MAKE YOUR WEBSITE
WORK FOR YOU
WEB HEADS UNITED

STRATEGY + PLANNING

Joshua Lamothe

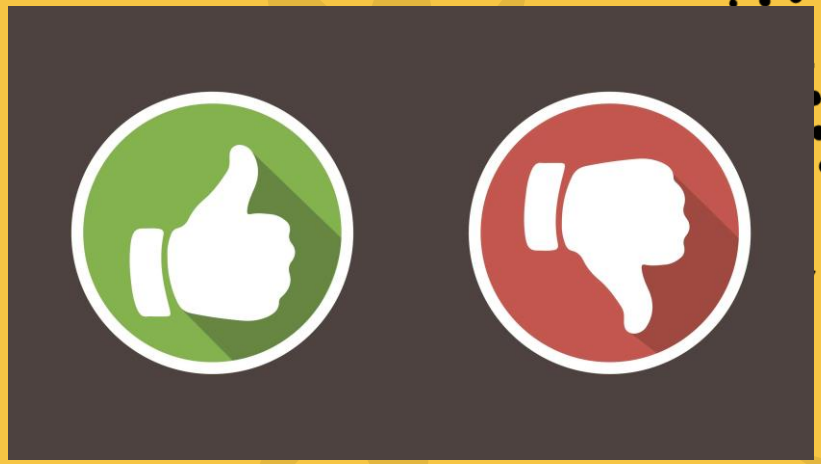
Branding, Web Design & Hosting
for Small Businesses & Entrepreneurs

www.grassrootsconsult.com

Sustainable Marketing Strategies & Solutions
grassroots™
branding & web design

YOUR WEBSITE MATTERS

- First Impression
- Establishes Reputation, Trust and Credibility
- Attracts New Customers
- Serves Current Customers
- Guides People to take Specific Action



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Speaks Directly to Your Best Clients
- Attractive, Pleasant Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Guides them to ACT

- Messy & Disorganized
- Cluttered
- Confusing
- Ugly
- Broken
- Not Mobile Responsive

WHY PLAN?

- Set clear intentions
- Define the scope of the project
- Identify the resources required
- Develop a roadmap

- Ensure project success
- Meet business objectives
- Maximize Return on Investment (ROI)

WHAT TO PLAN FOR

- Objectives & Goals (Purpose)
- Scope & Requirements
- Budget
- Resources
- Timeline & Milestones
- User Experience & Design
- Ideal Customer Avatar
- Branding & Imagery
- Color Scheme
- Copy & Messaging
- Calls to Action
- Technical Functionality

LOCAL SEARCH PLANNING

- Keyword Research
- Content Planning
- Google Business Profile
- On-Page Optimization
- Local Citations

THANK YOU!!

FREE GIFT

The Visionary Guidebook

Website Planning Blueprint

Download at:

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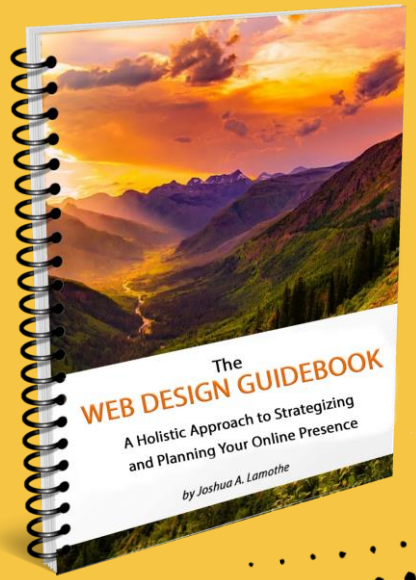

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ChatGPT Content, SEO & Strategy

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01

CHATGPT

What's the fuss? What is it?

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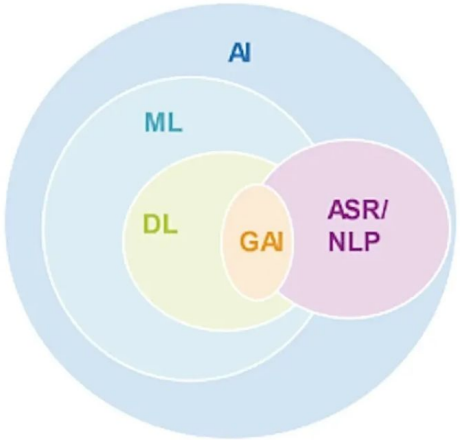
GENERATIVE AI? WHAT?

What is Generative AI, and why is it suddenly everywhere?



- Artificial Intelligence
- Machine Learning
- Deep Learning
- Automatic Speech Recognition, Natural Language Processing
- Generative AI

Generative AI is a branch of computer science that involves unsupervised and semi-supervised algorithms that enable computers to ***create new content*** *using previously* ***created content, such as text, audio, video, images and code*** *in response to short prompts.*

ChatGPT *(which stands for Chat Generative Pre-Trained Transformer) is a chatbot developed by OpenAI. ChatGPT is built on top of* ***OpenAI's GPT-3.5*** *family of* ***large language models*** *(LLMs) and is fine-tuned with both supervised and reinforcement learning techniques.*

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WHAT IS CHATGPT

ChatGPT is a chatbot developed by OpenAI and launched in November 2022. It is built on top of OpenAI's GPT-3 family of large language models and has been fine-tuned using both supervised and reinforcement learning techniques.

(From ChatGPT, https://chat.openai.com/chat)

TRANSLATION:

A chat bot that can “understand” natural language and provide human like responses.

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02

UNDER THE HOOD-ISH

What's going on in ChatGPT? Can it REALLY work for me?

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YOU SHOULD KNOW...

THE (INCOMPLETE) LIST OF COMPUTER SCIENCE CORE CONCEPTS:

1. KISS: KEEP IT SIMPLE STUPID
2. DON'T REINVENT THE WHEEL
3. COMPUTERS ARE STUPID
4. GARBAGE IN = GARBAGE OUT

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LET'S TALK DATA BIAS

Generative AI lives off of language models and data. As concept 4 states, it's only going to be as good as the data fed into it.

ALL DATA HAS BIAS!

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03

HOW TO USE AI EFFECTIVELY

Tips and Tricks

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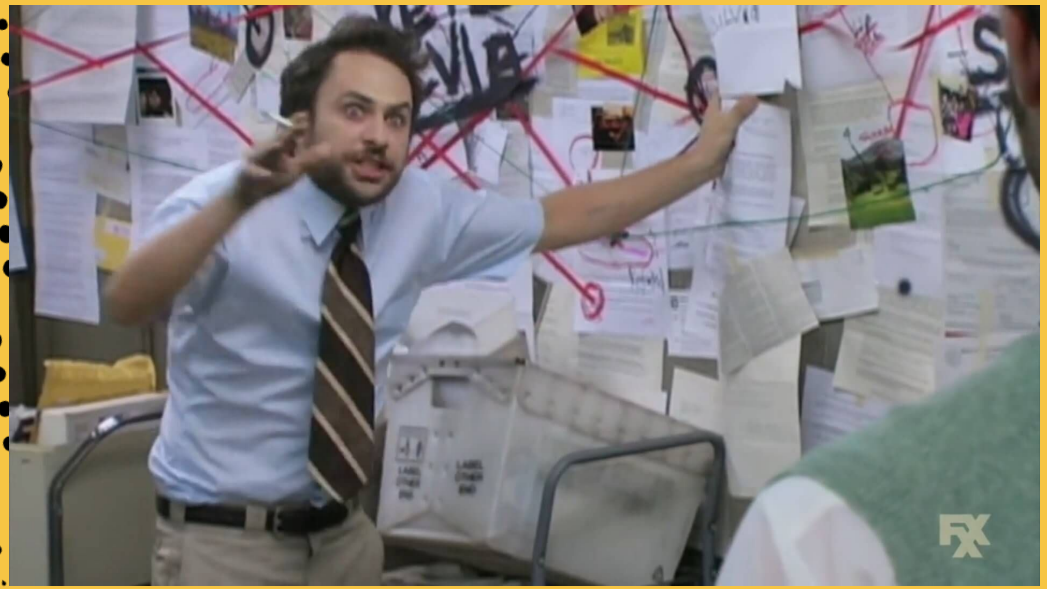
SOME TIPS...



1. STRATEGIZE HOW TO USE AI
2. ASK IN DIFFERENT WAYS
3. UNDERSTAND LIMITATIONS
4. QUALITY ASSURANCE
5. BE FLEXIBLE
6. BE MINDFUL OF HOW QUICKLY DATA IS BEING UPDATED

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FINAL THOUGHTS!

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THANK
YOU!

QUESTIONS? CONTACT ME!

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