



18th Prof. Vladas Gronskas International Scientific Conference

Abstract Book

1st of December, 2023

2023



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UNIVERSITY
PRESS

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ISBN 978-609-07-0993-1

<https://doi.org/10.15388/VGISC.2023.II>

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SEARCH ENGINE OPTIMISATION (SEO) SCORE AND WRITTEN CONTENT IMPROVEMENT USING GENERATIVE AI TOOLS

Abstract.

In our project, we looked for ways to make websites' rank better in search engine results, focusing on SEO (Search Engine Optimization). We talked about how important it is to create good content and choose the right keywords to improve a website's SEO score. We also showed how using AI (Artificial Intelligence) can help with these SEO tasks. Our work on the "AI Naujienos" website is an example of how using AI can make SEO even better. This presentation is great for anyone who wants to make their website more visible online, using both traditional SEO methods and some help from AI.

Key words: *search engine optimization, SEO score, artificial intelligence, written content improvement.*

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Search Engine Optimisation (SEO) score and written content improvement using generative AI tools



INTRODUCTION

After focusing on the **written content enhancement**, we have identified key elements essential for achieving a high **SEO** score. This research has led us to a deeper understanding of the strategies necessary for optimizing written content effectively for search engines. By integrating AI to enhance **SEO** strategies, we analyzed traditional **SEO** tactics and implemented **AI tools** for **keyword optimization** and **content creation**. This approach led to significant improvements in **SEO** performance. Our findings demonstrate the effectiveness of AI in modern **SEO** practices and suggest promising directions for future research in this area.

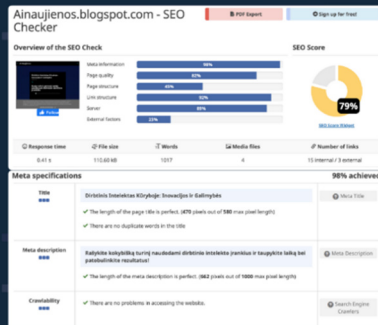


Enhanced Content: We crafted engaging and relevant content using artificial intelligence tools.
Better Image SEO: We utilized AI to make images searchable, improving your site's visibility.
Smart Keywords: We analyzed and researched website keywords using Google AdWords platform

SEO SCORE



Keyword Optimization: How we researched keywords?
Content Quality: How we crafted original and high quality content?
Content Structure: How we used headings, subheadings, and logical flow to increase our SEO score?



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