

||Generating automatic Content with Content Automation||

*A technique, we are using today in **Black Hat SEO**, for creating a fresh content in an automatic way by using some,*

- Tools
- Scripts
- Small program etc.

Automation of Content:

By the **developing fields of semantic analysis and natural language processing** it has been extended.

Although we are using these techniques but it's not an ethical process so we need to know about these clearly:

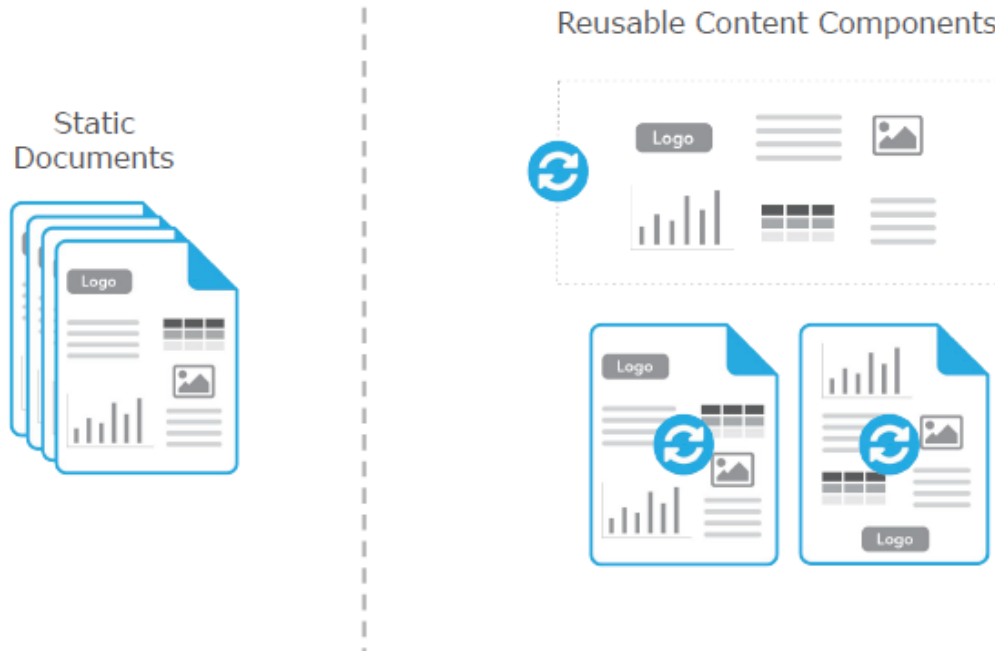
Why to use?

Businesses in Digital Transformation:

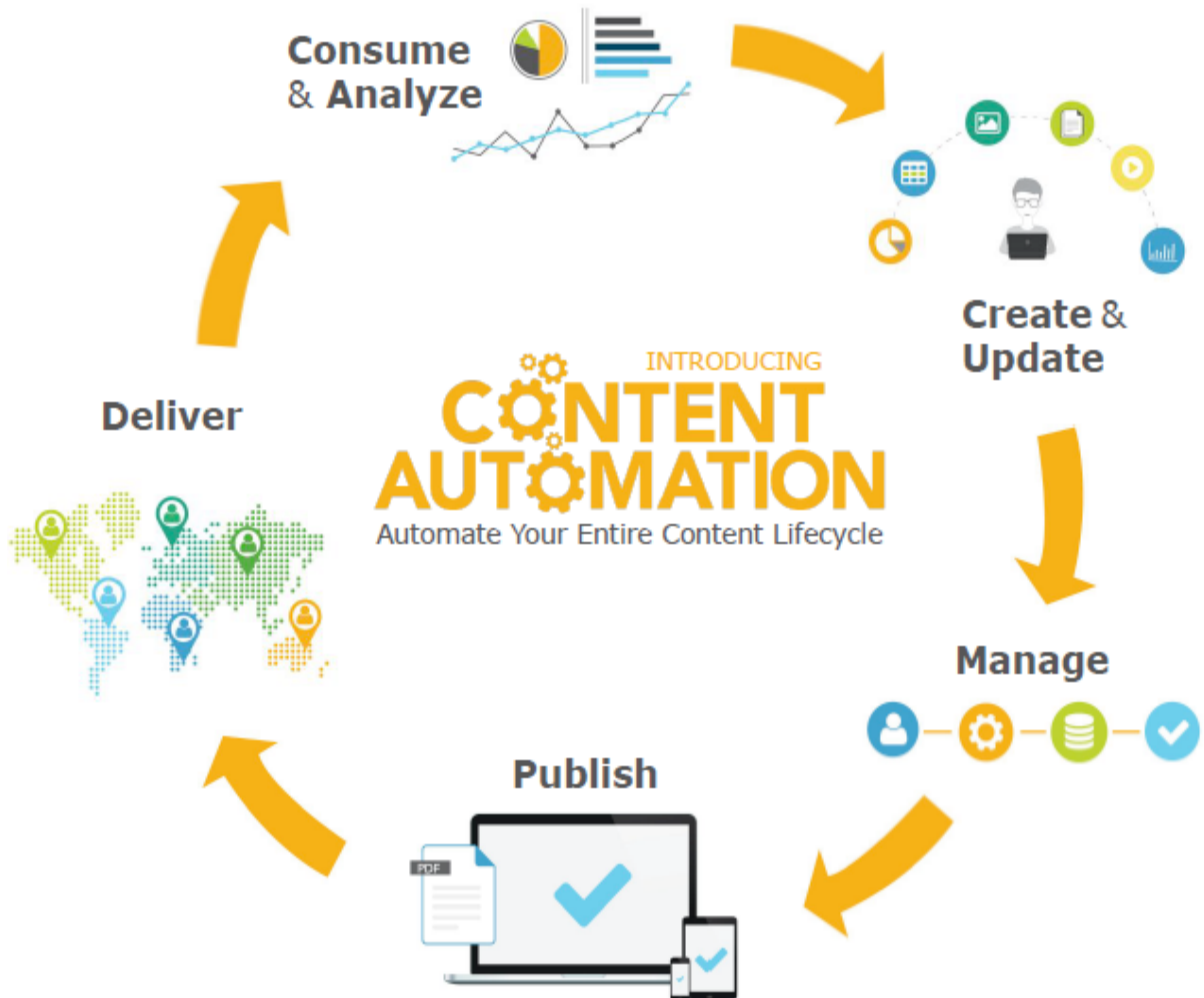
- By The traditional **print-based methods:**
 - **creating**
 - **approving**
 - **publishing**
 - **distributing**
 - **tracking** content become
 - increasingly **inflexible**,
 - **time consuming**,
 - **Expensive**.

1. Convert the process from **document-based** to **content-based** processes.

From Documents to Content



- The **tools** are designed to optimize and automate **every stage** of the **content life cycle**.



- **Website** becomes a **very large** (As per content, not ranking of Website) in **less time**.
- **Man effort** becomes **less**, as the content are generating automatically.
- **Auto generation** of **content** means just think about **Indexing strategy** of **Search Engine** once, a sudden growth in **S.E.R.P**.

Spend More Time Selling & Less Time Writing

- Improve **capacity** by **working smarter**.
- Easily manage **complex**, multi-question **RFPs**
- Ensure all sales documents contain **accurate, approved** content & a **consistent look & feel**.
- Enable partners to access approved content for inclusion into **Personalized sales documents**

Obstacles in Content Automation:

- - Sudden **Drop down** of the website will occur.
 - It will **violate** the **Search Engine guidelines**.
 - **Doorway pages** will occur, as the content is **automatic generating** and the **link generating automatically**.
 - **Keyword stuffing** will occur, because of tools, So it will follow a frame to creating the content.

Remarks: Website may be banned or blacklisted from the search engine.

Content's are:

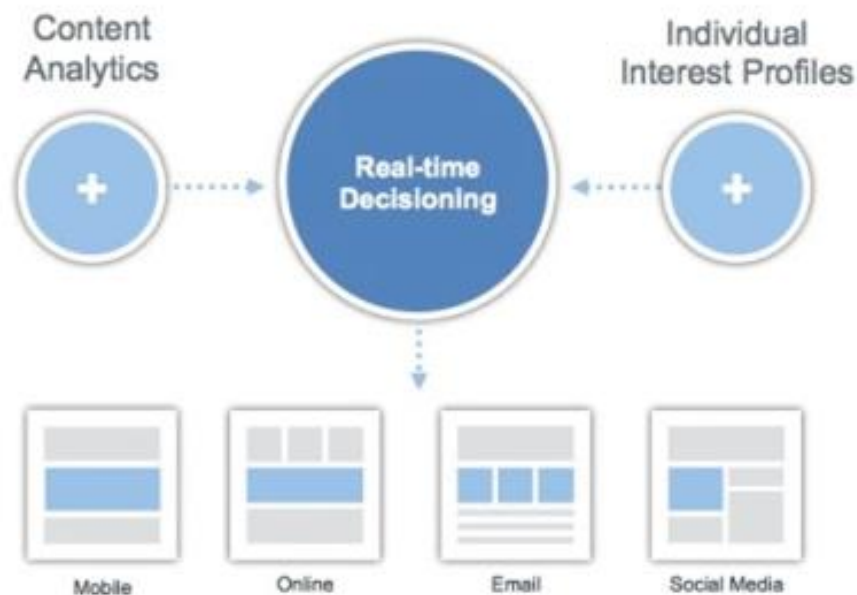
1. Unstructured Content
2. Smart Content (structured)

Unstructured Content	Smart Content (structured)
Create one-off documents.	Reusable content components.
Describes how content looks.	Describes what content is.
Content is static.	Content can be personalized.
Manually apply formatting, design and layout.	Automatically apply formatting, design and layout.

Manually build charts, graphs and tables.	Dynamic chart, graph and table building.
Copy and paste to reuse content.	Point and click to reuse content.
Manual content updates.	Automatic content updates.
No tracking of which version of which content is used where.	Full tracking and auditing of all content.

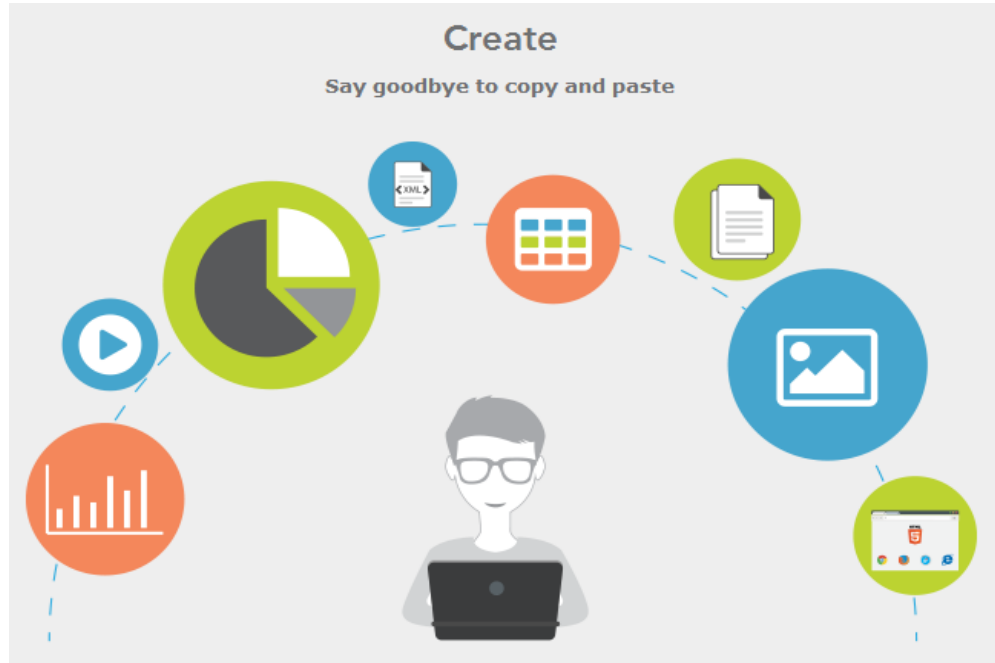
Steps:

Four steps to personalization: use a common method to categorize content and understand interests

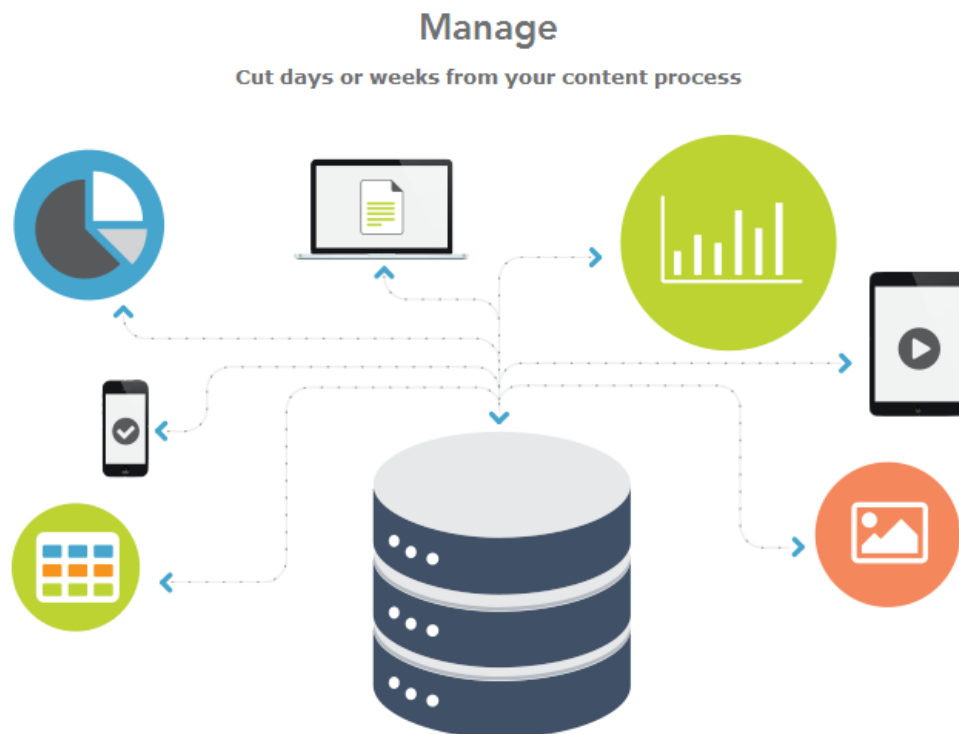


- **Create**
 - "Ctrl+C & Ctrl+V ??

Nahaa!!-I have my own Style."

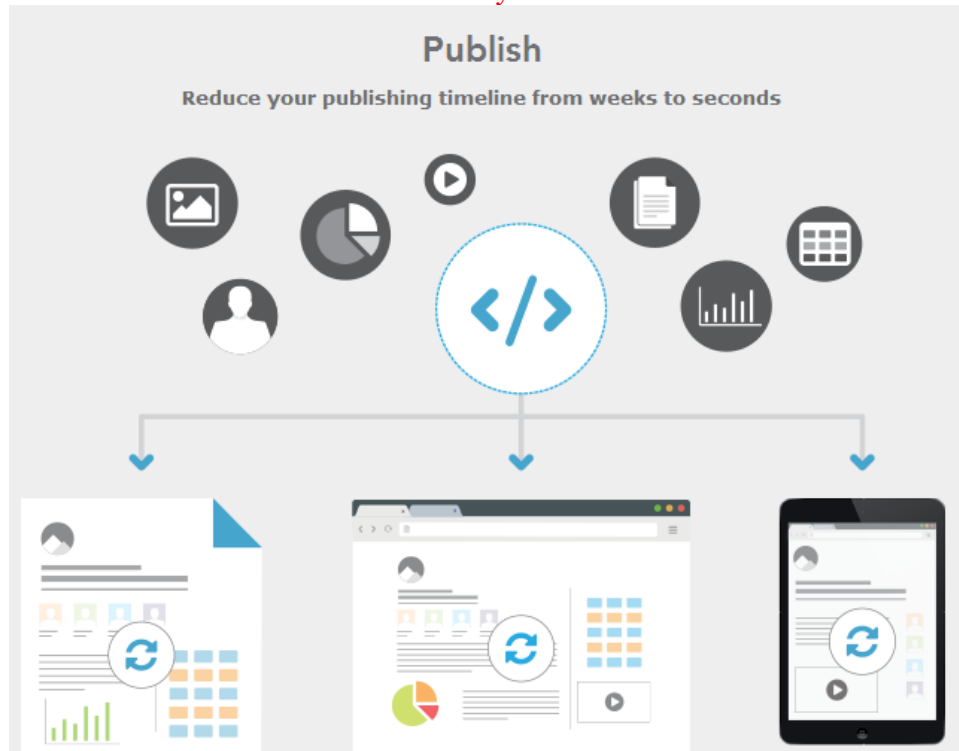


- **Manage**
 - "Hay I'm There<=>I'm here."



- **Publish**

- "Publish Now! Yaa!! Done That already!"



- **Deliver**

- "Thanks for everything!! It means a lot to me."



CAUTION

Sometimes it's good on S.E.O point of view. But it has so many bad effects for the website. It will give a sudden growth in ranking and result in S.E.R.P, but it 's not long lasting. Very soon it will be detected as a spam website and removed or black listed from the search engine.

Social media references:



YouTube