI",
  "country": "UK"
}
```

```
RESPONSE FROM SERPSTAT SEO TOOL
{
  "keywords": [
    {
      "keyword": "ai and seo",
      "cpc": 1.796170,
      "competition": 18,
      "serp_difficulty": 0.4060784397571471,
      "search volume": 20
    },
    {
      "keyword": "ai and seo strategies",
      "cpc": 0,
      "competition": 0,
      "serp_difficulty": 0.4110677129735141,
      "search volume": 10
    },
    {
      "keyword": "jasper ai and surfer seo",
      "cpc": 0,
      "competition": 48,
      "serp_difficulty": null,
      "search volume": 10
    }
  ]
}
```

Regenerate response

7: SEO Tools – SEO Assistant



The **SEO Assistant** tool is broadly similar

Doesn't fall over quite so easily, but provides a less granular response

Often **comes back with more keywords**, though fewer metrics

Still suited to small scale keyword research

SE I'm writing a blog post about the synergies between SEO and AI. I'd like to include 10 keywords, which ones should I include? I'd also like to see UK search volumes for the keywords. You can respond with a comma separated list, with keywords on the left and search volumes on the right

Used SEO Assistant

Here are 10 keywords related to "synergies between SEO and AI" along with their respective UK search volumes:

1. "AI in SEO" - 2,500 searches/month
2. "SEO and AI integration" - 1,900 searches/month
3. "Artificial Intelligence for SEO" - 1,800 searches/month
4. "SEO automation with AI" - 1,600 searches/month
5. "AI SEO tools" - 1,500 searches/month
6. "AI-driven SEO strategies" - 1,300 searches/month
7. "Benefits of AI in SEO" - 1,200 searches/month
8. "AI and SEO future trends" - 1,100 searches/month
9. "Machine learning in SEO" - 1,000 searches/month
10. "AI for SEO optimization" - 900 searches/month

Please note that search volumes can fluctuate and these are approximate numbers.

8: SEO Tools – SEO.App

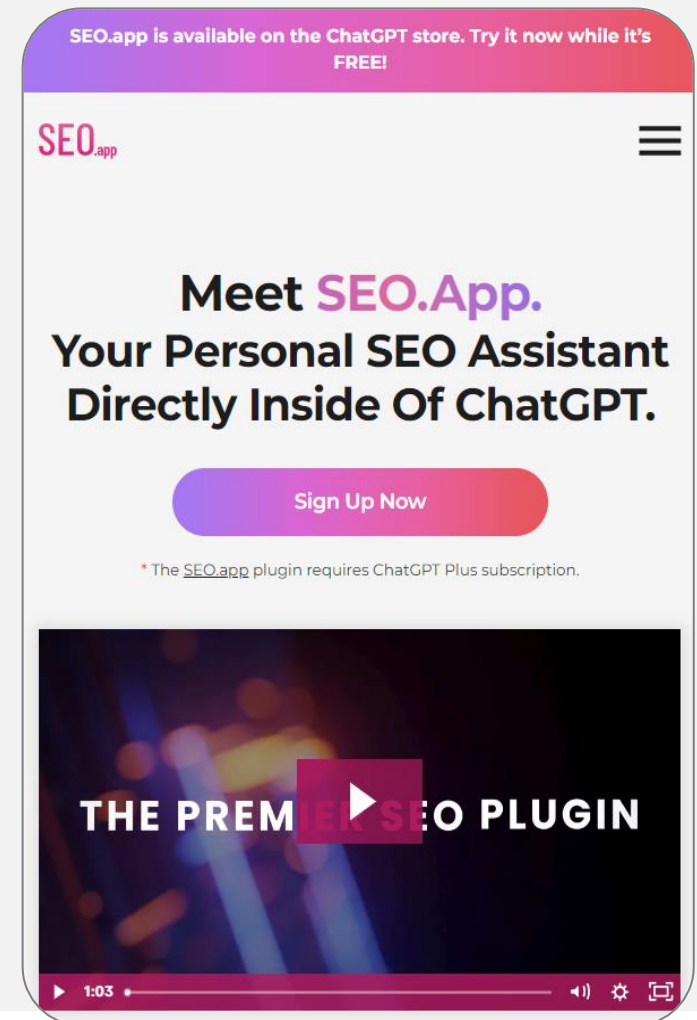


Have you tried the **SEO.App** plugin?

It's **one we plan to play with** but haven't experimented too much yet

It is **login and pay-walled** (you have to sign up to use it, then install the ChatGPT plugin after) - but it seems like **they're trying to build in many SEO functions** and connect it to all kinds of SEO tooling

It's still in infancy but looks like it will be really handy



Using PDF Docs to Feed Data to ChatGPT

9: Using data from PDF Docs



Simply **load the Askyourpdf.com plugin**

Connect it to a web-accessible PDF document https://anicca.co.uk/wp-content/uploads/2023/05/Integrate-Digital-eBook-compressed_1.pdf

Ask for a summary of the material

Skip all the skimming

SE Please provide a summary of the PDF document linked here: https://anicca.co.uk/wp-content/uploads/2023/05/Integrate-Digital-eBook-compressed_1.pdf

Used AskYourPDF

The PDF document you provided is a table of contents for a book about digital marketing. Here's a brief summary:

- **Topics Covered:** The book delves into various aspects of digital marketing, including:
 - Definitions
 - Touchpoints
 - Benefits
 - Audits
 - Planning
 - Assets
 - Campaigns
 - Channels
 - Strategies
 - Measurement
 - Data
- **Objective:** The book aims to offer insights and actionable advice for marketers navigating the digital space.

If you have more specific questions about the content or need details on a particular section, please let me know.

Additionally, if you wish to delete the document from the database at any point, you can do so by visiting [this link](#).

9: Using data from PDF Docs

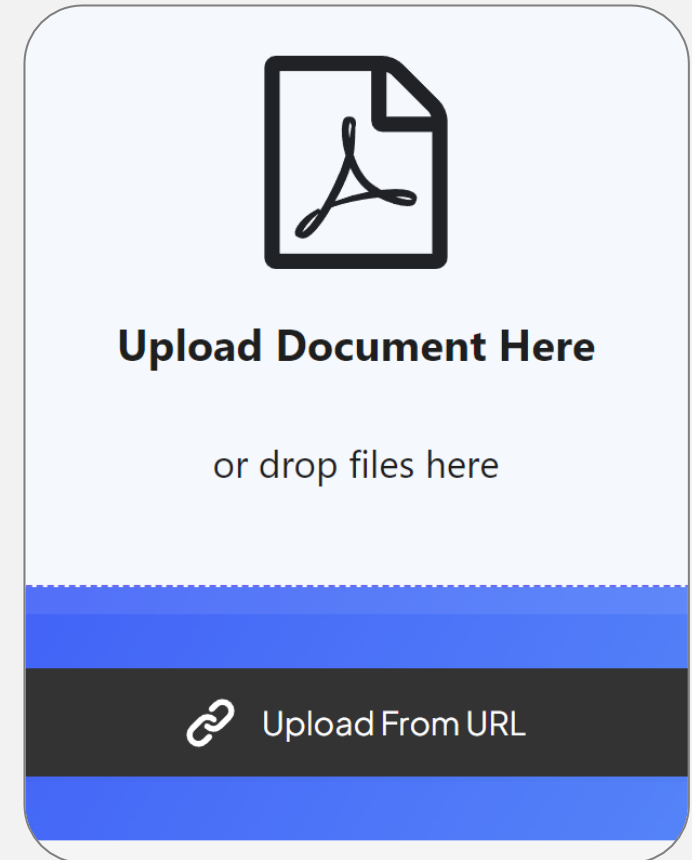


AskYourPDF allows you to **upload PDF documents** to the [Askyourpdf.com](https://askyourpdf.com) website – **useful if PDF material may be potentially insecure**

You are then served a **document ID**

Within ChatGPT, you can then **query the PDF document** which you uploaded

Since ChatGPT has a forced character limit in terms of message input, this allows you to **bypass ChatGPT's input limit**



9: Using data from PDF Docs

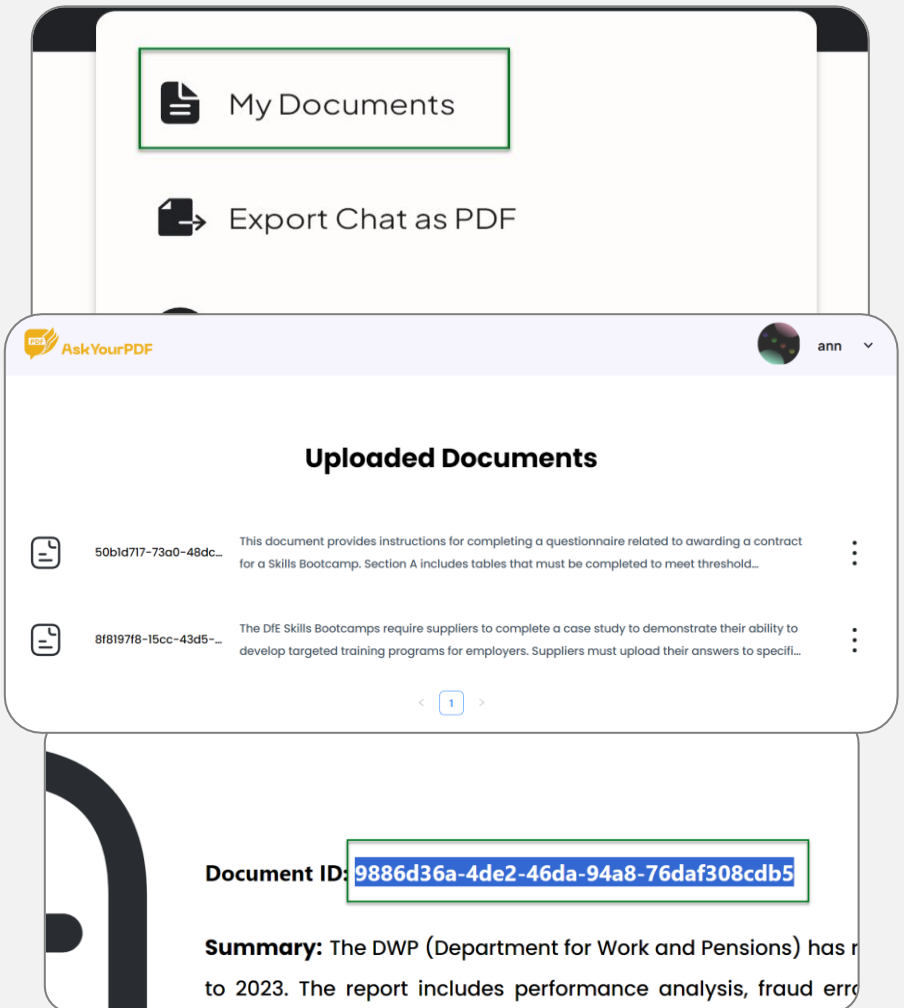


You can only upload **PDF documents with a maximum of 300 pages** (limit)

We tested this by **downloading the “DWP annual report and accounts 2022 to 2023”** report, as a PDF document. We had to delete 15 pages as it was slightly too big (315 pages)

After uploading the PDF, we **had to go to My Documents** (on Askyourpdf.com) to then **find the document, and the necessary document ID** (for ChatGPT)

Now it's time to **return to ChatGPT**, with the AskYourPDF plugin enabled



9: Using data from PDF Docs



All we have to do is ask a question in ChatGPT about this 300 page PDF document, and then **feed in the doc_id** that we got from Askyourpdf.com

Immediately **we can get a top level summary** of the document

We can also **push ChatGPT to pull out the main finding** of the report

Obviously the main finding was derived from information within the report (which may be biased). However, we can drill ChatGPT even further for analysis in terms of fairness and implementation.

Interpreting PDF Docs (Analysis)



SE Ask Your PDF, please create a short summary of the document with the doc_id of 9886d36a-4de2-46da-94a8-76daf308cbb5

Used AskYourPDF

The document you provided is the "DWP annual report and accounts 2022 to 2023" from the UK government. Here's a brief summary of the key points found in the document:

1. The document is licensed under the Open Government Licence v3.0, and it's available on the UK government's official website. Any third-party copyright information requires permission from the copyright holders concerned. (Page 2)
2. The report discusses the department's gender representation in roles. As of March 2022, over 50% of roles at SCS1 and SCS3 were filled by females. However, there's more work to be done in reaching proportionate representation of genders at the feeder grades (Grades SEO, 6, and 7). (Page 184)
3. The report also mentions the Statement of Outturn against Parliamentary Supply (SOPS), which is a key accountability statement showing how an entity has spent against their Supply Estimate. The SOPS and related notes are subject to audit. (Page 184)
4. The document discusses the process of conducting Internal Process Reviews (IPRs) to ensure DWP learns lessons where the customer experience has fallen short of expected standards. In 2022-23, there were 181 actions closed from IPRs. (Page 54)
5. The Departmental Board and its sub-committees are discussed, which focus on translating policy into results and advising on the overall running of the Department. The board has several sub-committees, including the Departmental Audit and Risk Assurance Committee, the Nominations Committee, the Transformation Advisory Committee, and the Non-executive Directors and Executive Team Board. (Page 139)
6. The report highlights the department's priority to improve opportunities for all through work, including groups that are currently under-represented in the workforce. (Page 21)

Please note that this is a high-level summary and the document contains more detailed information on these and other topics.

Regenerate

SE What is the single, most important, main finding of the report? Just one thing

Used AskYourPDF

The main finding of the report appears to be related to the Department's efforts to reduce overpayments and fraud within the Universal Credit system. The report highlights the re-introduction of the Gainfully Self-Employed (GSE) interviews and the Minimum Income Floor (MIF) as measures to ensure correct reporting of earnings by self-employed claimants.

Furthermore, the Department has initiated Targeted Case Reviews (TCRs), a long-term initiative expected to review millions of potentially high-risk Universal Credit claims over the next six years. Through an investment of £450 million in TCR over three years, the Department plans to deliver £750 million of savings and £6.4 billion if the increased funding continues for a further three years until 2027-28. (Page 88)

SE Given the main finding and the measures proposed by the state, do you believe that these measures will be effective? Could there be any problems caused for people?

As an AI developed by OpenAI, I don't have personal beliefs or opinions. However, I can provide an analysis based on the information available.

The measures proposed by the Department, such as the re-introduction of Gainfully Self-Employed (GSE) interviews and the Minimum Income Floor (MIF), as well as the implementation of Targeted Case Reviews (TCRs), are designed to reduce overpayments and fraud within the Universal Credit system. These measures could potentially be effective in achieving their intended goals, given that they are focused on verifying claimant information, ensuring correct reporting of earnings, and identifying high-risk claims.

However, there could be potential challenges or issues for individuals:

1. **Bureaucracy and Delays:** The introduction of these measures could potentially lead to increased bureaucracy and delays in the processing of claims. This could cause financial hardship for individuals who rely on these benefits.
2. **Complexity:** The measures might increase the complexity of the benefits system. Some claimants, particularly those who are vulnerable or have difficulty navigating bureaucratic systems, might struggle to understand and comply with the new requirements.
3. **Inaccurate Assessments:** There's always a risk of inaccurate assessments that could lead to individuals being wrongly denied benefits or receiving less than they're entitled to.
4. **Privacy Concerns:** The increased scrutiny and data collection involved in these measures could raise privacy concerns for some individuals.

It's important to note that the effectiveness of these measures and their impact on individuals would depend on how they are implemented. The Department would need to ensure that the measures are applied fairly, that adequate support is provided to claimants, and that there are mechanisms in place to address any issues or concerns that arise.

Plugin Stacking

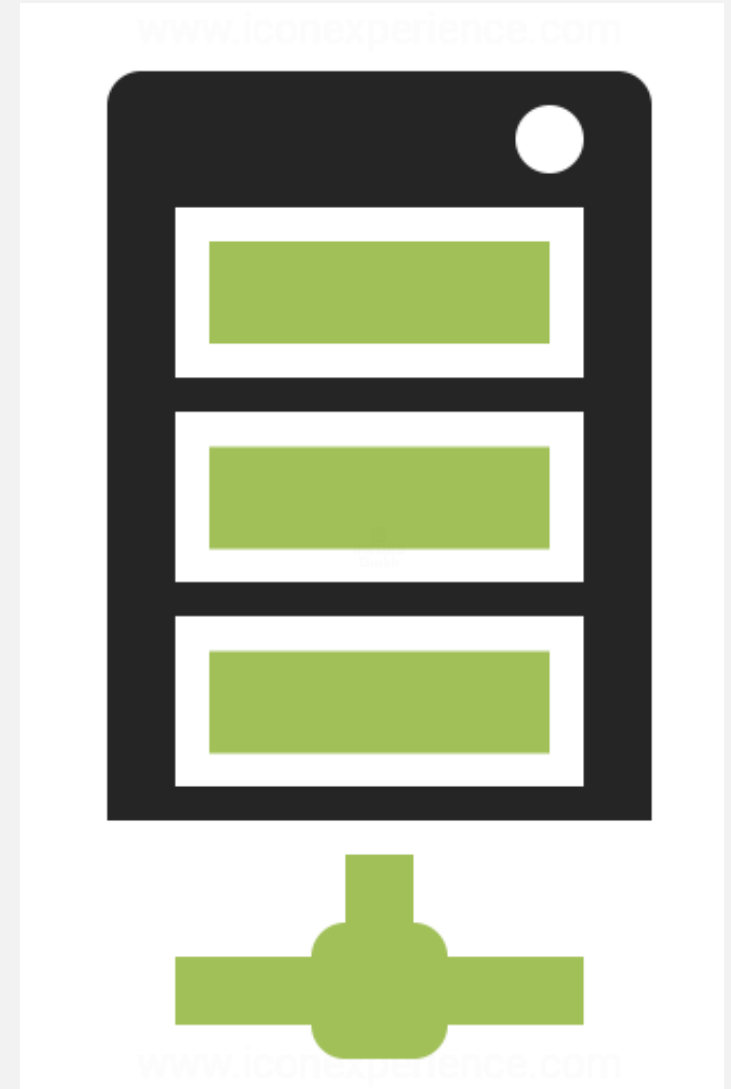
10: Plugin Stacking

You can **install a large number of plugins**

But, you **can only activate three plugins at once**, so choose carefully

Having said that, **three plugins is enough to begin forming a function stack**

You'll be surprised how much a stack of three plugins, can really **extend ChatGPT's functionality**






Example 1

Here I have combined **LinkReader**, **Wolfram** and **SEO Assistant** together

The task is to **read the math equation form the first post** of a forum thread

Then to **solve the equation**

Then to **suggest SEO keywords for the web page** (which is also the forum thread)



Model: Plugins • Enabled plugins:   


SE On the following web page: <https://www.math10.com/forum/viewtopic.php?f=9&t=293>


First, use LinkReader to read the first post. The user MM, proposes a math equation within the first post.

Secondly, please solve the equation using Wolfram.

Finally, please recommend some SEO keywords for this web page, based around the main topic. Please return five keywords and please supply search volumes. You can do this by providing a comma separated list

 Used Link Reader 

Used Wolfram 


Used SEO Assistant 

Here are the solutions to the equation:

- $x = -\frac{1}{\sqrt{2}}$
- $x = \frac{\sqrt{2+\sqrt{3}}}{2}$

For the SEO keywords, here are five suggestions along with their search volumes:

- "solve math equation" - 10,000 searches per month
- "math problem solver" - 50,000 searches per month
- "online math help" - 20,000 searches per month
- "math equation solutions" - 5,000
- "advanced math problems" - 3,000 searches per month

 Regenerate response

Send a message

See What You Can Do

See what kinds of fun stacks you can come up with!

Let's look at a second example combining **LinkReader**, **VoxScript** and **SEO Assistant**

The task is to **look at a YouTube video**, examine the **transcript and SEO Meta tags** (<title> and Meta description)

Following this, **ChatGPT must write a blog post then choose some keywords**, and, using the transcript as a foundation

Example 2

SE

I want to write a blog post about SEO and ChatGPT synergies, I want the blog post to be SEO optimised

1

I found this YouTube video: <https://www.youtube.com/watch?v=59hsPSrYvmk>

Firstly, please read the <title> tag and Meta description of the linked webpage using LinkReader

Secondly, please read the YouTube video's transcript using VoxScript

Thirdly, use SEO Assistant to determine five relevant keywords for a blog post, which will be based on the same subject as the video

Finally, write a blog post about the same subject, with SEO keywords worked in



Used Link Reader



Used VoxScript



Used VoxScript



Used VoxScript



Used SEO Assistant



Based on the video transcript and the SEO Assistant's suggestions, here are five relevant SEO keywords for your blog post:

1. ChatGPT for SEO - 1200 searches/month
2. ChatGPT use cases - 950 searches/month
3. AI in SEO - 800 searches/month
4. ChatGPT content creation - 700 searches/month
5. SEO automation with ChatGPT - 600 searches/month

Now, let's proceed to write a blog post incorporating these keywords.

2

Leveraging ChatGPT for SEO: Uncovering the Best and Worst Use Cases

3

In the ever-evolving landscape of digital marketing, the synergy between SEO and AI has become increasingly apparent. One of the most exciting developments in this space is the emergence of ChatGPT, a powerful AI model developed by OpenAI. This blog post explores the best and worst use cases of ChatGPT for SEO, providing insights on how to effectively leverage this tool for your SEO strategy.

The Power of ChatGPT for SEO

ChatGPT has been making waves in the SEO community, with its ability to generate human-like text based on the prompts given to it. This has opened up a plethora of opportunities for SEO professionals to improve their strategies and workflows. However, like any tool, it's essential to understand how to use it effectively to reap the maximum benefits.

Best Use Cases for ChatGPT in SEO

One of the most effective use cases of ChatGPT in SEO is the construction of regular expressions (regex). Regex is a sequence of characters used to find patterns within text, and ChatGPT excels at it. This can be particularly useful in tools like Google Search Console or Ahrefs to find specific subsets of data to improve SEO.

Another powerful use case is automating tasks to make your SEO work more efficient. For instance, ChatGPT can write full automations for you, such as coding in Apps scripts to connect to an email finding API, saving you valuable time.

ChatGPT is also excellent at generating content and creating quick outlines for your content. This can significantly improve your content creation process, making it more

Regenerate response

to message

What can Anicca Do for You?

AI Work with Anicca

At Anicca, **we can work with AI iteratively or at scale** – with technology from Open AI / ChatGPT. We have built our own scripts to interact with the API

Scalable / API

Note that our **current scripts cannot process iterative refinements**, and that technologies like Auto-GPT (which are set to automate this) are still highly experimental

For **scaled work**, it's best to focus on **simple items processed at volume** (like product description snippets for your website). We **still utilise a human review and editorial process**, as AI 'infers' quite often

Iterative / Human Operator

Iterative work is different to scaled work. This will involve a **human operator** working with ChatGPT to produce content (or insights) – the operator may then look to refine the produced content, either via further iterative AI commands, or via their own expertise. From this POV we can help to generate longer-form content, help with ideation etc. We can also use plugins to assist here

Both scaled and iterative work, should help you to **leverage AI's cost-efficiencies**. Keep in mind that **scalable work usually results in higher efficiency gains**, so long as the volume of work is sufficient



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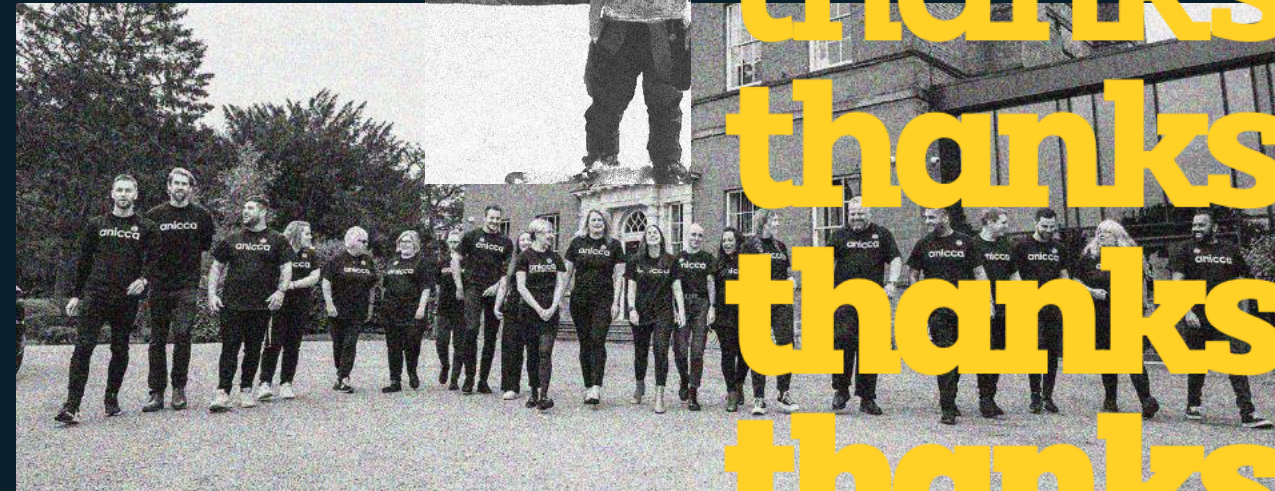
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