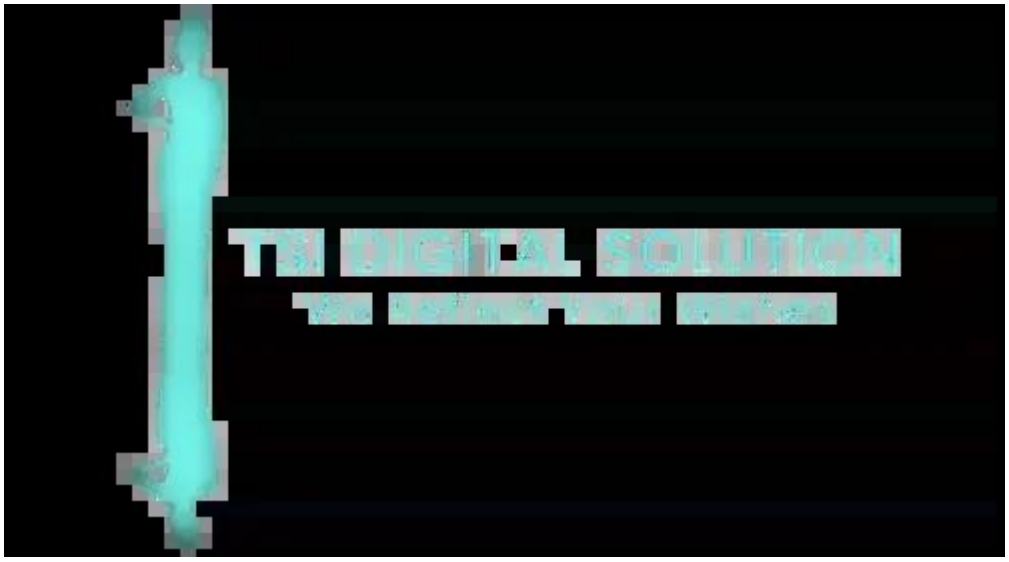
AI-Optimized Content Strategy

Category: AI,Copywriting blog
April 22, 2025

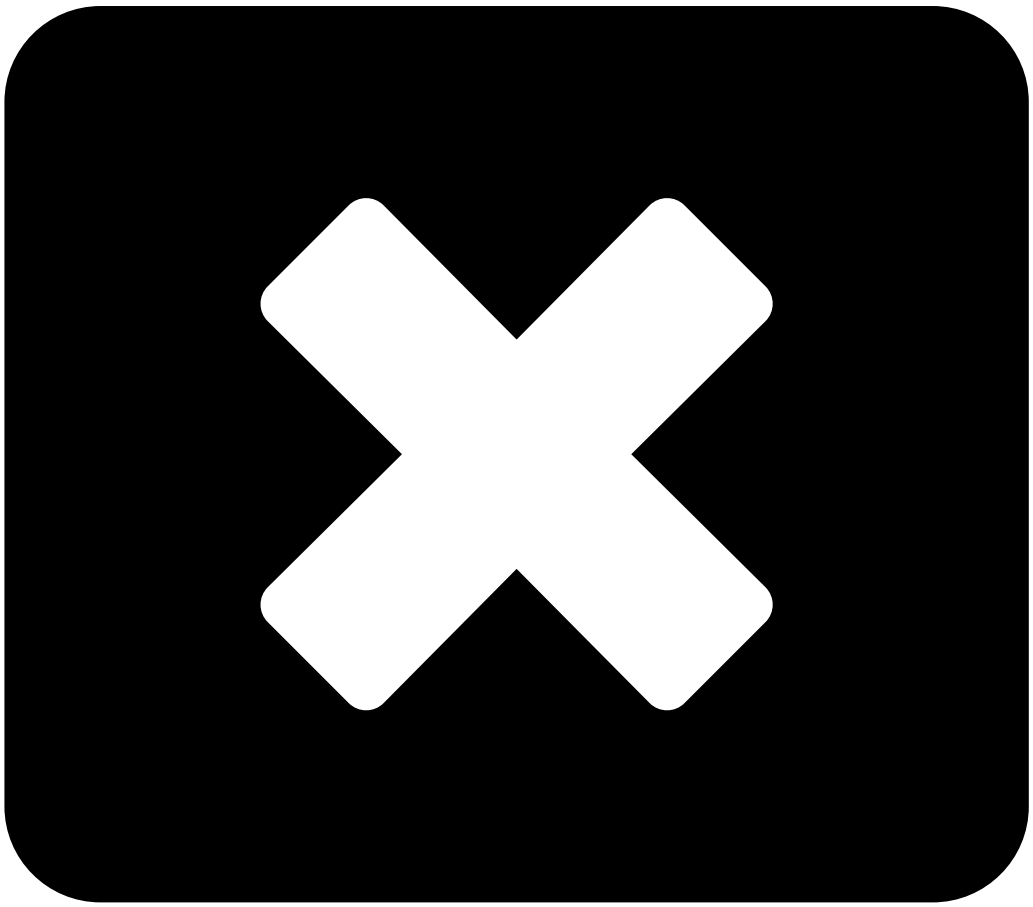












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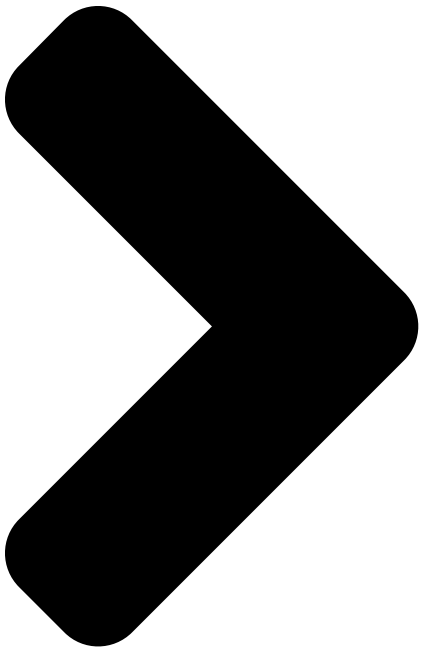

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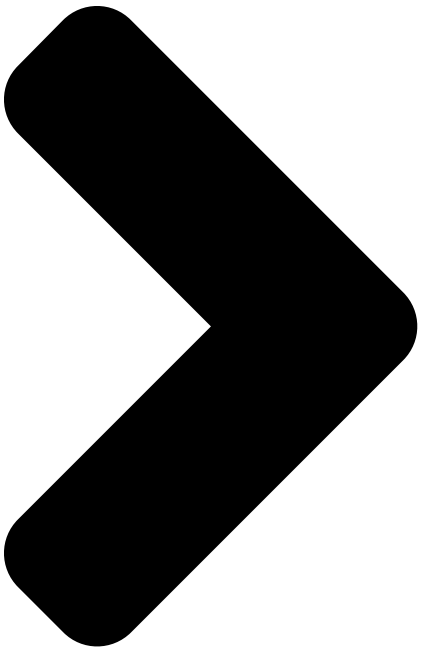

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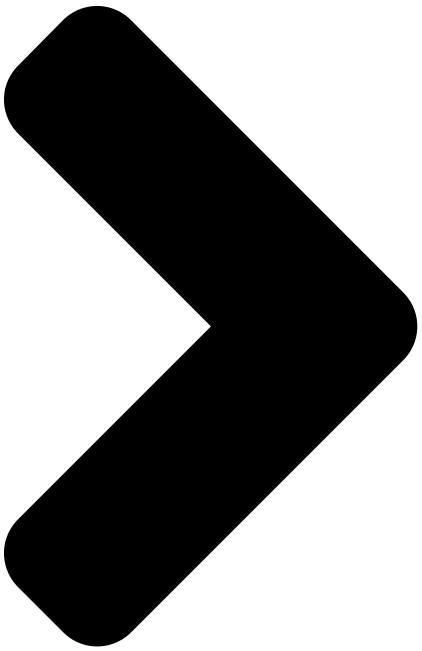

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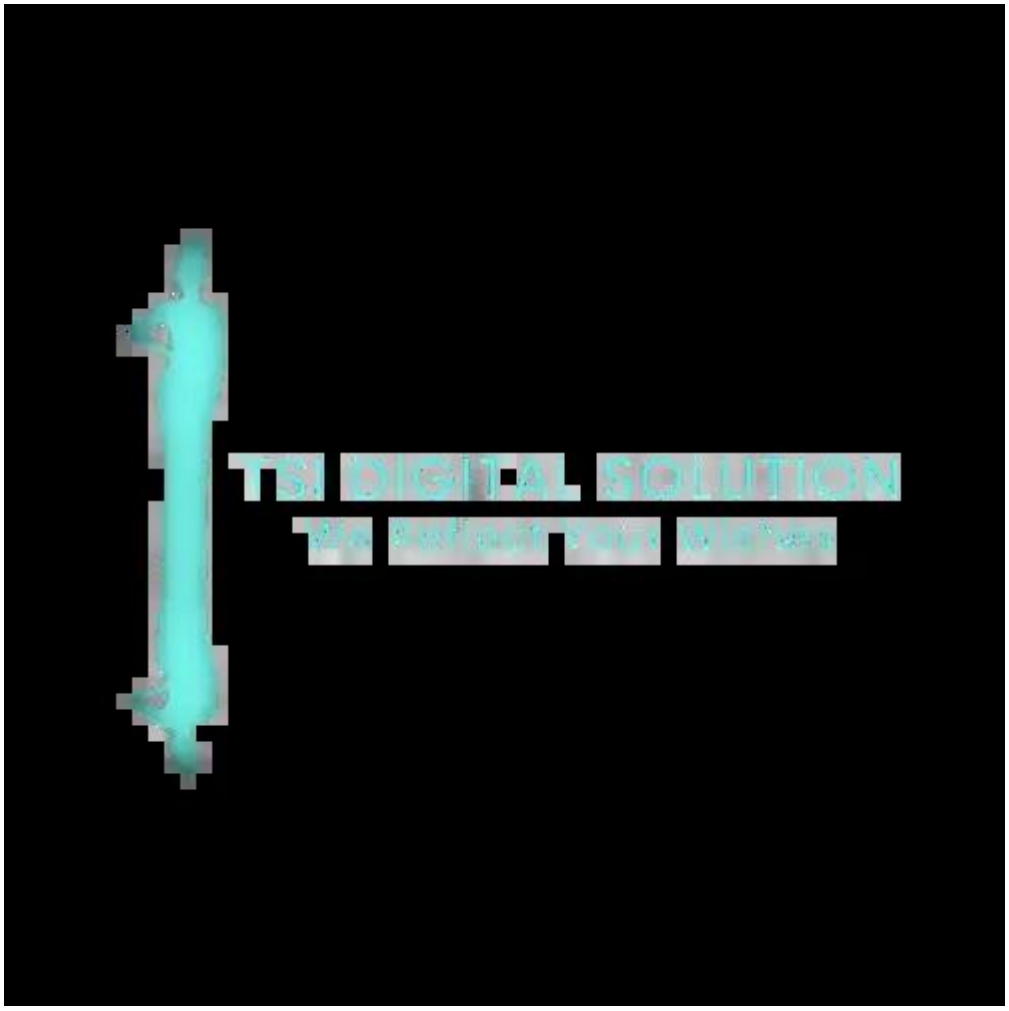
Reach out

What we have realized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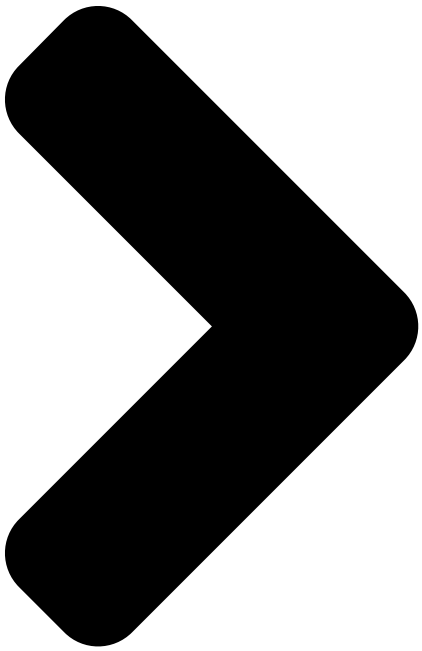

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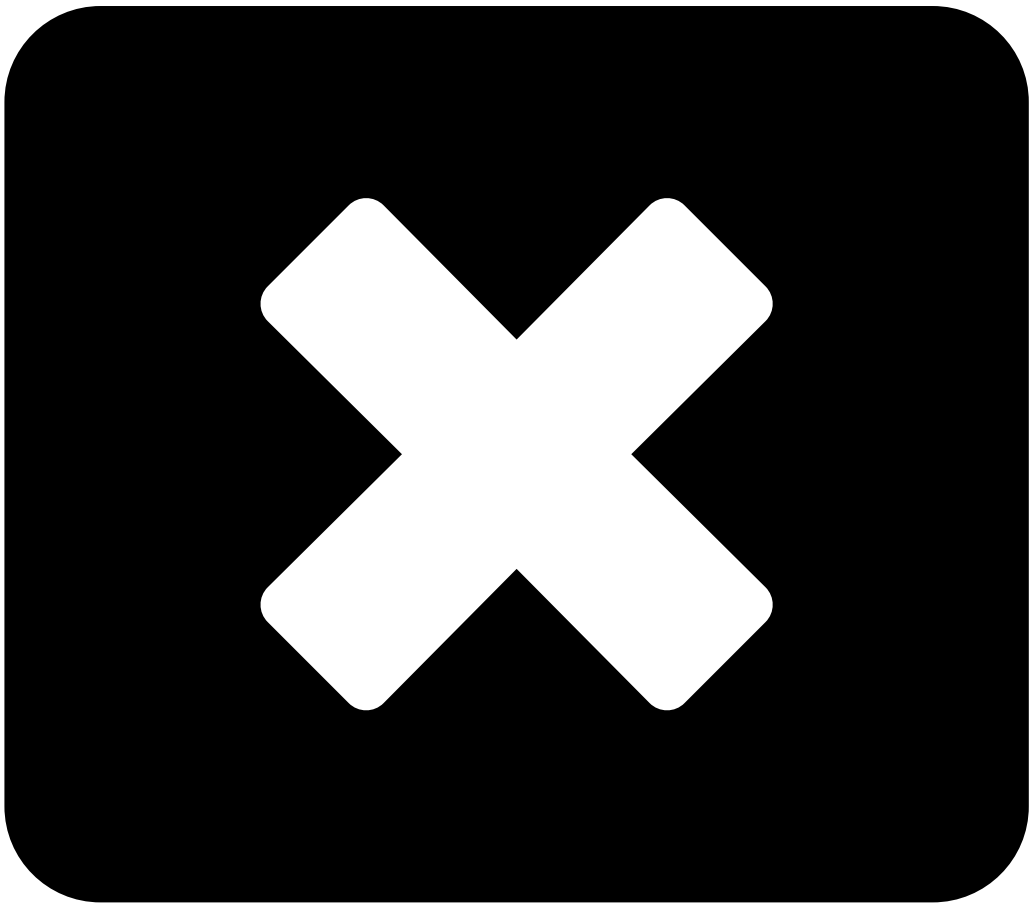

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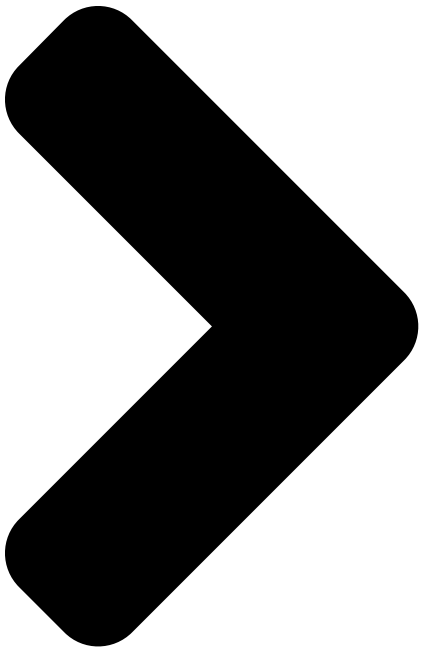

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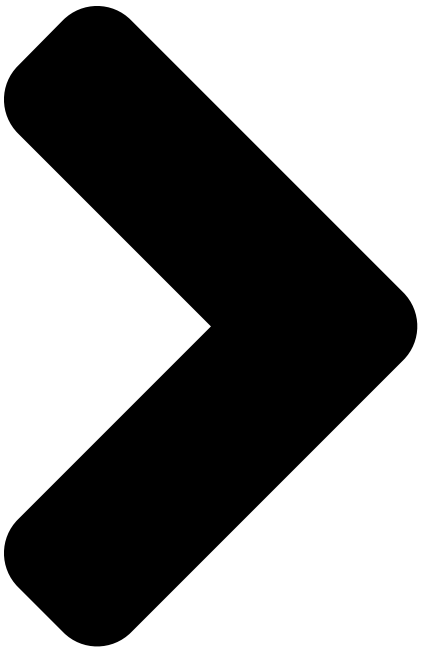
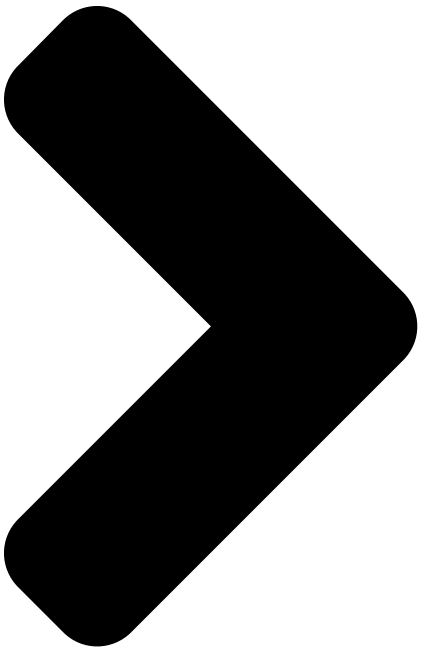
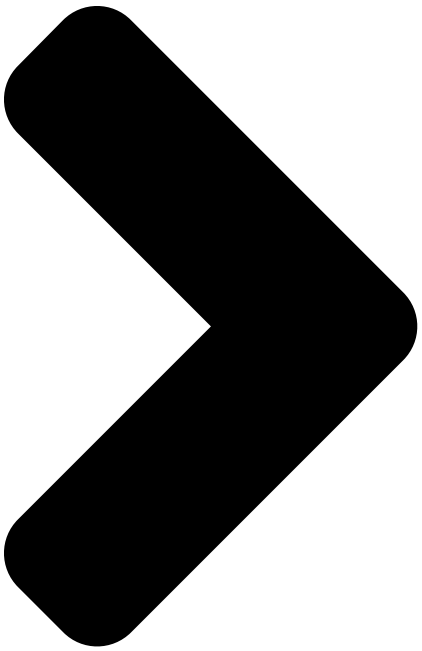


Web Design & Development



- Hosting



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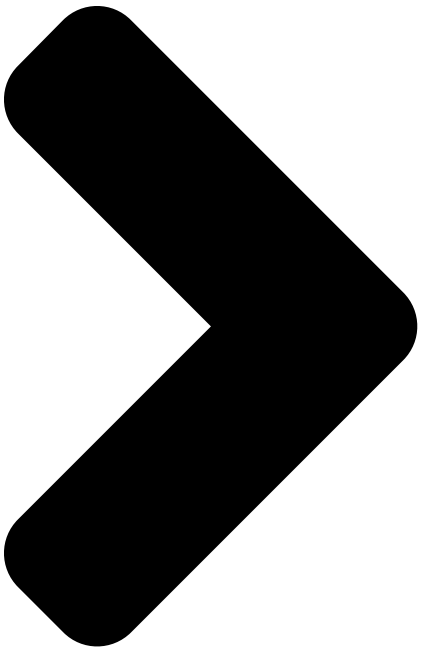

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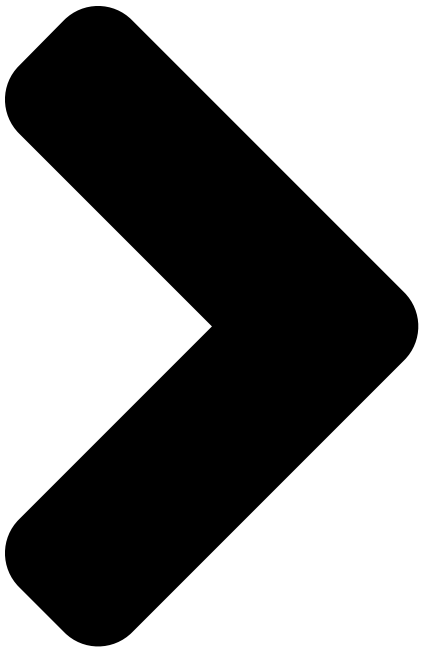
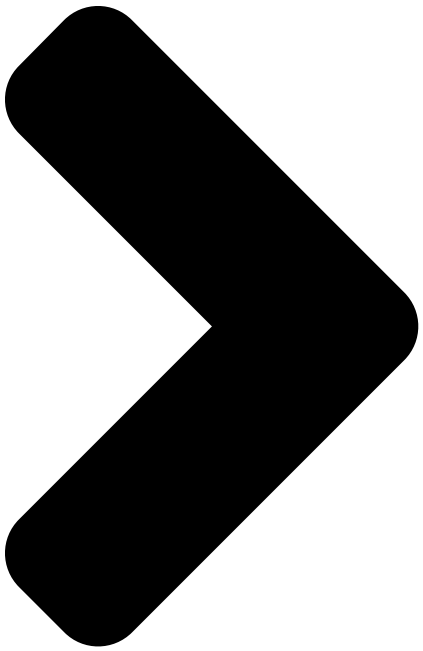
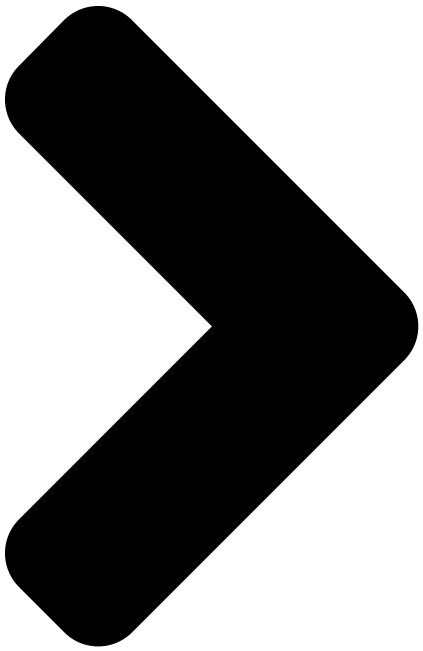


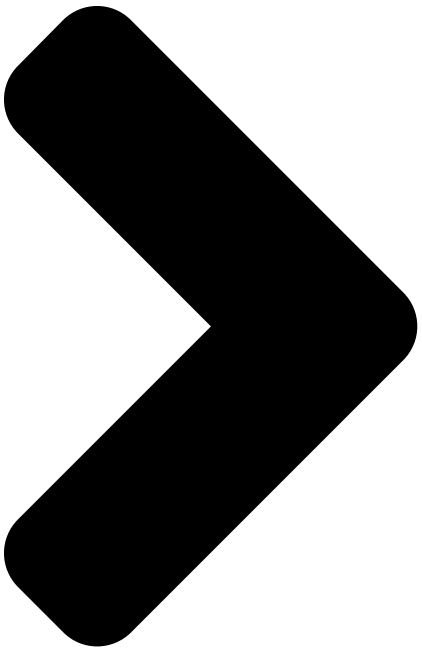
AI Agents



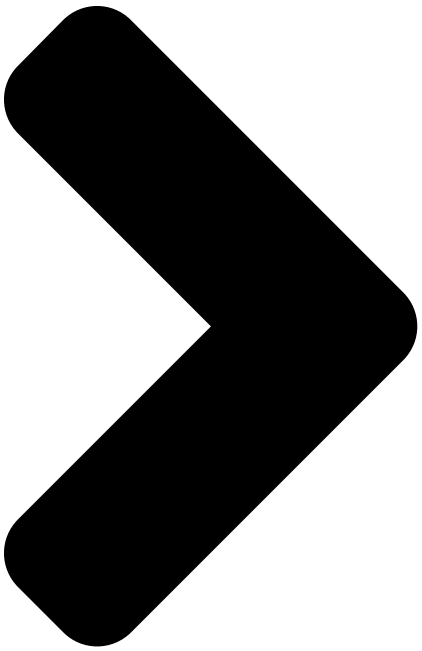
e-Commerce



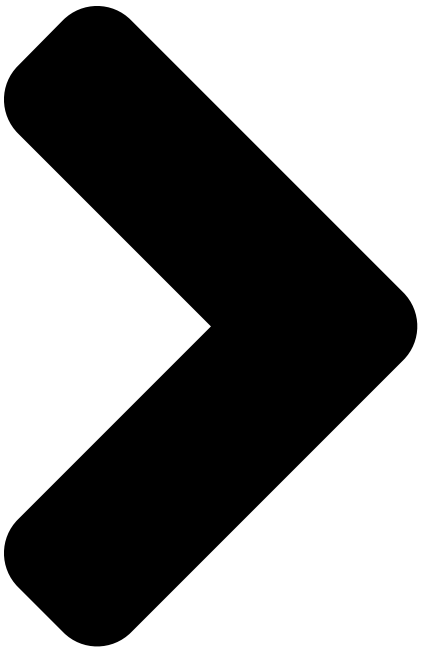
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

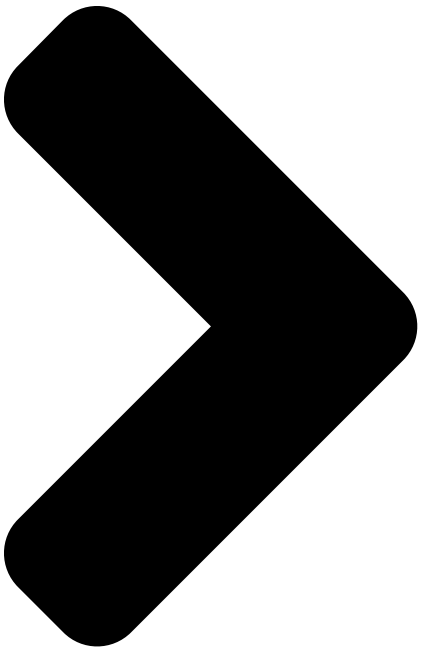
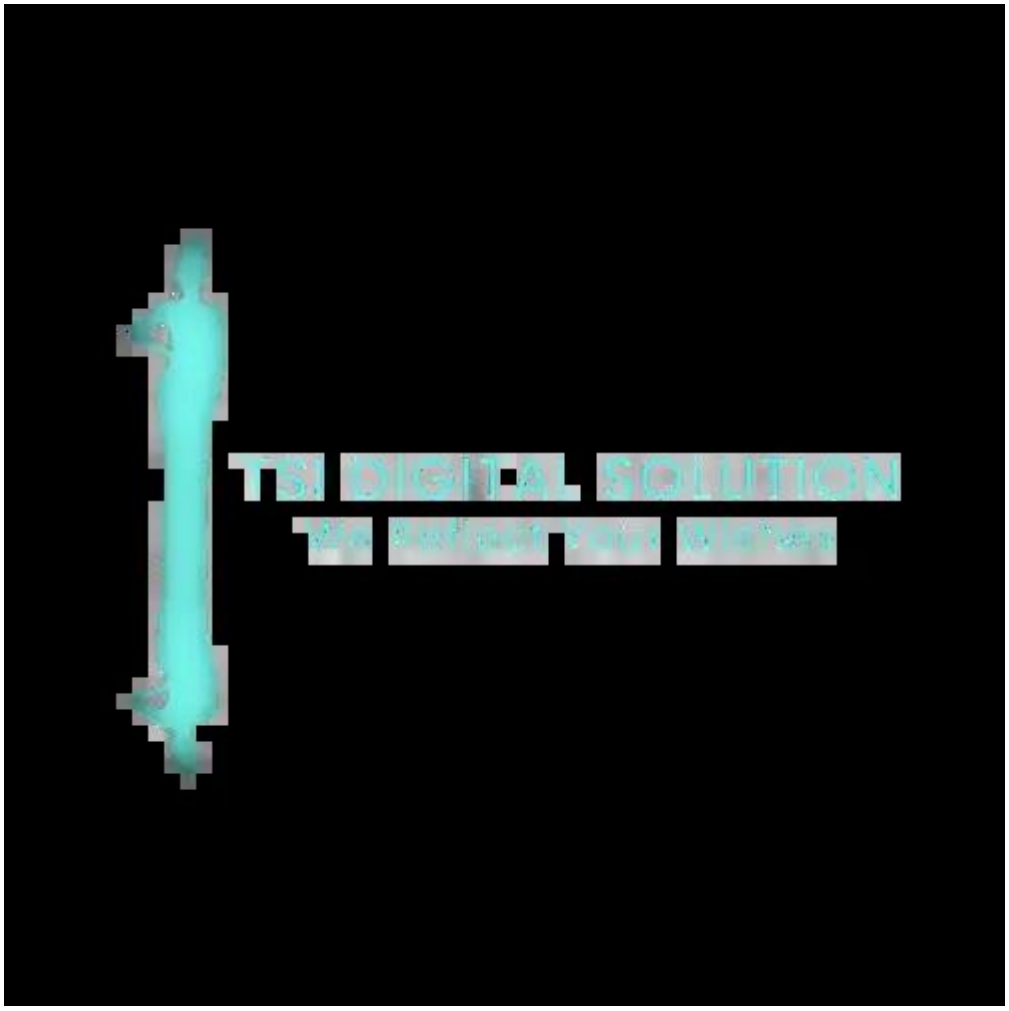


Photo- & Videography

Calculate the price online yourself

The way we work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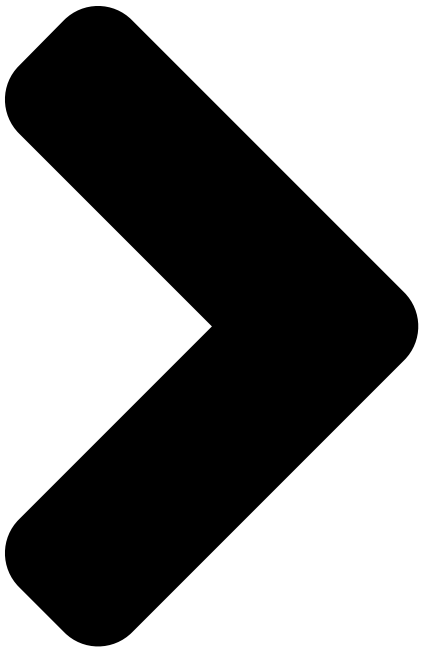

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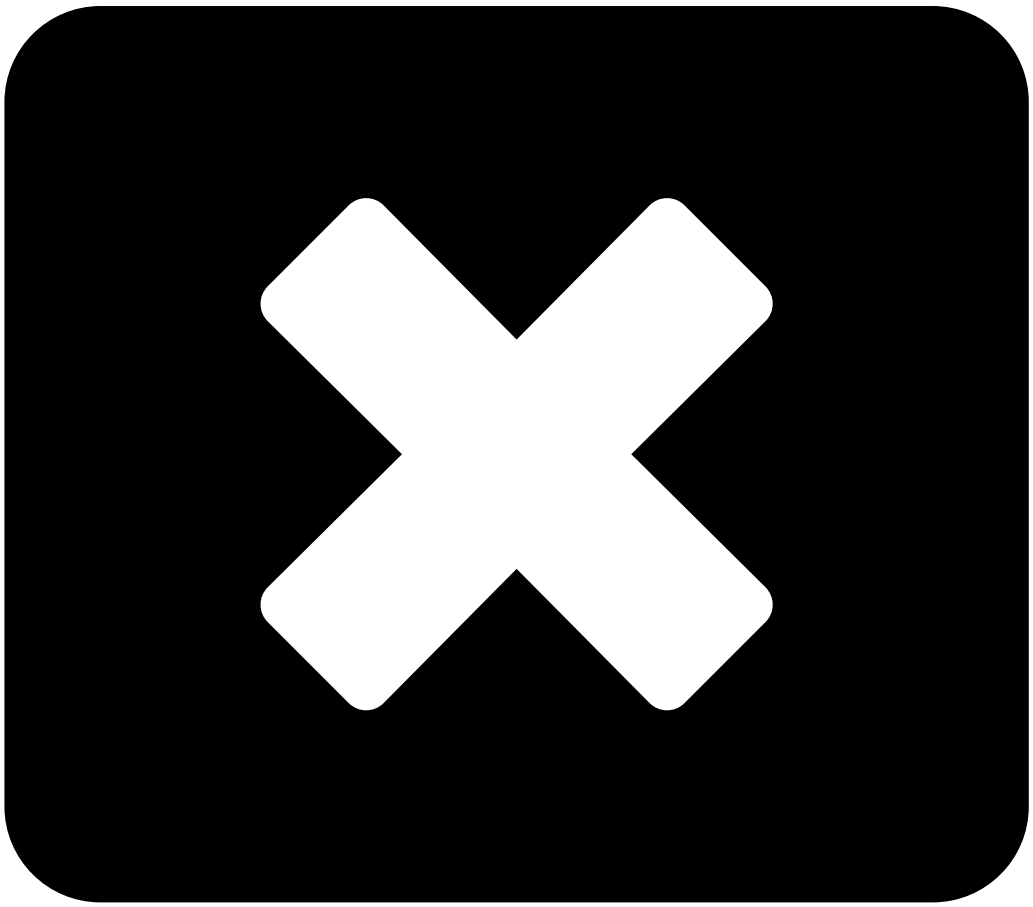

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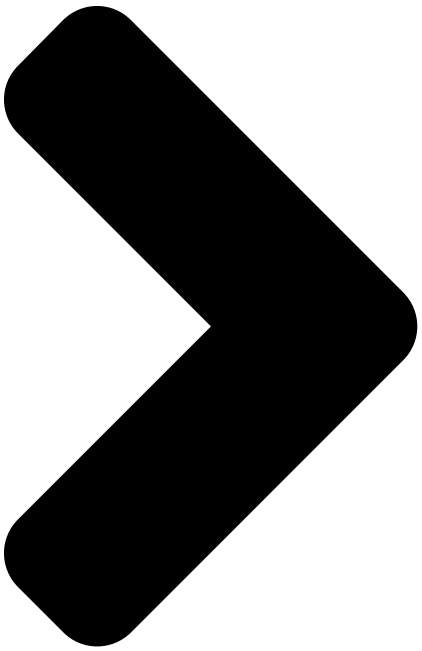

Realized projects

Calculate an estimate of your project costs directly online

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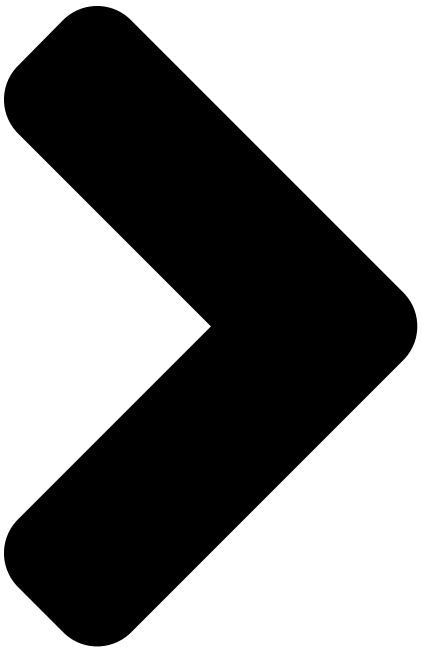
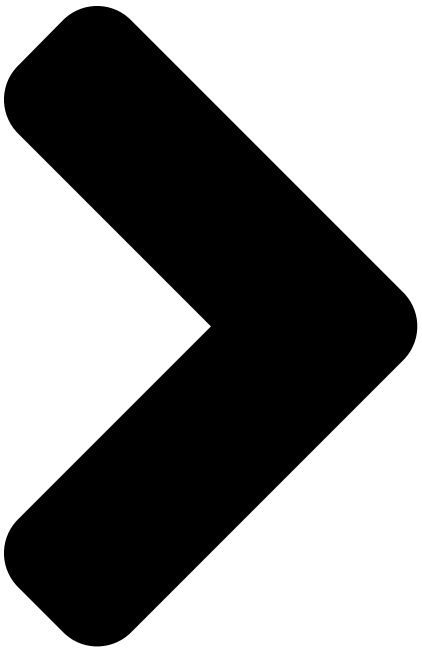
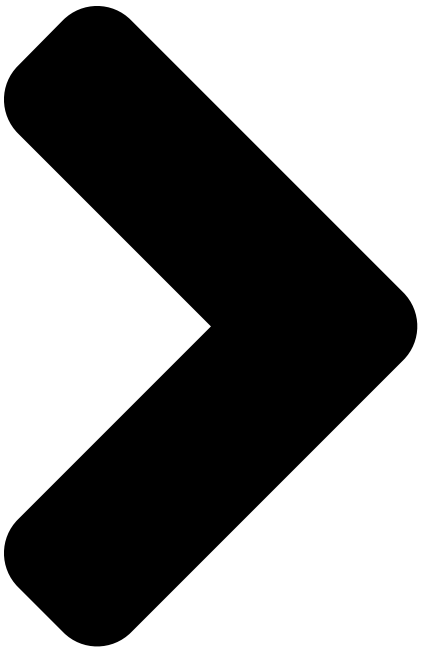


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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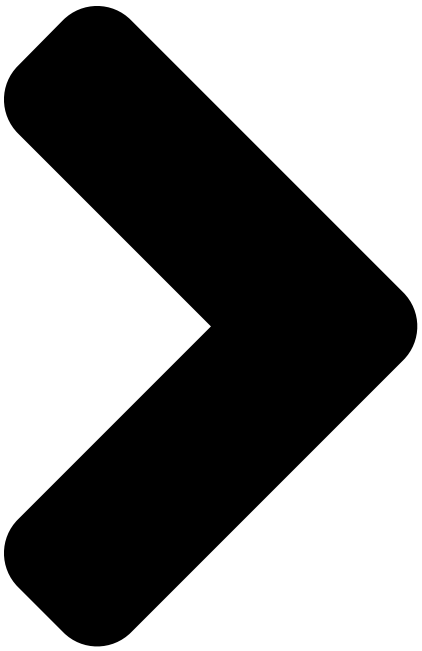
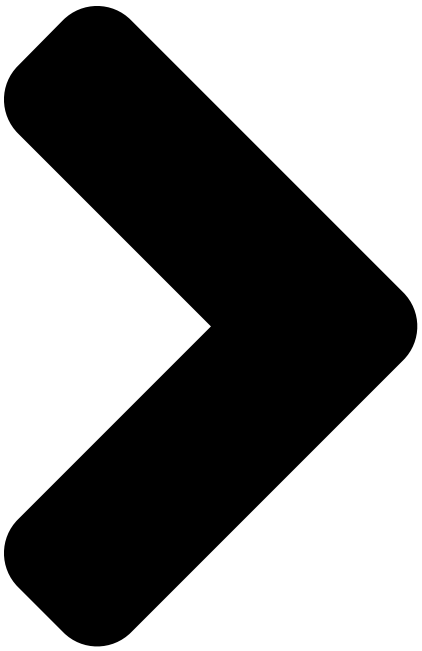
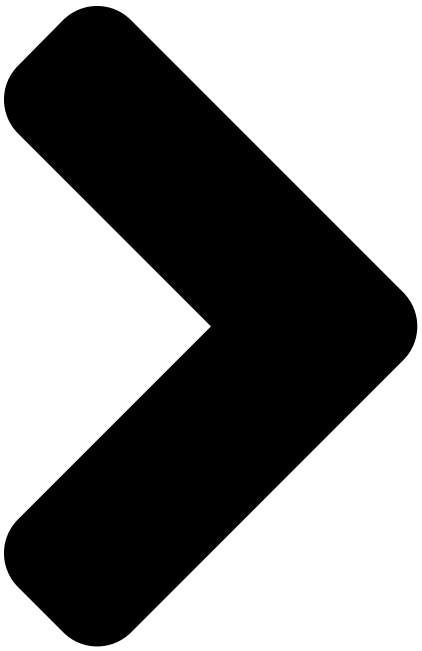


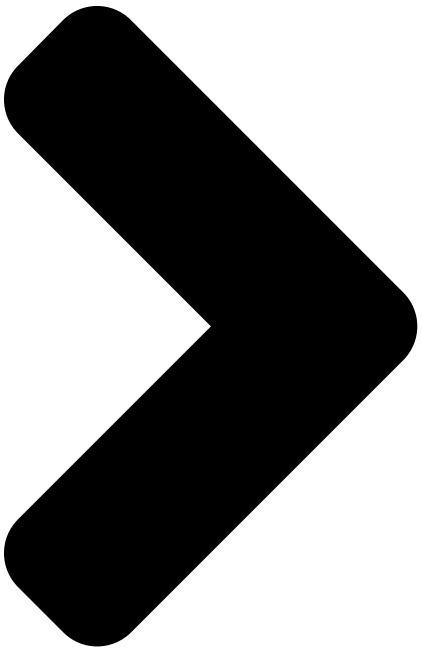
- Contact us for your AI Agent



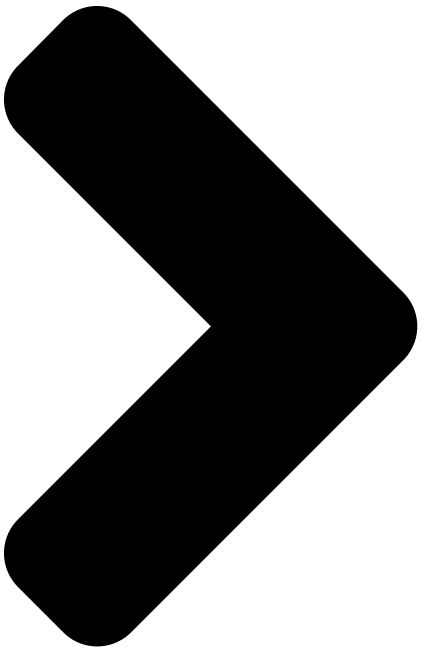
Cost calculation for an e-commerce shop



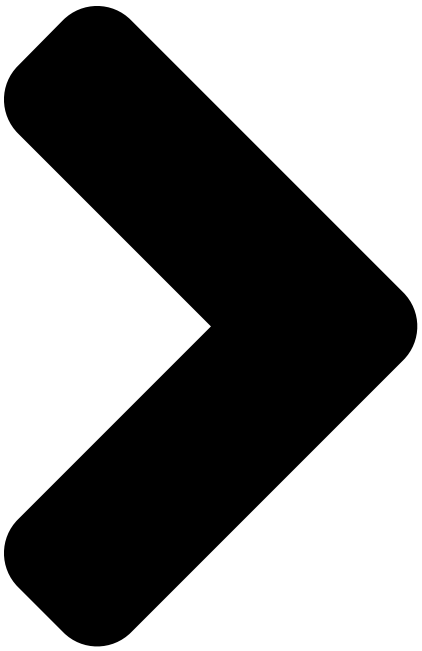
- Contact us for branding



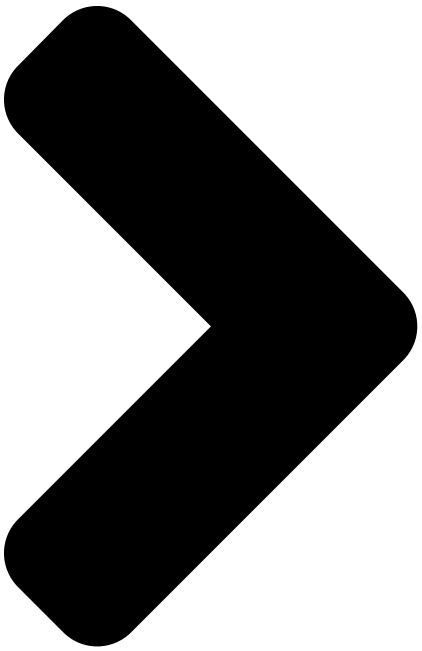
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

Get a detailled quote

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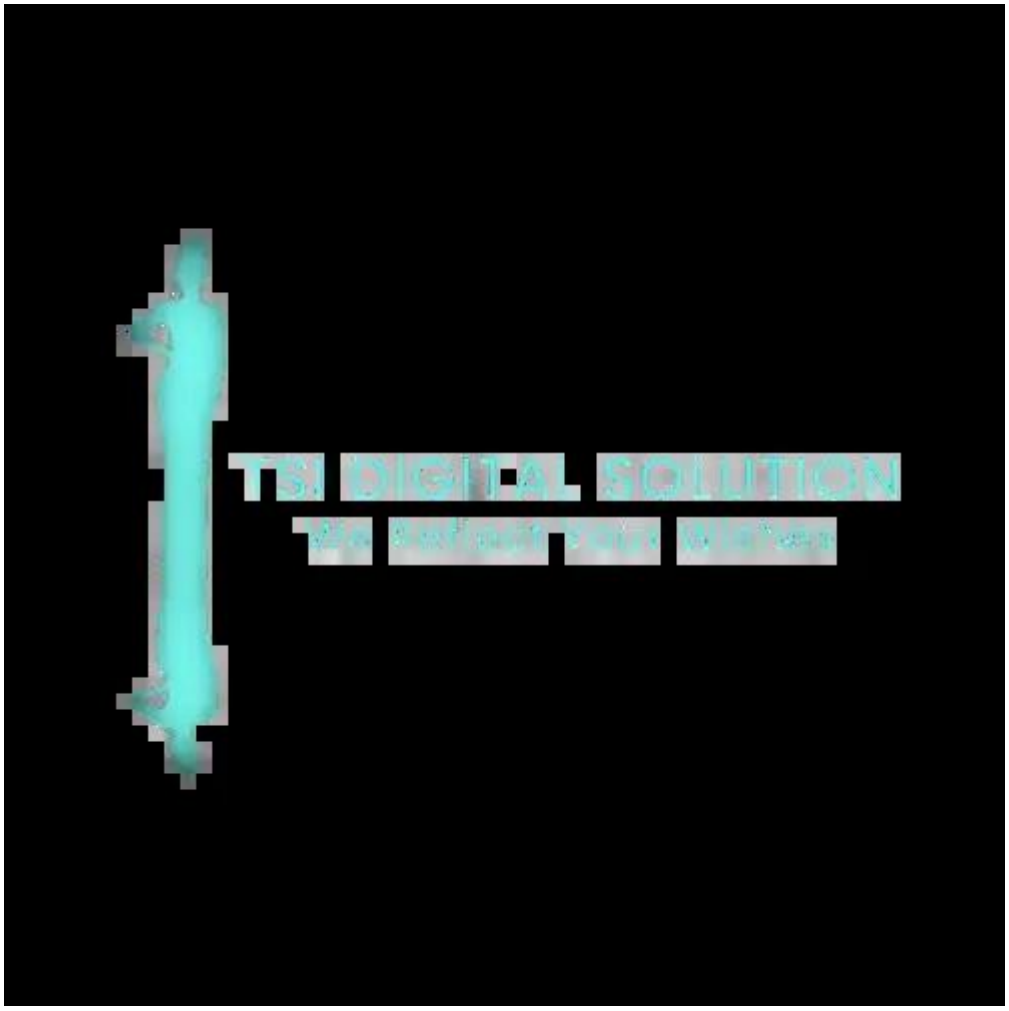
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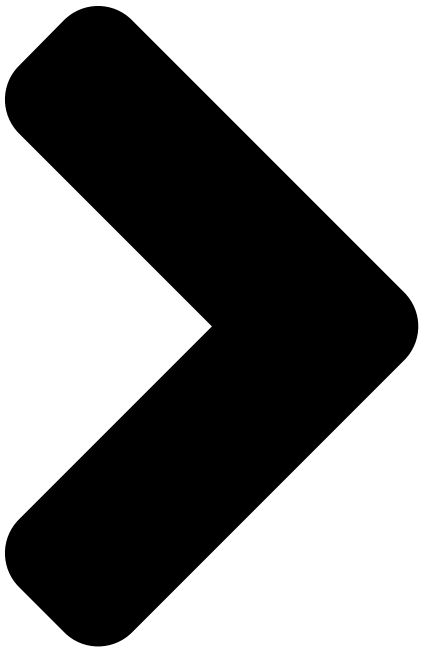

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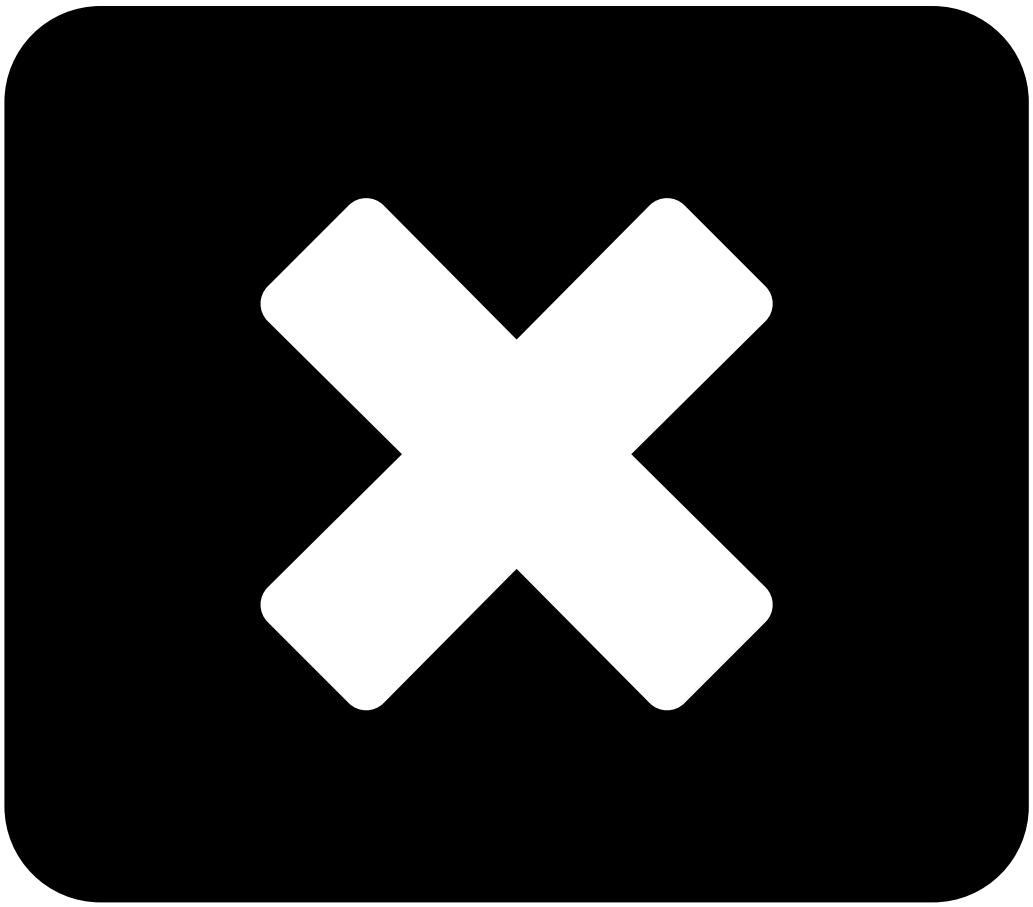

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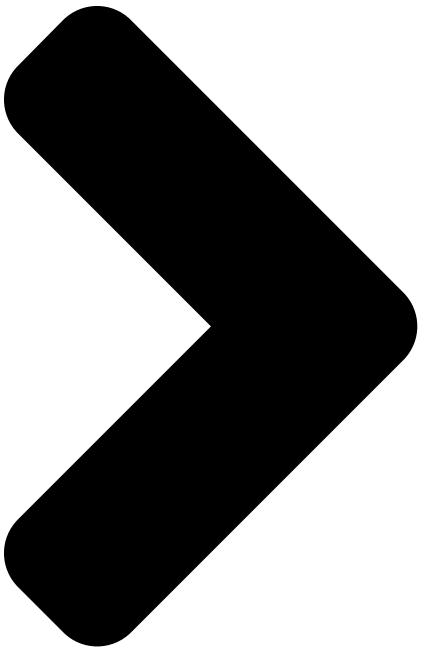
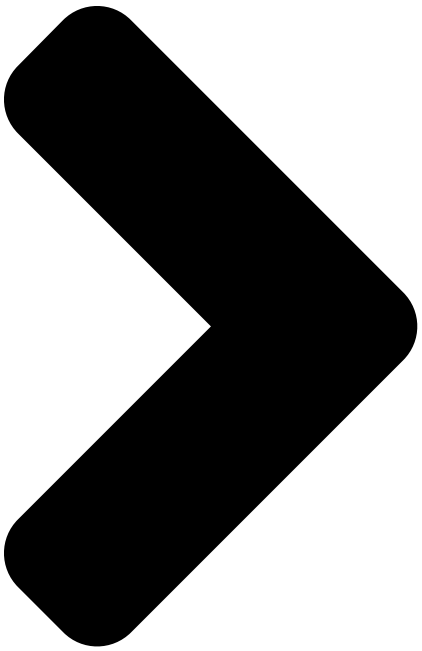


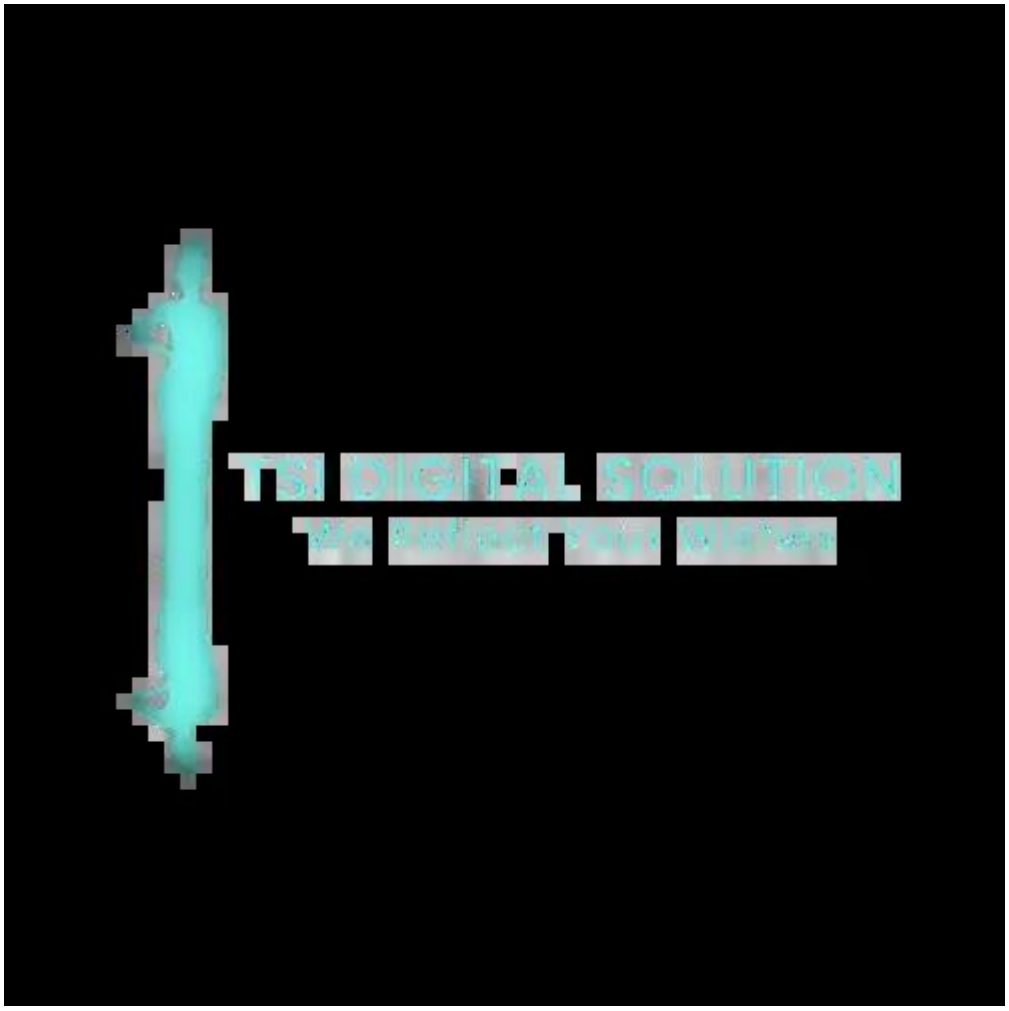
Blogs



Demo

Just ask, we are here for you

Who we are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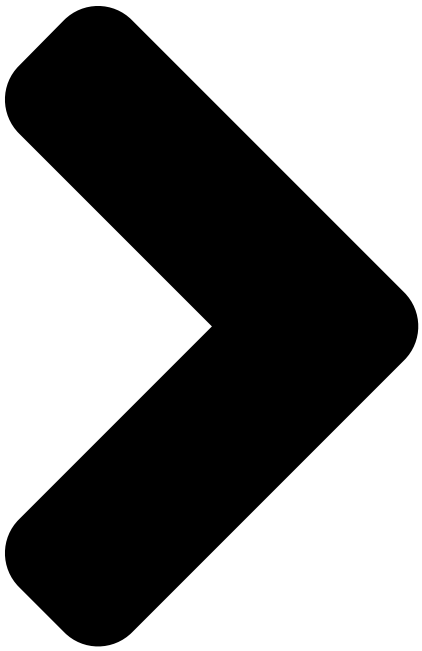

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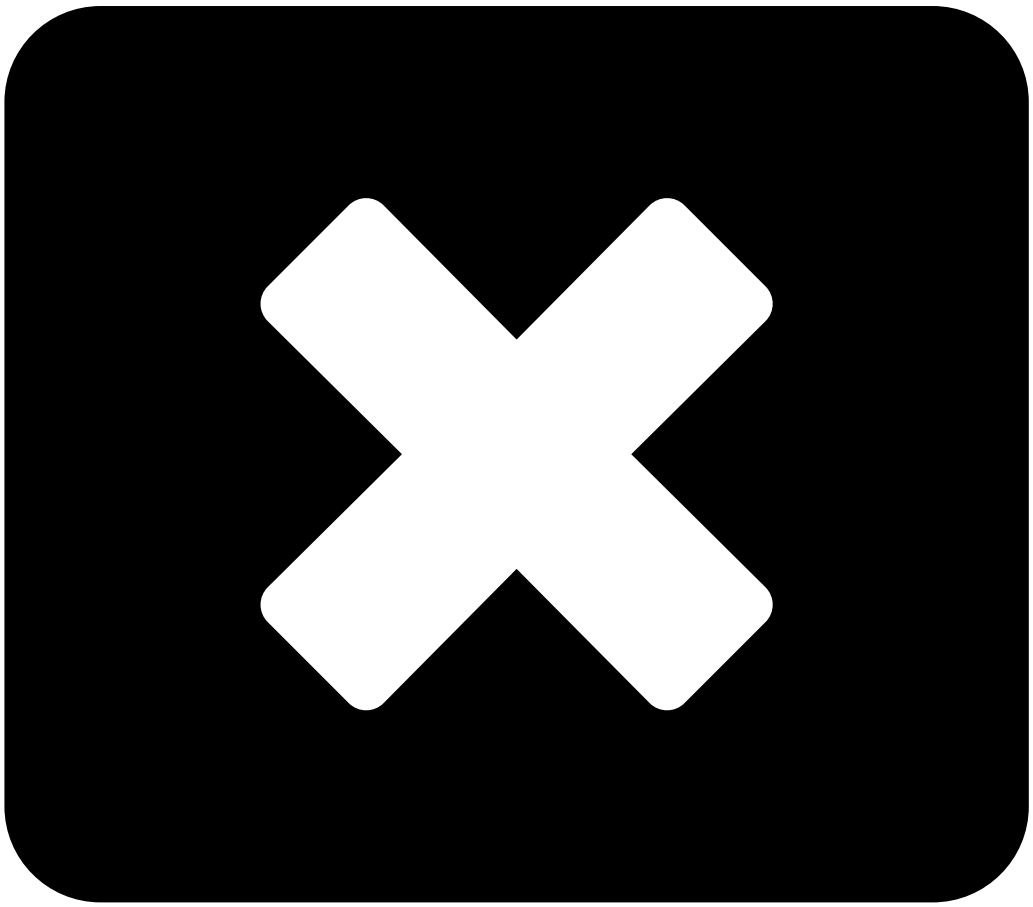

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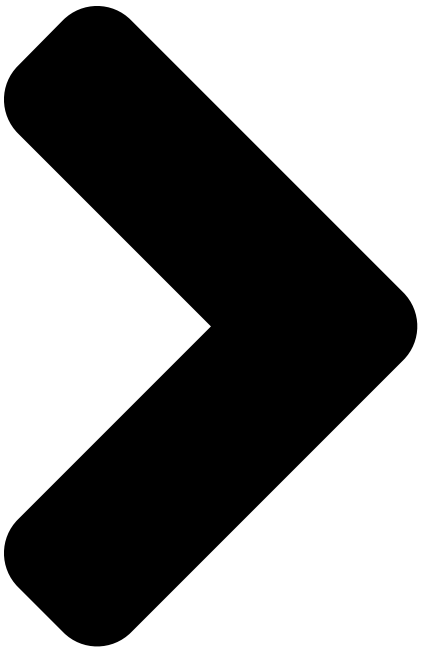

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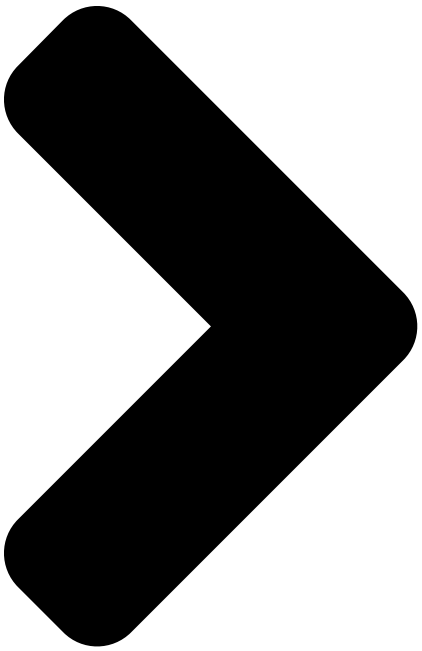

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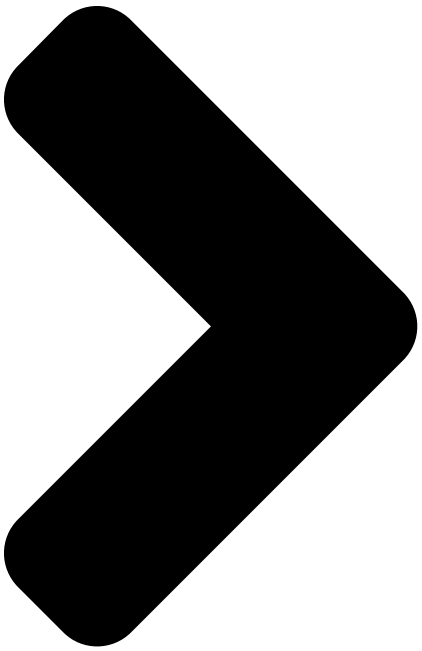
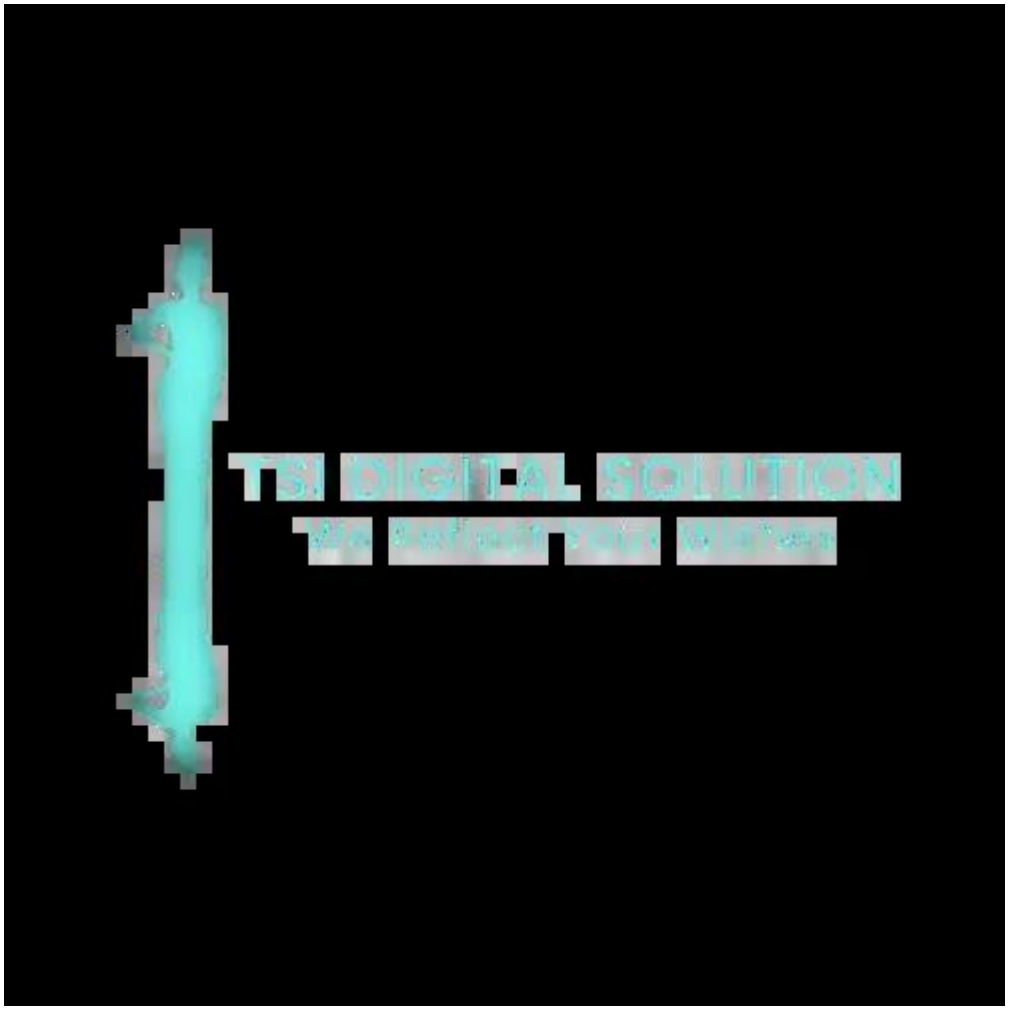


TSI Spam Blocker

Get a detailed quote

Interesting stuff to read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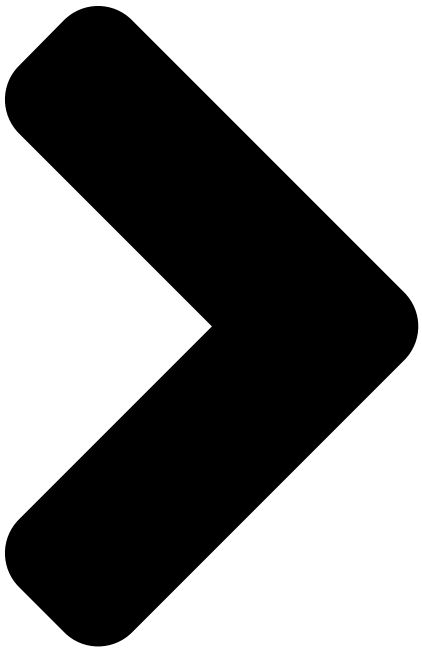

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Edit Template

AI-optimized content strategies

Get An Online Quote

Content That Speaks

The Untapped Power of Quality Content in the Age of Chatbots

Good content is no longer just words on a page, it’s a multi-dimensional asset that fuels search rankings, powers AI chatbots, drives conversions, and

cements brand authority. At TSI Digital Solution, we believe in crafting **AI-optimized content strategies** that resonate with both humans and machines. Let’s dive into why exceptional content matters now more than ever, where to focus your efforts, and how to safeguard against the pitfalls.

The New Era:

Why Good Content Matters More Than Ever

A Foundation for Search and AI

High-value content boosts organic traffic by targeting user intent and satisfying search engines’ ever-evolving algorithms. Beyond traditional SEO, chatbots and virtual assistants now scan your copy to answer queries directly. According to HubSpot, **67%** of search queries are question-based—perfect for well-structured, authoritative articles that chatbots can pull from.

Authority, Trust, and Engagement

Quality content establishes your brand as an expert voice. When readers—and bots—encounter consistent, reliable information, they stay longer, explore deeper, and convert at higher rates. Research shows that content hubs can yield **434%** more indexed pages, amplifying your digital footprint.

ROI and Long-Term Growth

Content marketing delivers an average of **3× higher ROI** than traditional outbound tactics. Evergreen content compounds value over time: a single pillar page can drive leads for months or years, reducing ad spend and increasing lifetime customer value.

From SEO to AI: Transforming Purpose and Benefits

From SEO to AI: Transforming Purpose and Benefits

- **Keyword Clusters & Topical Depth**: Rather than sprinkling isolated keywords, build topic clusters around core concepts.
- **Semantic Markup**: Implement schema to make your content machine-readable, enhancing featured snippet opportunities.

Engaging Readers and Chatbots

- **Conversational Tone**: Write as if you’re answering a question: short

paragraphs, clear CTAs, and natural language help AI assistants parse and present your content.

- **FAQ Sections**: A dedicated Q&A format directly feeds chatbots with ready-to-serve answers.

Driving Conversions

- **Strategic CTAs**: Integrate action prompts seamlessly within the narrative.

- **Social Proof & Data**: Sprinkle statistics (e.g., “72% of marketers say content creation is their most effective tactic”) and case studies to build credibility.

Crafting Content for Chatbots: Where to Focus

Intent Mapping

Identify the exact questions your audience—and their AI helpers—will ask. Use keyword research tools to surface long-tail, question-based queries.

Structured Data and Entities

Utilize JSON-LD to tag products, events, FAQs, and authors. Rich results not only enhance SERP visibility but fuel chatbot knowledge graphs.

Natural Language Depth

Balance brevity with substance. Chatbots favor clarity over fluff; include definitions, examples, and step-by-step instructions to cover all angles of an inquiry.

Future-Proofing Your Strategy

AI-Powered Content Generation

By 2026, **75%** of enterprises will leverage AI for draft creation. Use AI tools to brainstorm and outline, but always inject human expertise for nuance, tone, and fact-checking.

Personalization and Voice Search

Dynamic content blocks adapt in real time to user profiles, while optimizing for voice search (e.g., “Hey Siri…”) will become table stakes.

Balancing Automation and Authenticity

Automation accelerates production, but authenticity drives connection. Establish clear brand guidelines to maintain a consistent, genuine voice.

Risks to Navigate: The Dark Side of Content

AI Hallucinations and Thin Content

Over-reliance on AI can produce factual errors or surface-level articles that fail to satisfy user intent,hurting both trust and rankings.

Over-Optimization Penalties

Keyword stuffing, hidden text, or excessive interlinking can trigger algorithmic penalties. Strive for natural integration.

Duplication and Plagiarism

Duplicate content dilutes authority. Implement plagiarism checks and canonical tags to preserve SEO equity.

Tips and Tricks for Immediate Impact

1. **Refresh Old Posts**: Update stats, refine keywords, and add new insights—boosts rankings by up to **106%**.

2. **Leverage Multimedia**: Infographics, podcasts, and videos enrich user experience and increase dwell time.

3. **Internal Linking Strategy**: Guide readers (and bots) through topic clusters to strengthen topical authority.

4. **Monitor Chatbot Interactions**: Analyze which answers users request most—and which queries fail—to identify content gaps.

5. **Optimize for Snippets**: Use succinct definitions and numbered lists; studies show featured snippets receive up to **8.6%** of all clicks.

Conclusion: Seize the Content Advantage

High-quality content isn’t just a checkbox on your marketing to-do list, it’s the lifeblood of visibility, authority, and growth. By centering your strategy on audience intent, weaving data into compelling narratives, and embracing AI-powered efficiencies (while preserving your unique human voice), you lay the foundation for sustained organic traffic, deeper customer trust,

and measurable ROI. As search and chatbot technologies evolve toward richer, multimodal interactions, the brands that win will be those that continuously refine, repurpose, and humanize their content.

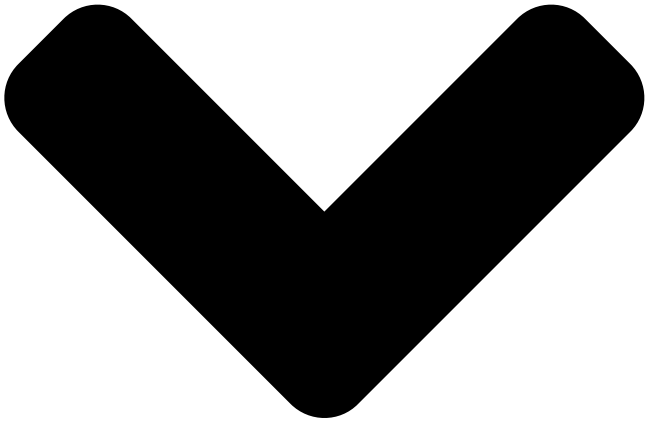
Ready to Elevate Your Content?

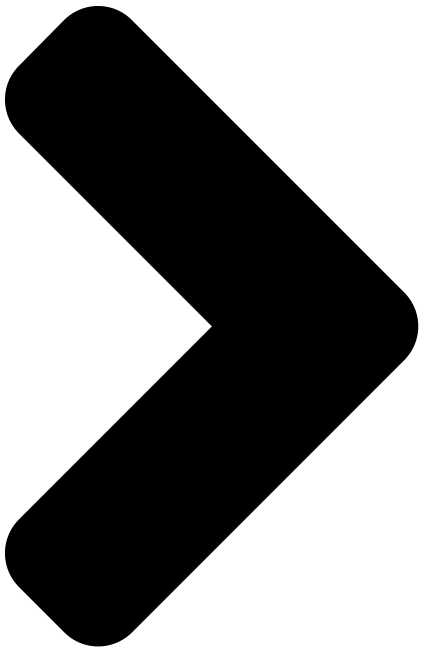
Whether you’re launching a new campaign or auditing an existing content portfolio, TSI Digital Solution is your partner for:

- **Strategic Planning**: Crafting data-driven, intent-focused content roadmaps
- **High-Impact Creation**: Blending AI efficiency with expert copywriting and translation
- **Technical Optimization**: Ensuring lightning-fast load times, schema markup, and voice-ready FAQs
- **Ongoing Performance**: Real-time analytics, iterative audits, and conversion-centered CTAs

Frequently Asked Questions (FAQ)

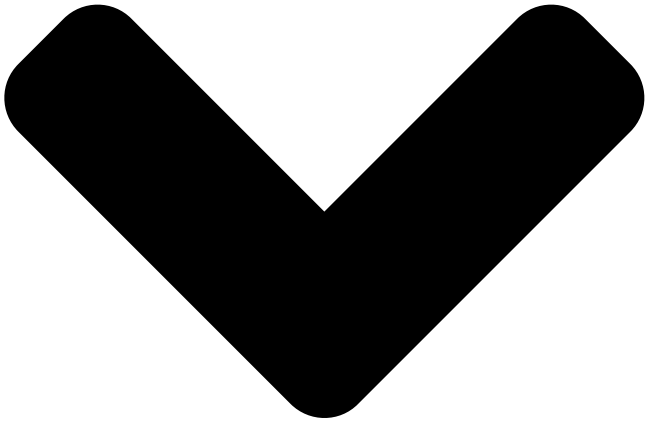
Why does quality content matter more now with the rise of chatbots?

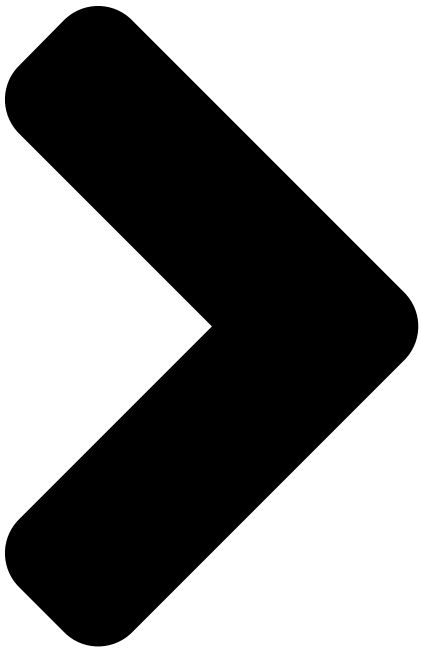




High-quality content is a foundational asset that powers both search rankings and AI chatbots. Chatbots and virtual assistants scan your copy to answer user queries directly. With 67% of search queries being question-based, well-structured, authoritative articles are essential for feeding these AI tools and driving organic traffic.

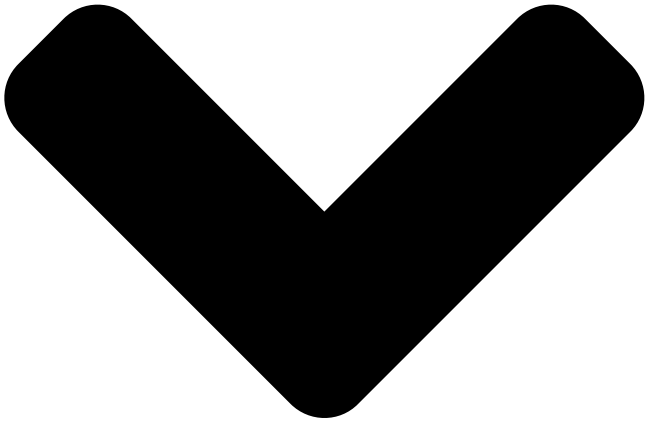
How can I make my content better for chatbots to use?

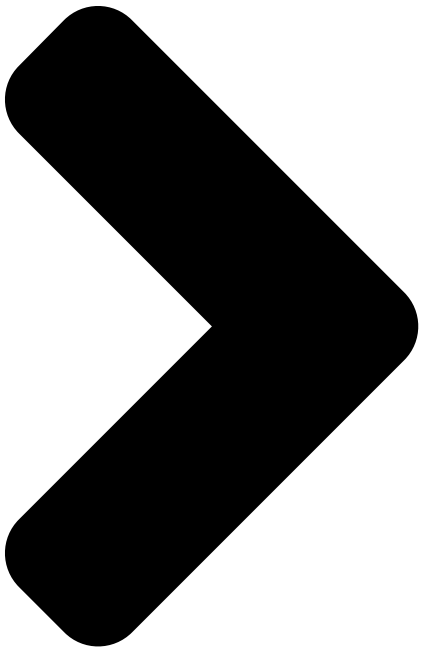




Focus on a conversational tone, clear language, and a dedicated FAQ section, as this format directly provides chatbots with ready-to-serve answers. Also, implement semantic markup (like JSON-LD schema) to make your content machine-readable, which enhances featured snippet opportunities and fuels chatbot knowledge graphs.

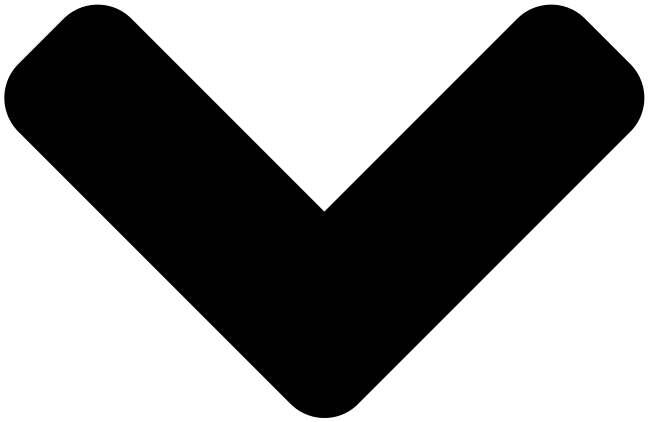
What are the biggest risks when using AI for content creation?

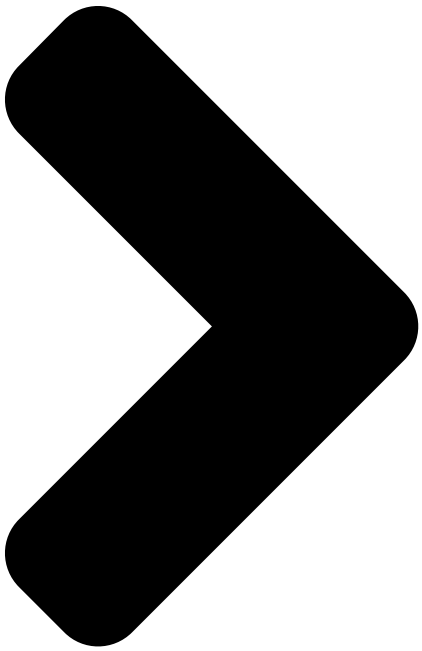




The main risks are AI hallucinations (factual errors) and producing thin, surface-level content that fails to satisfy user intent. Over-reliance on AI without human expertise for nuance and fact-checking can hurt both trust and search rankings.

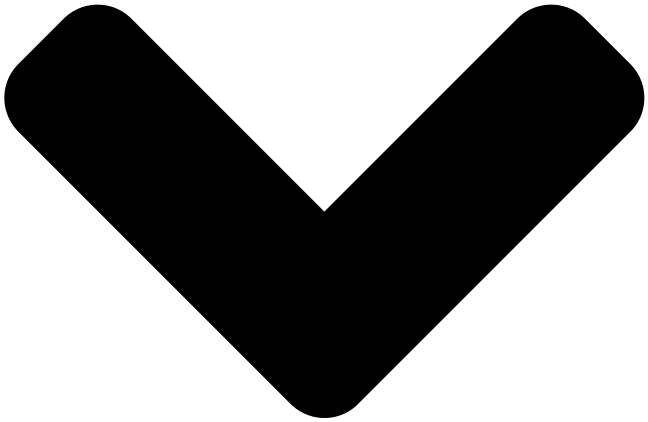
What is the ROI of investing in a quality content strategy?

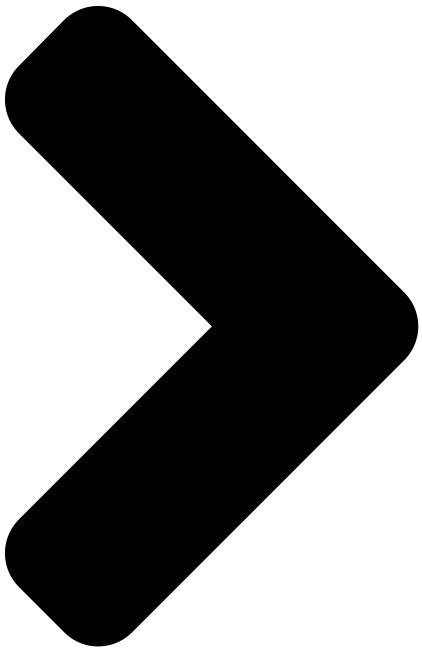




Content marketing delivers an average of 3x higher ROI than traditional outbound tactics. Evergreen content compounds value over time, driving leads for months or years, reducing ad spend, and increasing customer lifetime value.

What’s one immediate action I can take to optimize existing content for chatbots?





Refresh old posts by updating statistics and adding new insights, which can boost rankings by up to 106%. Also, analyze which answers users request most from chatbots to identify and fill content gaps in your existing material.

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Reach Out to Us

Let’s turn your content into a growth engine.

Reach out today for a complimentary content audit and discover how we can help you dominate chatbot searches, engage your audience, and drive lasting results.

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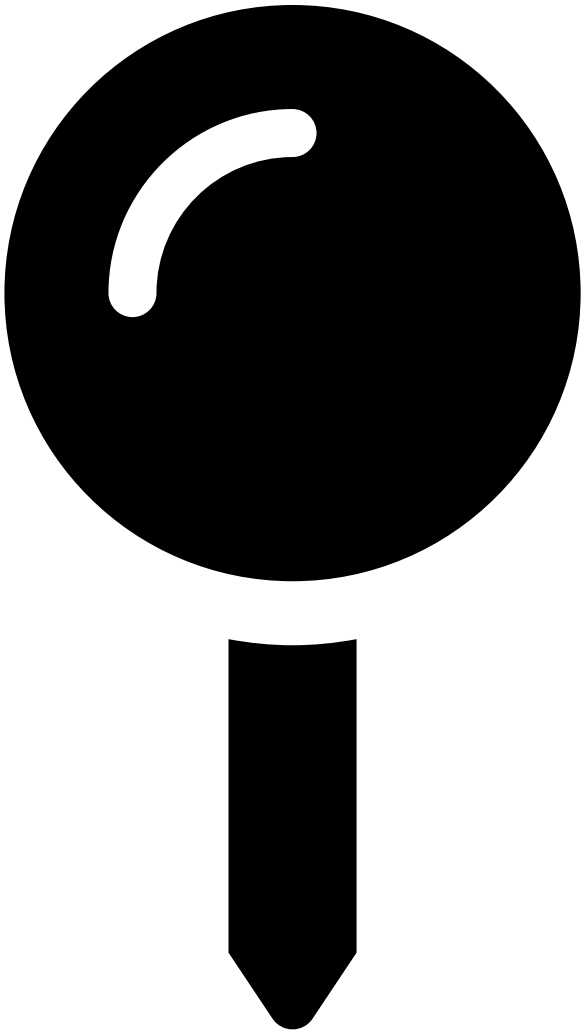

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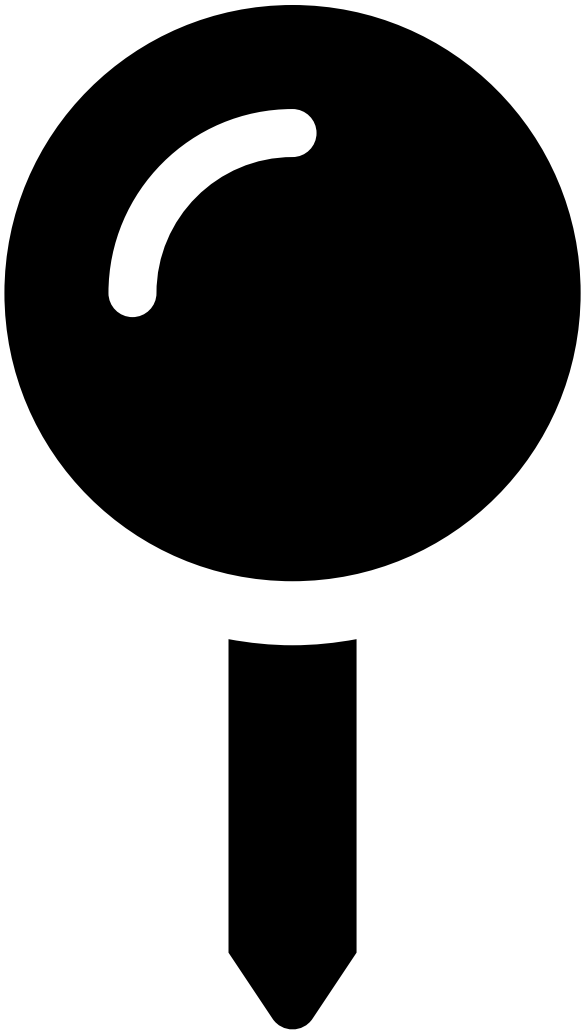

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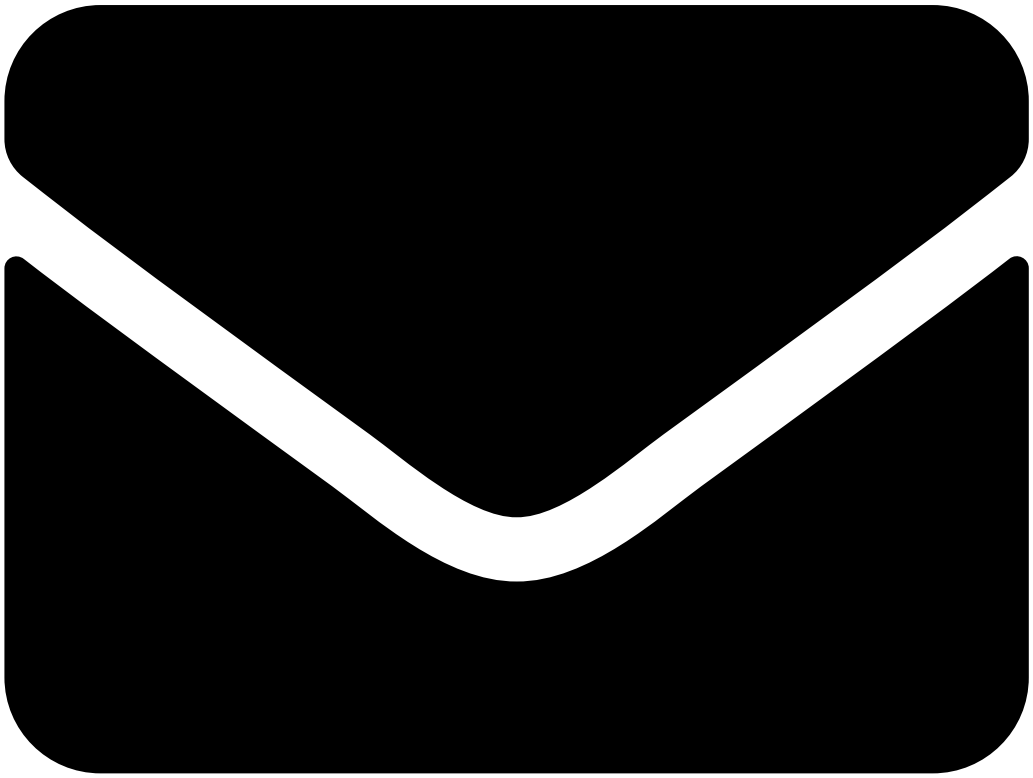

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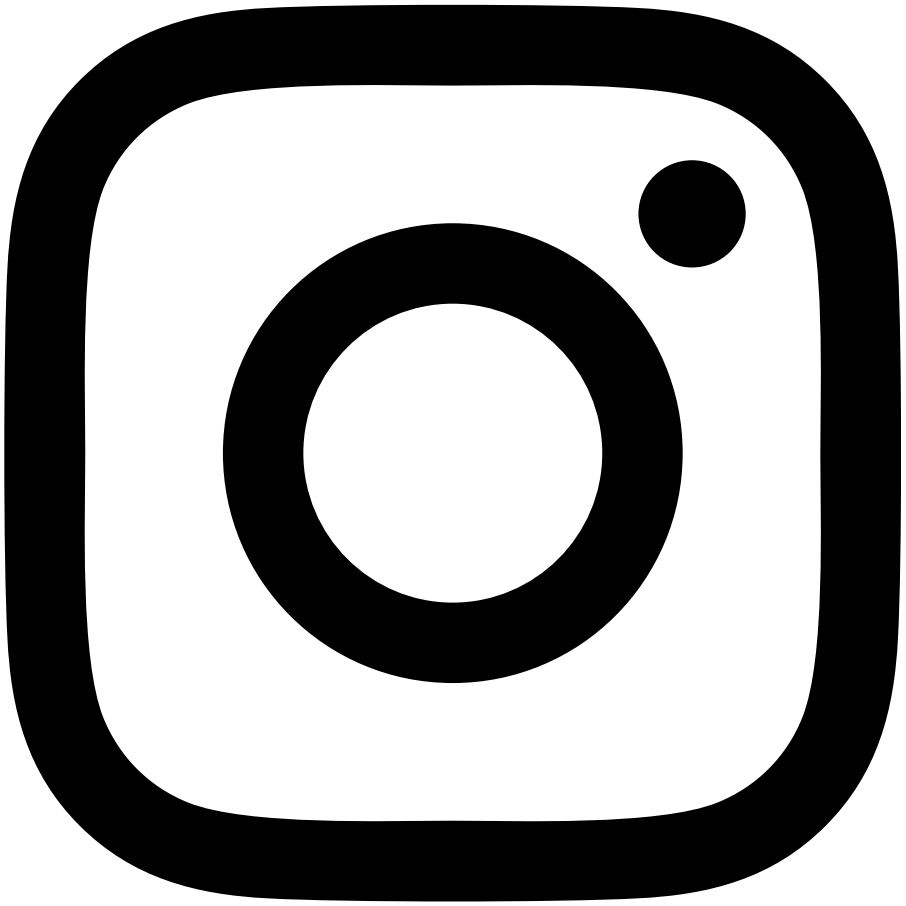

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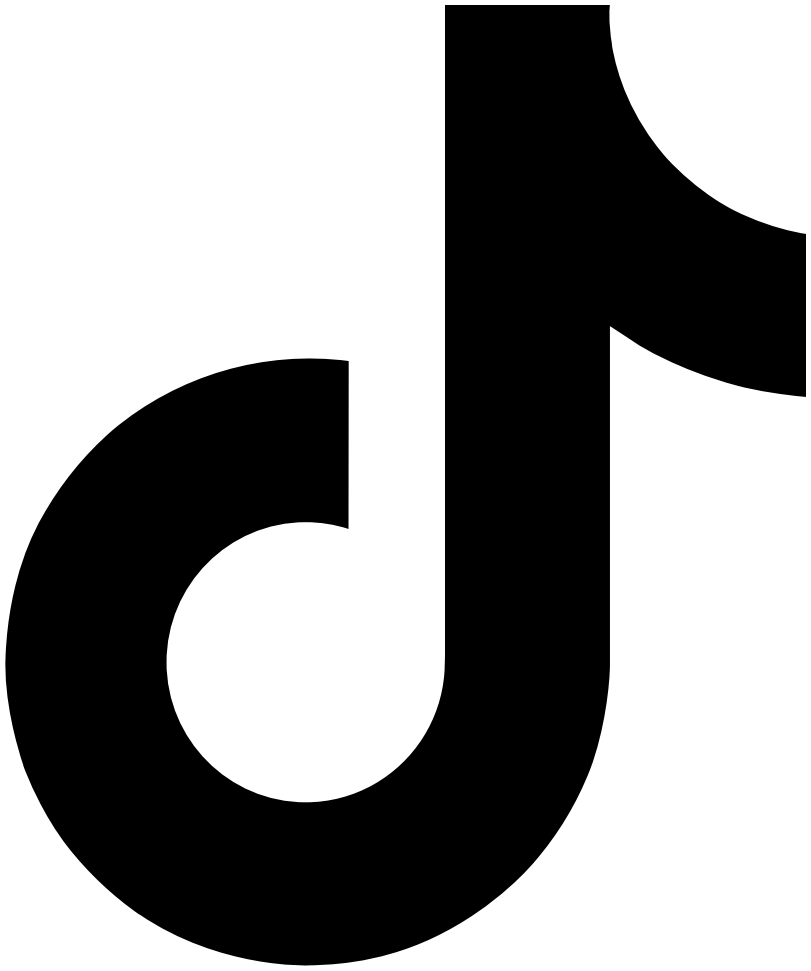

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