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AI-written content and Google: what to watch

AI for Your Website

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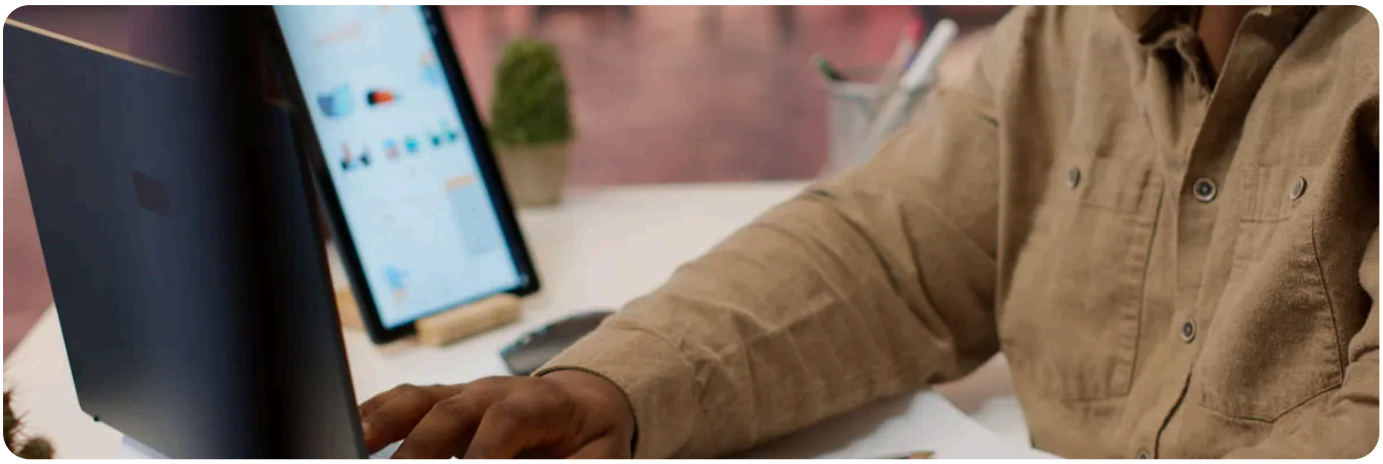

According to Google's public guidelines, what counts is not **how** the content was made, it is whether it is **useful and reliable for the person reading it**. Using AI to write is not, in itself, a breach. What the guidelines treat as spam is publishing content at scale whose main purpose is to climb the results rather than to help anyone, whether it comes from people or from automation. Nobody can guarantee you a position, with AI or without it.

What usually goes wrong

Practice	Why it is a problem
Publishing what the AI wrote without reading it	Mistakes, invented facts and empty sentences go live with your company's name on them.
Dozens of near-identical pages with the city or the product swapped	It looks like content mass-produced to catch searches, and it helps nobody.
Rewriting what others have already said, adding nothing	If your page says what ten others say, there is no reason for it to be the one chosen.
Technical, medical or legal claims with no checking	A mistake here can harm the reader, and trust in the site.
Texts with no author, no date and no contact	They do not show who answers for what is written.

How to use AI and still publish well

1. **Start from the reader.** What real question does someone arriving here have? Answer it better than the pages that already exist.

2. **Add what only you know.** Your experience, your cases, your photographs, your real prices and deadlines. It is what the AI does not have and what sets your page apart.

3 **Use AI as a draft, not as the author.** Ask for a structure, a first version, a review of the tone. Then rewrite over it.

4 **Check everything that is a fact.** Names, numbers, dates, quotations, links. See **how to check an answer**.

5 **Sign and date it.** Say who wrote it and when it was last reviewed. It shows who answers for the text.

6 **Publish less and better.** One useful article is worth more than many empty ones.

! **Beware of AI detectors.**
The tools that say "this was written by AI" are wrong, in both directions. Do not use them to decide whether a text is good. Decide by what the text says and by who has read it.

! **Images, translations and metadata count too.**
Alt text, titles and descriptions written in bulk by AI and never read pile up the same mistakes.

After publishing, check that Google can see the page and how it appears. See **checking that Google can see your site** and **why your site does not show on Google**.

NEED A HAND?

Need help with the technical side of the site (access, certificate, server)? Open a ticket.

Open a support ticket →

SEE ALSO

- **Being found on Google: Business Profile, Search Console and the basics** →
- **AI hallucinations: how to check an answer before you use it** →
- **Writing prompts for business tasks: replies, descriptions and summaries** →

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