



Beyond ChatGPT Evaluating AI content tools

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KEY CONTENT



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www.linkedin.com/company/key-content

01

Intro

02

Analysing other AI content generation tools

03

Defining workflows and integrations

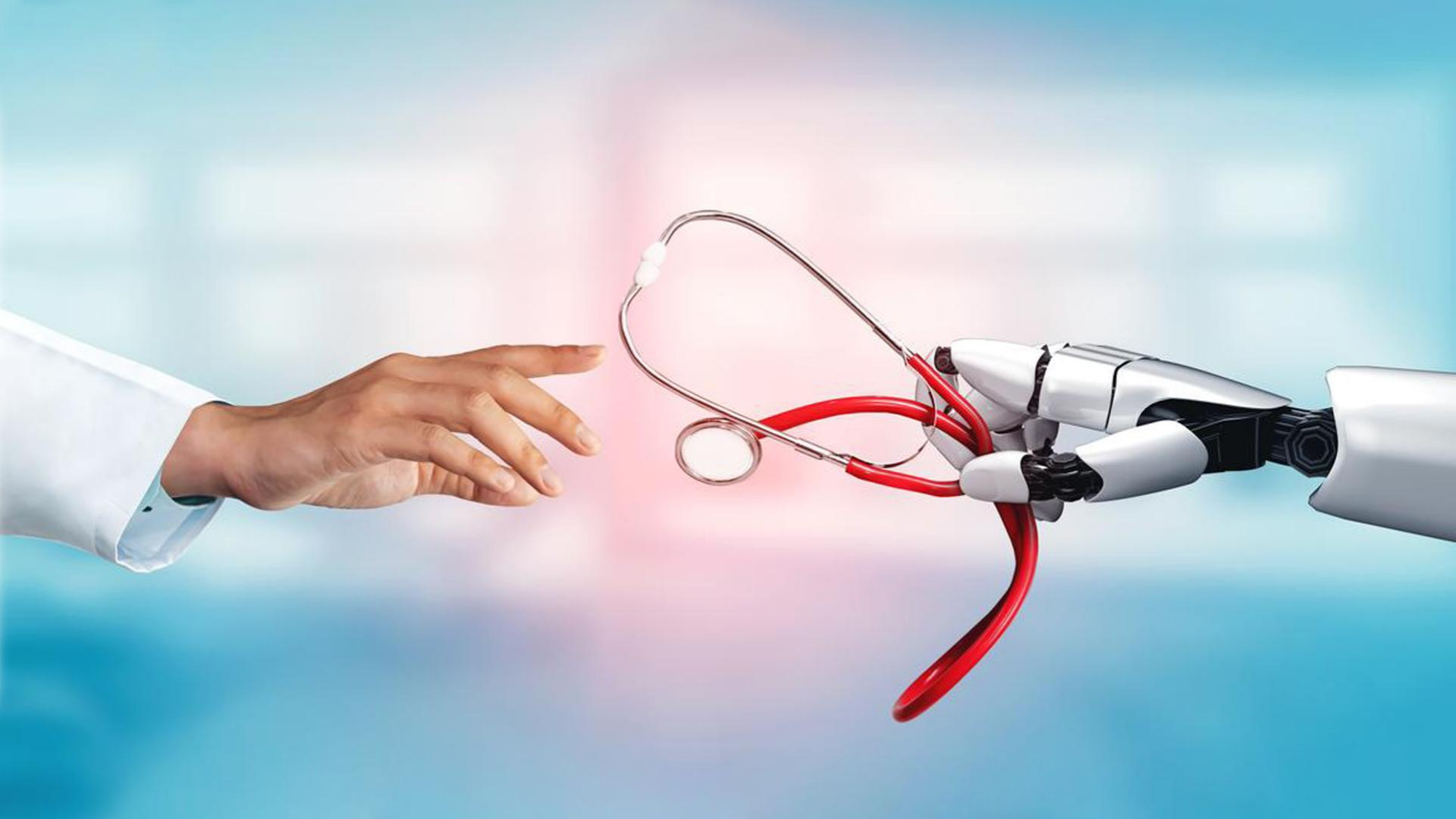
04

Conclusion

Beyond ChatGPT

Intro





DO NOT

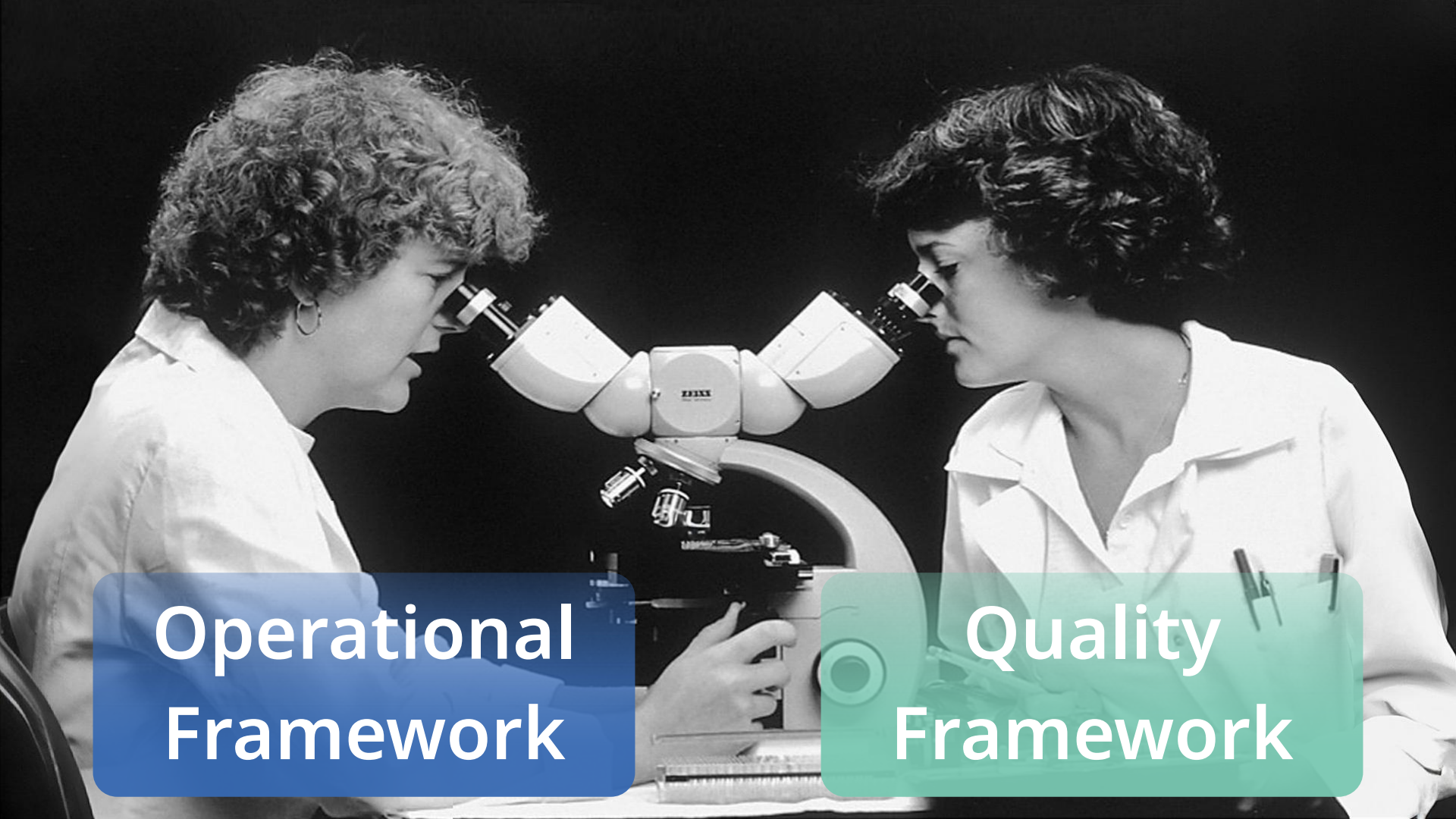
TRUST

ROBOTS

AI content generation tools



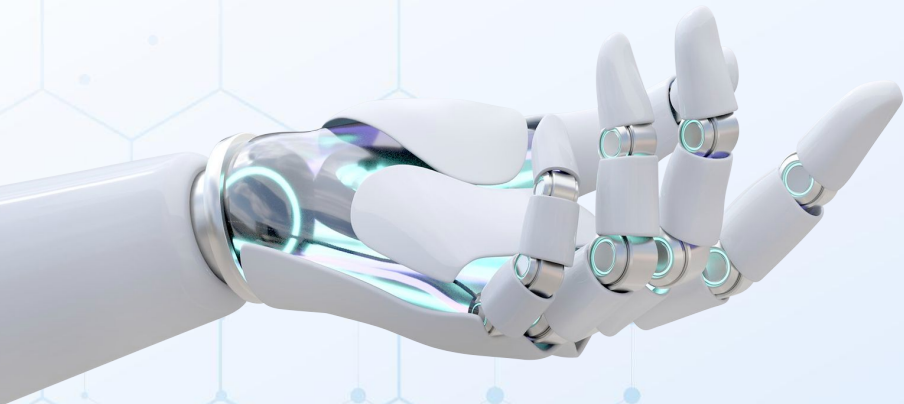




**Operational
Framework**

**Quality
Framework**

Operational Framework



Pricing

API

Workflow / different content types

Integration and extensions

Scalability

Features

Limitations

Templates

Language capabilities

Detailed analysis of content quality and style													
Content quality	Style	Tone of voice	Keyword usage	Format and len	Bonus creativity	Bonus fluency	Bonus style	Structure	Spelling/Typo	Grammar/Syntax	Primary keywords omission	Character LEN	Incorrect - false information
High quality	Good style	Following brief	Following brief	Following brief	Yes	Yes	Yes	No errors	No errors	No errors	No	No errors	No
High quality	Good style	Following brief	Following brief	Following brief	No	Yes	Yes	No errors	No errors	No errors	No	No errors	No
High quality	Good style	Following brief	Following brief	Following brief	Yes	Yes	Yes	Errors	No errors	No errors	No	Errors	No
High quality	Good style	Following brief	Following brief	Following brief	Yes	Yes	Yes	No errors	No errors	No errors	Yes	No errors	No
High quality	Good style	Following brief	Not enough keywords, but primary keywords are in the title and the content	Following brief	Yes	Yes	Yes	No errors	No errors	No errors	Yes	No errors	No
Medium, errors	Correct but could improve	Following brief	Following brief	Not following brief	No	No	No	No errors	Errors	Errors	No	No errors	No
Medium, errors	Correct but could improve	Following brief	Following brief	Not following brief	No	No	No	Errors	No errors	No errors	Yes	Errors	No
Low	Not consistent, incorrect	Not following brief	Not enough keywords and missing primary keywords in the main elements	Following brief	No	No	No	Errors	No errors	No errors	Yes	No errors	No
Medium, errors	Correct but could improve	Following brief	Not enough keywords and missing primary keywords in the main elements	Not following brief	No	No	No	Errors	No errors	No errors	Yes	Errors	No
Low	Not consistent, incorrect	Following brief	Not enough keywords and missing primary keywords in the main elements	Following brief	No	No	No	Errors	No errors	No errors	Yes	No errors	Yes
Low	Not consistent, incorrect	Not following brief	Not enough keywords and missing primary keywords in the main elements	Not following brief	No	No	No	Errors	Errors	Errors	Yes	Errors	No



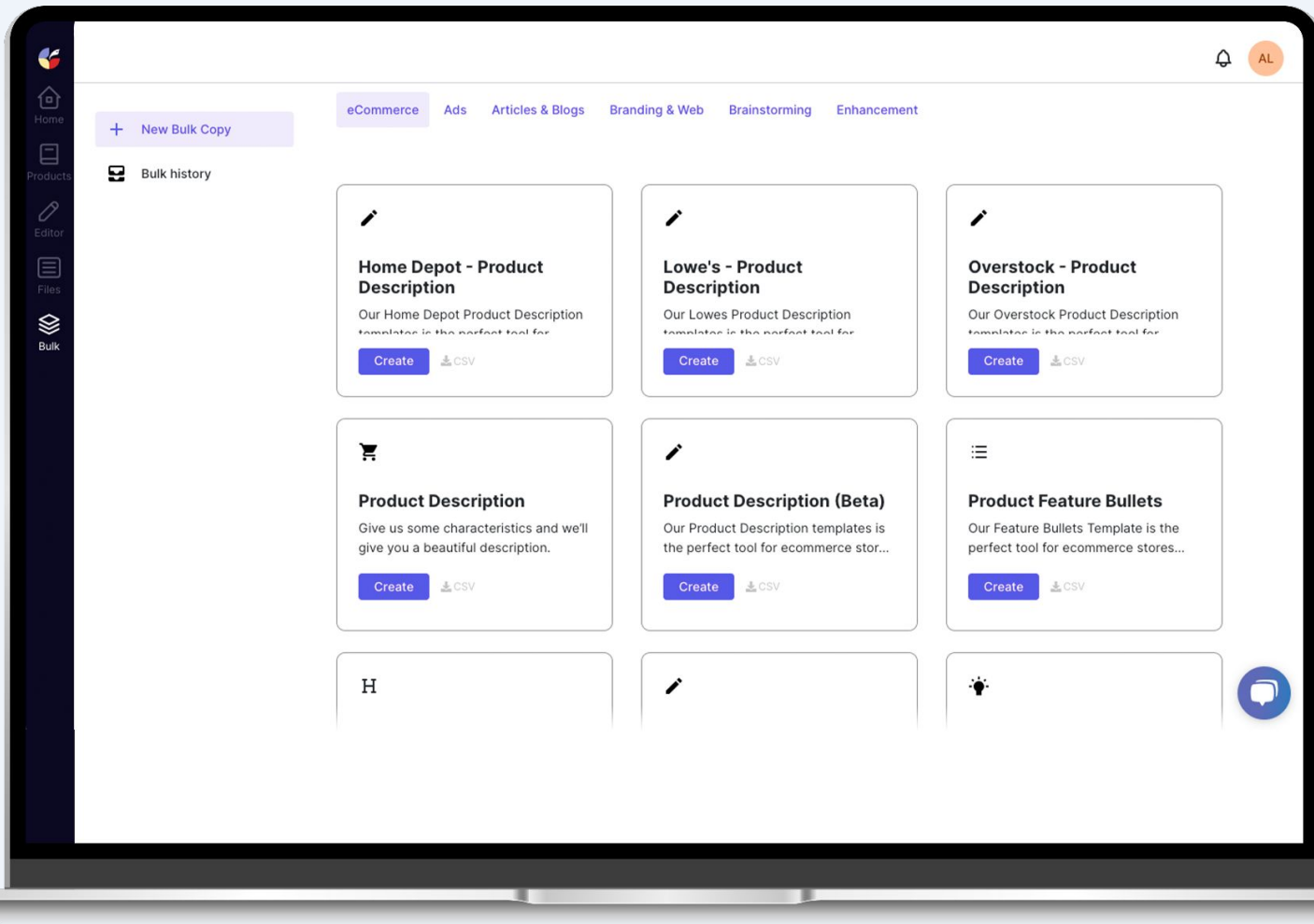
Operational Framework



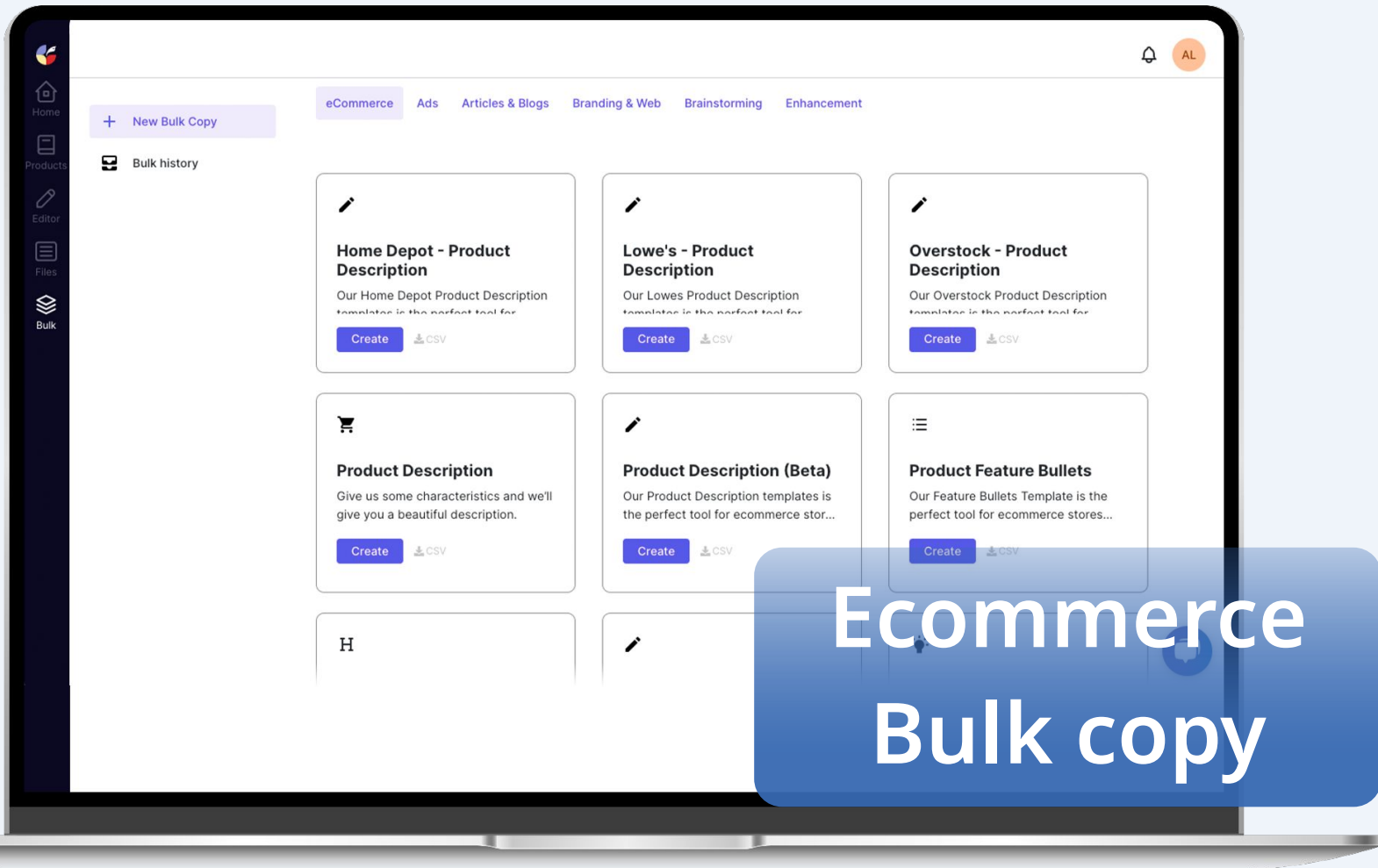
Quality Framework



COPYSMITH



COPYSMITH



RIGHT BLOGGER

The image shows a laptop displaying the RightBlogger website. The interface is dark-themed and features a sidebar on the left with various tools. The main content area is titled "Article Writer Tool" and includes a text input field for a topic or keyword, four toggle switches for "Edit Outline?", "Include Images?", "Include Links?", and "Use Realtime Data?", and dropdown menus for "Tone & writing style" (set to Default) and "Language" (set to English (UK)). Below these are dropdowns for "Article Length" (set to Long-form (> 1,000 words)) and "Point of View" (set to Automatic). A prominent blue "GENERATE" button is at the bottom of the main area. The sidebar lists tools such as "All Tools", "Content Dashboard", "Blogging Tools", "Smart Suggest", "Post Ideas", "Post Outline", "Post Title", "Post Introduction", "Paragraph", "Post Conclusion", "FAQ", "List", "Listicle Writer", and "Grammar Fixer". The top right of the page shows "Dashboard", "Tools", and user profile icons.

RightBlogger

Dashboard Tools

All Tools

Content Dashboard

TOOLS

Blogging Tools

Article Writer

Smart Suggest

Post Ideas

Post Outline

Post Title

Post Introduction

Paragraph

Post Conclusion

FAQ

List

Listicle Writer

Grammar Fixer

Article Writer Tool

Generate a full article using a topic or keyword.

Topic/Keyword

Example: Tips for growing your email list

Edit Outline? Include Images? Include Links? Use Realtime Data?

Tone & writing style Language

Default English (UK)

ADVANCED ^

Article Length

Long-form (> 1,000 words)

Point of View

Automatic

GENERATE

Previous Inspirations

RIGHT BLOGGER

RightBlogger Dashboard Tools

Article Writer Tool
Generate a full article using a topic or keyword.

Topic/Keyword
Example: Tips for growing your email list

Edit Outline? Include Images? Include Links? Use Realtime Data?

Tone & writing style: Default
Language: English (UK)

Article Length: Long-form (> 1,000 words)

Point of View: Automatic

Real time data & SEO

GENERATE

Previous Inspi...

- All Tools
- Content Dashboard
- TOOLS
- Blogging Tools
- Article Writer**
- Smart Suggest
- Post Ideas
- Post Outline
- Post Title
- Post Introduction
- Paragraph
- Post Conclusion
- FAQ
- List
- Listicle Writer
- Grammar Fixer

GPT4

The screenshot shows the OpenAI Playground interface. At the top, there are navigation links: Overview, Documentation, API reference, Examples, and Playground. On the right, there are links for Help and Personal. Below the navigation, the title "Playground" is displayed. To the right of the title is a dropdown menu labeled "Your presets" and buttons for "Save", "View code", "Share", and a menu icon. The main area is divided into three sections: a chat window on the left, a user input area in the middle, and a settings panel on the right. The chat window shows a "SYSTEM" message: "You are a helpful assistant." The user input area has a placeholder "Enter a user message here." and a button "Add message". The settings panel includes a "Mode" dropdown set to "Chat", a "Model" dropdown set to "gpt-4", a "Temperature" slider set to 1, a "Maximum length" slider set to 256, a "Stop sequences" input field, a "Top P" slider set to 1, a "Frequency penalty" slider set to 0, and a "Presence penalty" slider set to 0. At the bottom of the chat window is a green "Submit" button and a refresh icon. At the bottom right of the settings panel, there is a lock icon and a note: "API and Playground requests will not be used to train our models. [Learn more](#)".

Overview Documentation API reference Examples Playground

Help Personal

Playground Your presets Save View code Share ...

SYSTEM
You are a helpful assistant.

USER Enter a user message here.

+ Add message

Mode: Chat

Model: gpt-4

Temperature: 1

Maximum length: 256

Stop sequences: Enter sequence and press Tab

Top P: 1

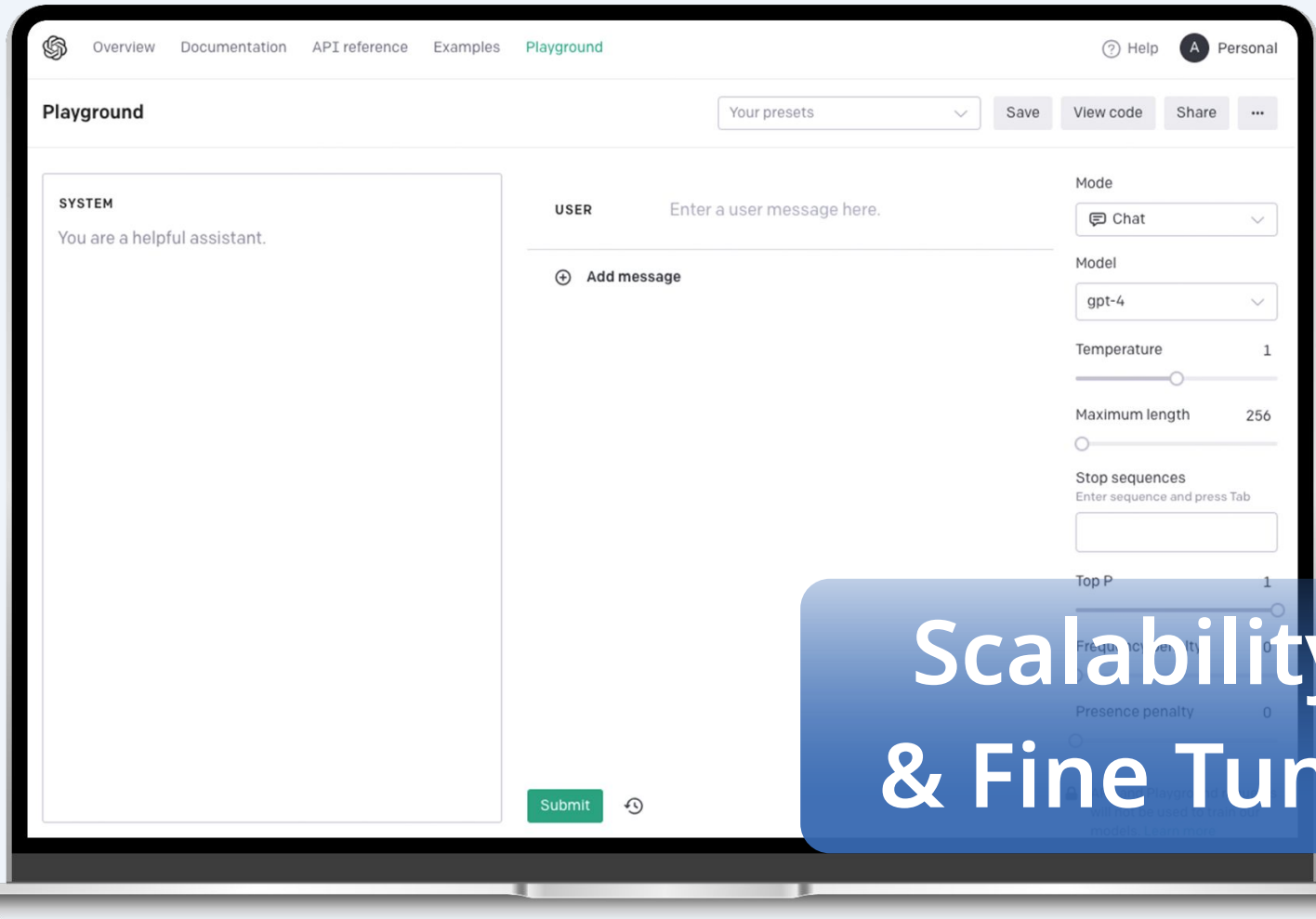
Frequency penalty: 0

Presence penalty: 0

Submit ↻

API and Playground requests will not be used to train our models. [Learn more](#)

GPT4



Scalability
& Fine Tune

WRITESONIC

The screenshot displays the Writesonic Library interface. On the left is a dark sidebar with navigation options: 'Library' (selected), 'History', 'AI Writer 5.0', 'Brand Voice', 'Botsonic', 'Chatsonic', 'Photosonic', 'Bulk Generate', 'Chrome extension', 'Learning Center', and 'Words - 138,930'. The main content area is titled 'Library' and features a search bar with the placeholder 'E.g.: 'Article Writer', 'Facebook ads''. Below the search bar are filter tabs: 'All templates' (selected), 'New', 'Article And Blogs', 'Ads And Marketing Tools', 'General Writing', 'Ecommerce', 'Social Media', 'Website Copy', and 'Other'. The 'New' section contains four items: 'AI Article Writer 5.0', 'AI Article Writer 4.0', 'Botsonic - Train ChatGPT on your data', and 'Chatsonic (Like ChatGPT)'. The 'Article And Blogs' section contains four items: 'AI Article Writer 5.0', 'AI Article Writer 4.0', 'Instant Article Writer', and 'AI Blog Titles'. A 'Feedback' button is visible on the right side of the 'Chatsonic' card.

Library

Search: E.g.: 'Article Writer', 'Facebook ads'

All templates New Article And Blogs Ads And Marketing Tools General Writing Ecommerce Social Media Website Copy Other

New 6

- AI Article Writer 5.0**
Factual, up-to-date instant articles (up to 2500 words) based on your competitors' articles or your existing content (option to feed up to 5 articles at a time). **New**
- AI Article Writer 4.0**
Premium quality, up to 3000-word SEO-friendly blog articles in 3 steps. Choose keywords, tone, CTAs, POV, with this new upgrade. **New**
- Botsonic - Train ChatGPT on your data**
Build a no-code custom AI chatbot in minutes. Now train ChatGPT on your data. **New**
- Chatsonic (Like ChatGPT)**
A chatbot like ChatGPT but with real-time data, images & voice search. **New**

Article And Blogs 14

- AI Article Writer 5.0**
Factual, up-to-date instant articles (up to 2500 words) based on your competitors' articles or your existing content (option to feed up to 5 articles at a time).
- AI Article Writer 4.0**
Premium quality, up to 3000-word SEO-friendly blog articles in 3 steps. Choose keywords, tone, CTAs, POV, with this new upgrade.
- Instant Article Writer**
Instantly generate 1500-word articles
- AI Blog Titles**
Catchy blog titles that will help you get

Feedback

WRITESONIC

The screenshot displays the Writesonic Library interface. At the top left, the Writesonic logo and a 'Create new' button are visible. Below this is a navigation menu with options like 'Sustainable Travel', 'Library', 'History', 'AI Writer 5.0', 'Brand Voice', 'Botsonic', 'Chatsonic', 'Photosonic', 'Bulk Generate', 'Chrome extension', 'Learning Center', and 'Words - 138,930'. The main content area is titled 'Library' and features a search bar with the placeholder text 'E.g.: 'Article Writer', 'Facebook ads''. Below the search bar are tabs for 'All templates', 'New', 'Article And Blogs', 'Ads And Marketing Tools', 'General Writing', 'Ecommerce', 'Social Media', 'Website Copy', and 'Other'. The 'New' tab is selected, showing a grid of templates. The first row includes 'AI Article Writer 5.0', 'AI Article Writer 4.0', 'Botsonic - Train ChatGPT on your data', and 'Chatsonic (Like ChatGPT)'. The second row includes 'AI Article Writer 5.0', 'AI Article Writer 4.0', 'Instant Article Writer', and 'AI Blog Titles'. A blue callout box in the bottom right corner contains the text 'Tone of voice & SEO'. A 'Feedback' button is visible on the right side of the interface.

Library

Search: E.g.: 'Article Writer', 'Facebook ads'

All templates New Article And Blogs Ads And Marketing Tools General Writing Ecommerce Social Media Website Copy Other

New 6

- AI Article Writer 5.0**
Factual, up-to-date instant articles (up to 2500 words) based on your competitors' articles or your existing content (option to feed up to 5 articles at a time). **New**
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Build a no-code custom AI chatbot in minutes. Now train ChatGPT on your data. **New**
- Chatsonic (Like ChatGPT)**
A chatbot like ChatGPT but with real-time data, images & voice search. **New**

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Instantly generate 1500-word articles
- AI Blog Titles**
Catchy blog titles that will help you get

Tone of voice & SEO

JASPER

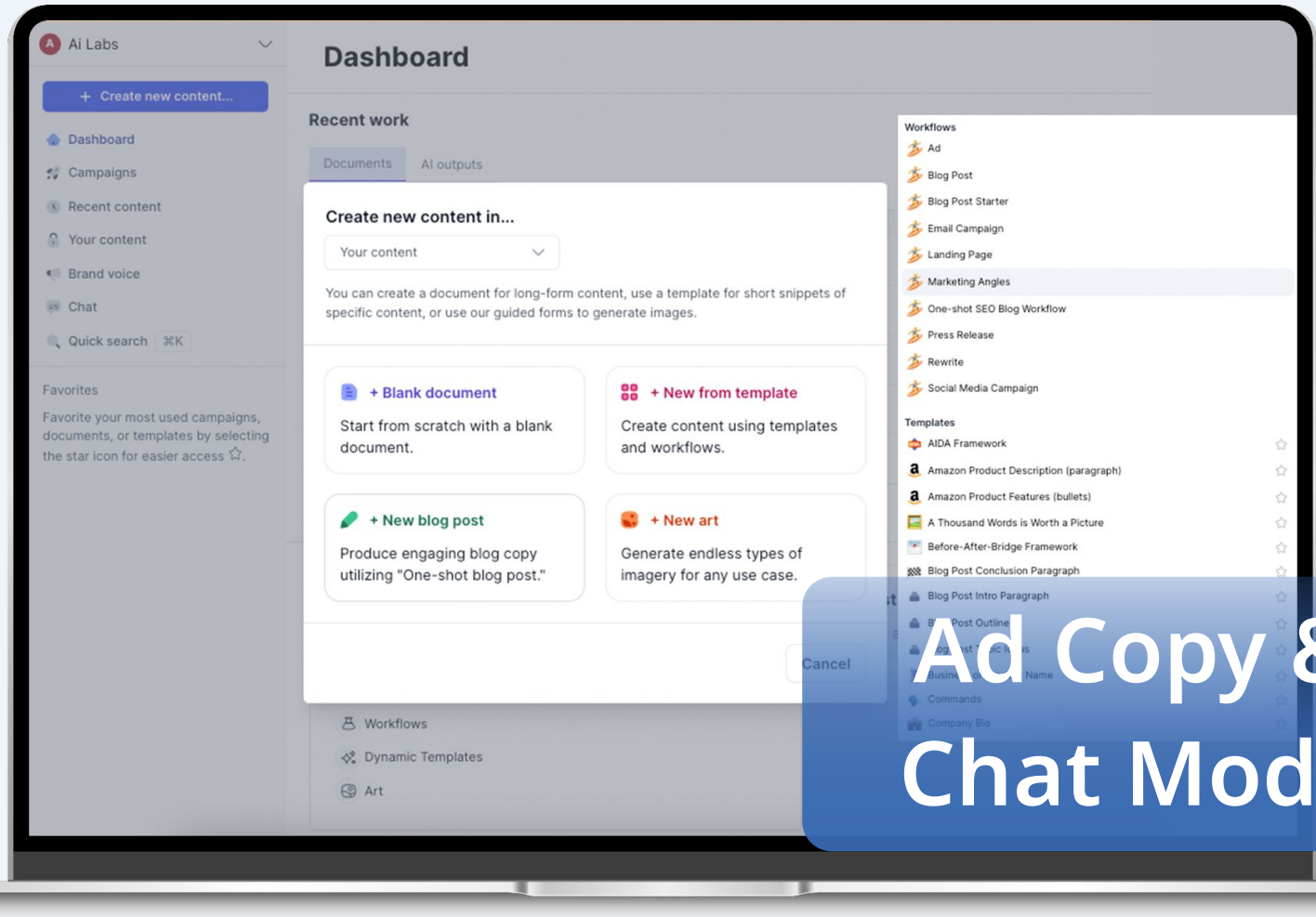
The image shows a laptop displaying the Jasper AI dashboard. A modal window is open in the center, titled "Create new content in...". The modal has a dropdown menu currently set to "Your content". Below the dropdown, there is explanatory text: "You can create a document for long-form content, use a template for short snippets of specific content, or use our guided forms to generate images." The modal contains four main options, each in a rounded rectangle:

- + Blank document**: Start from scratch with a blank document.
- + New from template**: Create content using templates and workflows.
- + New blog post**: Produce engaging blog copy utilizing "One-shot blog post."
- + New art**: Generate endless types of imagery for any use case.

At the bottom right of the modal is a "Cancel" button. The background dashboard is dimmed and shows the following elements:

- Header:** "Ai Labs" with a dropdown arrow, and "Dashboard" title.
- Left Sidebar:** "Create new content..." button, navigation links for Dashboard, Campaigns, Recent content, Your content, Brand voice, Chat, and Quick search (with a magnifying glass icon and "36K"). Below is a "Favorites" section with instructions: "Favorite your most used campaigns, documents, or templates by selecting the star icon for easier access ☆."
- Right Panel:** "Recent work" section with tabs for "Documents" and "AI outputs". Below this is a "Workflows" list: Ad, Blog Post, Blog Post Starter, Email Campaign, Landing Page, Marketing Angles (highlighted), One-shot SEO Blog Workflow, Press Release, Rewrite, and Social Media Campaign. Below workflows is a "Templates" list with star icons: AIDA Framework, Amazon Product Description (paragraph), Amazon Product Features (bullets), A Thousand Words is Worth a Picture, Before-After-Bridge Framework, Blog Post Conclusion Paragraph, Blog Post Intro Paragraph, Blog Post Outline, Blog Post Topic Ideas, Business or Product Name, Commands, and Company Bio.
- Bottom of Dashboard:** "Workflows", "Dynamic Templates", and "Art" categories.

JASPER



Ad Copy & Chat Mode



Keyword Research



Categories, subcategories and keyword mapping



Volume opportunity



Track Performance and Adjust workflows



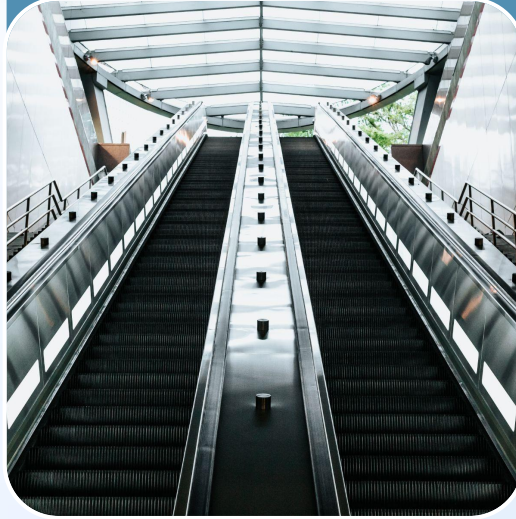
Workflows & Integrations



ONBOARD



RAMP UP



SCALE



Performance Analysis

Fact - Checking



COPYSCAPE



ebay

Conclusion



Validate



Onboard



Integrate



Create trust!



Conclusion



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Thank you!