J-AI Platform

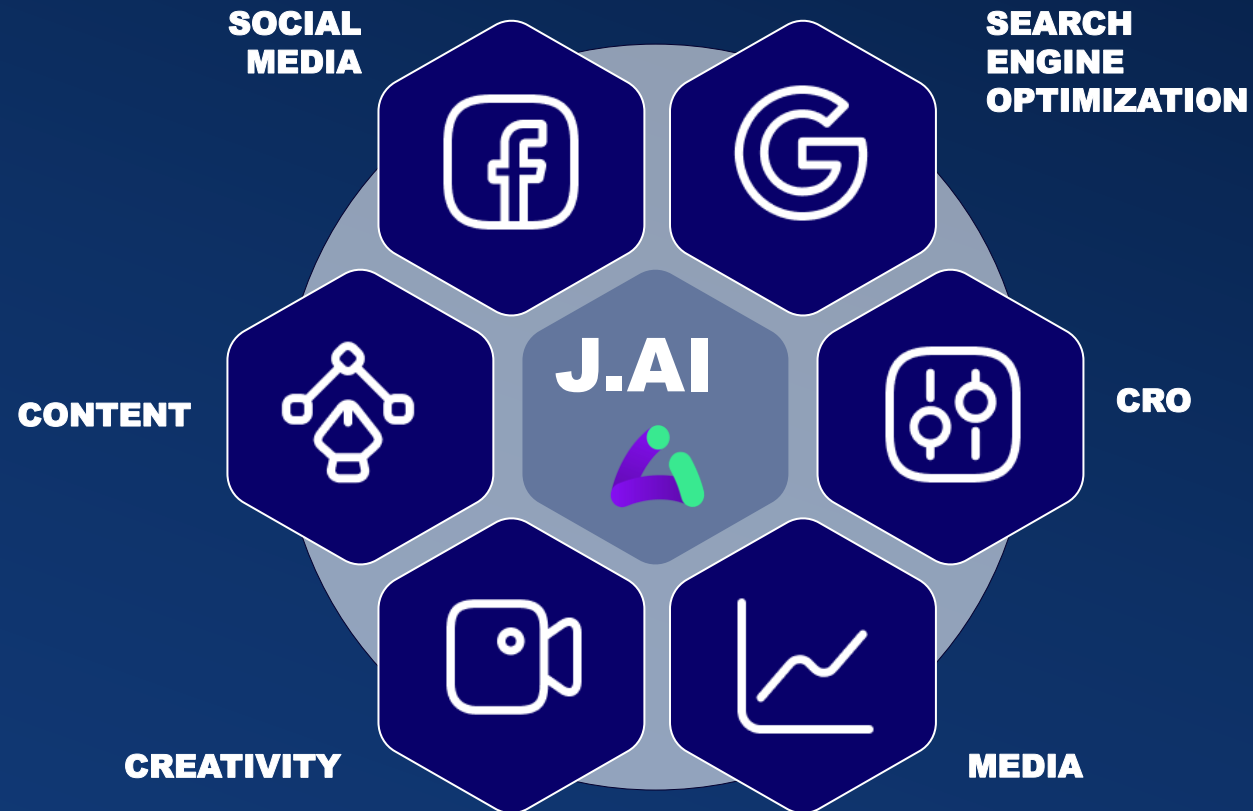# J.AI

Jakala Artificial Intelligence

J.AI

We are **collaborating** with **various areas of the company**, identifying **project needs** and **possible use cases** where **AI can be used to improve the effectiveness, efficiency, and quality** of the content produced by our consultants.

With our 3 principles

Our 3 principles

Openness to new models

We test all the main models on the market with the aim of evaluating all the potentialities.

Our 3 principles

Data security is our priority.

Thanks to our infrastructure, no data or information is exposed externally, thus ensuring data security.

Our 3 principles

We create **personalized** experiences

We do not limit ourselves to using basic models, we exploit advanced techniques to improve the experience and results.
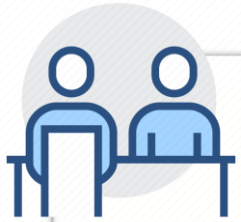
ChatGPT vs J.AI

ChatGPT vs J.AI

Limit of chat dialogue

Maintains **only 1:1 dialogue** with the user only with model knowledge

It does not maintain a dialogue, it can perform **multiple functions and models**

ChatGPT vs J.AI

Single task vs Multitask

Responds to **individual questions** asked by the user

Carry out **several tasks at the same time**, which with chatGPT would require several questions in succession

ChatGPT vs J.AI

Learning
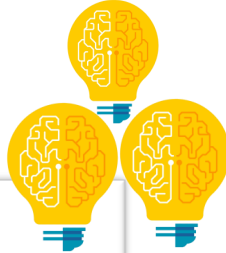
Learns **during the dialogue** to give increasingly precise answers

You can create a **custom model** that learns the **tone of voice** from documents.

Some applications of J.AI

J.AI x CRO

The **J.AI tool** applied to CRO allows for the **automation of several repetitive task**s so that the consultant has room to **analyze the results obtained and find insights.**

FEATURES

- ✓ Survey Clustering
- ✓ Classify Search Intent
- ✓ Dynamic Personalization

Input

Risposta
«semplicità e accessibilità sono migliorabili, alcune funzioni e dati non sono immediati e accessibili in maniera intuitiva.»

Output

CLUSTER
Accessibilità
DESCRIZIONE CLUSTER
Facilità con cui un servizio può essere raggiunto o utilizzato.

Input

Monge:
Lettiera:
Monge Crocchette:
Lilly Kitchen:

Output

Monge:
Brand
Lettiera:
Informational
Monge Crocchette:
Brand
Lilly Kitchen:
Informational

J.AI x MEDIA

The J.AI tool applied to Media allows for the **optimization of content creation** in terms of **length** and **keyword limits.**

FEATURES

✓ Native Copy Generation
✓ Title Generation
✓ Description ADV Generation
✓ Length, language, emoji management
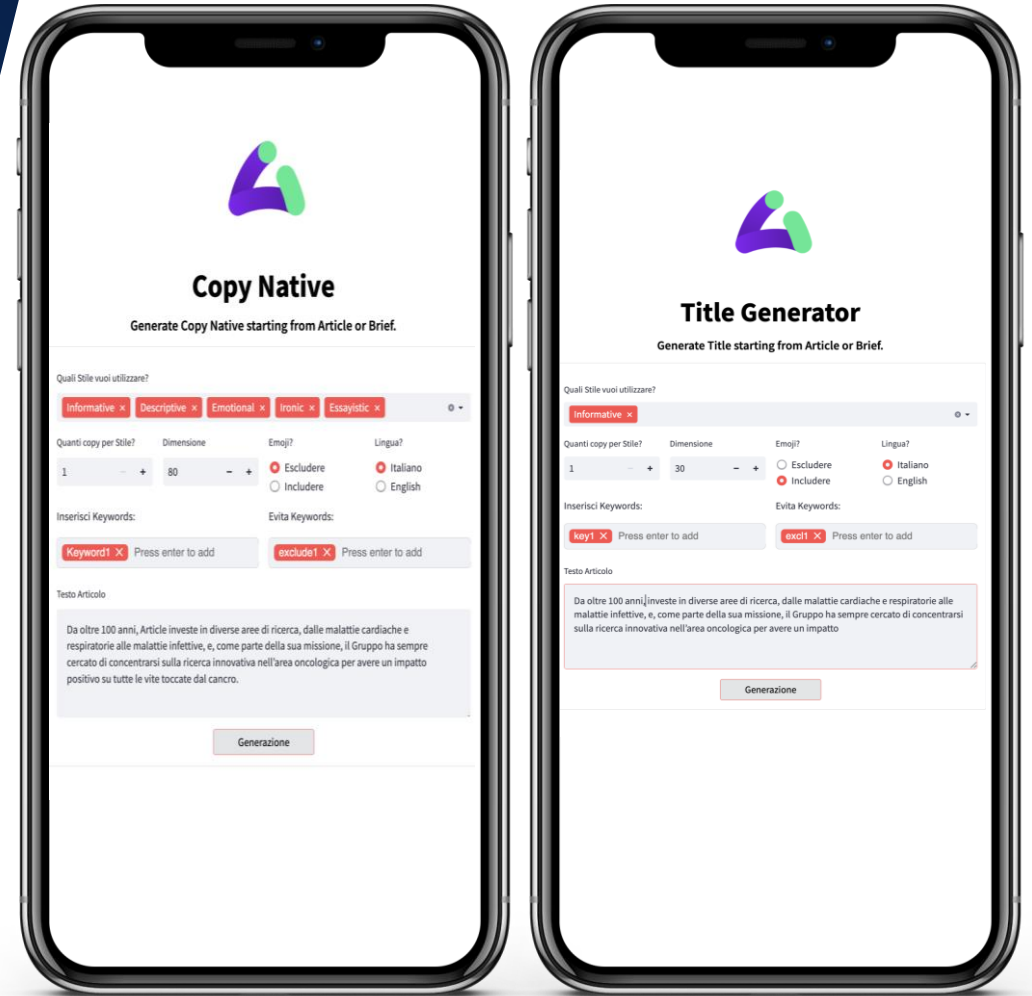
J.AI x SOCIAL

The **J.AI tool** applied to Social Media is able to **generate Social Media posts** by **collecting information** about the **customer** from Social Media channels.

FEATURES

- ✓ Social Media post generation
- ✓ Setting of tone of voice
- ✓ Learning tone of voice
- ✓ Social post variations
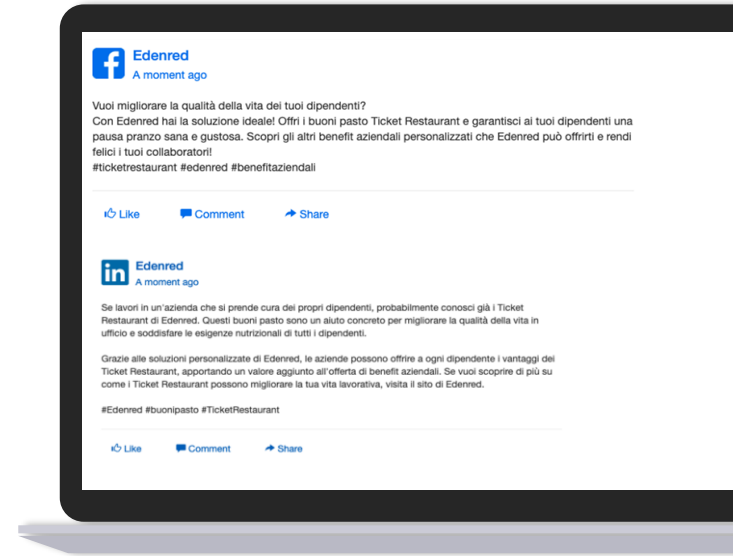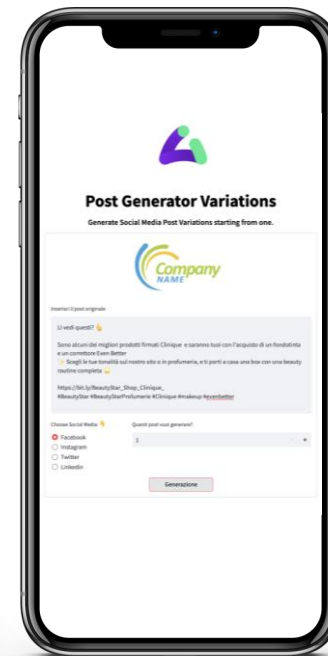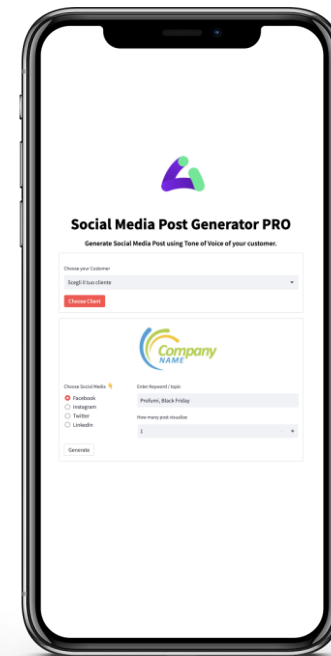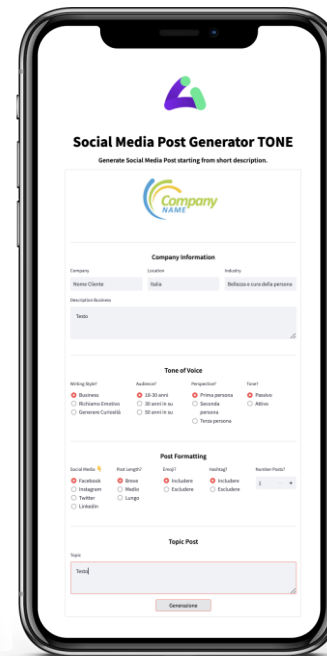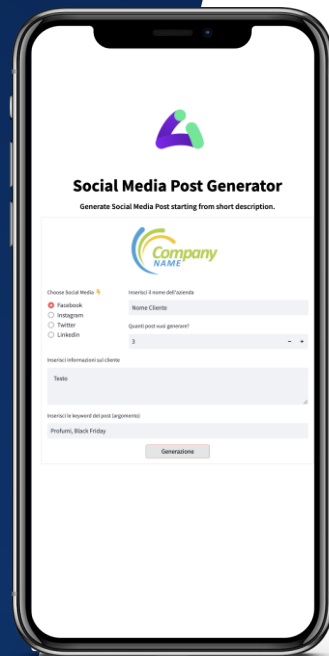
J.AI
Per la SEO

Brand as content hubs: an opportunity for SEO

Digital marketing is changing and brands must keep up with the innovation. Thanks to the **advent of generative A.I.** and other drivers, many of them **will produce more content**, and this shift represent a terrific business opportunity for SEO.

DRIVERS

RESULTS

Generative A.I.

Chat-GPT and the other similar tools are making extremely easier to produce textual content

New search rules

Google and the other search engines have changed. To be visible, also websites and their content should change

First party data

The removal of third party cookies make first party data critical, but to obtain them the users traffic on websites have to be increased

57%

Marketers prioritizing on-page content creation as part of their SEO strategy

- *HubSpot*

68%

Marketers saying that content marketing consulting helps them improve their overall SEO performance

- *Content Marketing Institute*

2.6 billion $

Global market value of AI in the SEO industry projected by 2025

- *MarketsandMarkets*

The advantages of generative A.I. for SEO

A.I. will revolutionize SEO services effectiveness. It is already **accelerating the content production**, one of the longest operations in digital services. But it will also **impact significantly the main organic KPIs.**

SPEED UP CONTENT DEVELOPMENT

80%
Content creation time saved by AI-generated content

- *Forbes*

70%
Efficiency increased by AI-powered SEO tools

- *Forbes*

IMPROVE ORGANIC PERFORMANCE

53%
Increase in organic search traffic for businesses using AI-powered SEO optimization

- *Forbes*

60%
Increase in content engagement for businesses using AI generated content

- *Gartner*

An obstacle: the static nature of traditional SEO

The problem is that **SEO professionals themselves struggle to keep up with innovation** and be effective. Often proposed SEO solutions are not practically implemented, so don't give positive results.
Jakala has already changed its approach to SEO services along the last two years, prioritizing the implementation of SEO suggestions. Now generative A.I. is accelerating even more this process.

IN THE MARKET

IN JAKALA

37%
Businesses that follow SEO recommendations to a high degree

- *Moz*

82%
SEO professionals who struggle with client implementation of SEO recommendations

- *Search Engine Journal*

TECH SEO
Meticulous care of all the site's features to ensure the best user experience and the best performance

EDITORIAL SEO
Meticulous attention to the quality of content that is attractive to users and search engines

NEW SKILLS
Integration between SEO skills with:

- CDN (content delivery network)

- Content Strategy focused on editorial content.

To be in step with Google's updates and exploit them.

IMPLEMENTATION
- Unique technologies for direct implementation and in totally autonomous mode but also UX and accelerated not SEO but also UX

- Onsite content production and optimization and offsite (backlink)

What is actually changing for SEO content

In the panorama we described some **key innovation factors**. They affect the resilience looking at the critical algorithm changes, the organic competition and the usage of generative A.I.

+ CHALLENGING SEARCH ENGINES

As Google updates show, algorithms prioritize quality content in multiple formats, that should be created following even more challenging rules
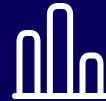
+ PENALIZING GAPS

Since the search engines are asking more in terms of quality and related effort, the difference between who make good SEO and who no will increase

+ DISRUPTIVE TECHNOLOGIES

A.I. is changing everything in terms of reading and production of content: it's critical to exploit new technologies to not lag behind competitors

The new challenges for SEO consultancies

Agencies – such as clients – need to **reorganize their team and processes** to react to the changements that are impacting the SEO.

RIDE SEARCH ENGINES LOGICS

Be fully updated about algorithm changes and explore multiple search functionalities to define excellent SEO strategies

IMPROVE ANALYSIS

Understand how to measure organic performance and competition in the new scenario, in order to suggest effective solutions

EXPLOIT NEW TECHNOLOGIES

Use generative A.I. tools in a scalable way to implement the suggested content solutions in a fast and qualitative way

Thank you