

# Authenticity Gap in AI-Generated Content Damaging to Brands

*Internationally acclaimed business and marketing consultant urges brands to balance automation and authenticity.*

TORONTO, ONTARIO, CANADA, April 30, 2024 /EINPresswire.com/ -- Husam Jandal, an internationally acclaimed business and marketing consultant, says businesses should take precautions when leveraging content generated by artificial intelligence (AI) in their digital marketing strategies. Additional details and tips for brands can be found in "[AI-Generated Content: Balancing Automation & Authenticity](#)," which is now live on [Husamjandal.com](#).

With more than half of all marketers presently leveraging AI in their content creation processes and the AI market size poised to grow by nearly \$500 billion by 2030, Jandal believes it's essential for businesses to develop and implement an AI-generated content strategy now.

"AI allows brands to scale content production easily and improves cost efficiency," Jandal notes. "However, without human oversight, AI-generated content comes across as inauthentic and impersonal, undermining branding efforts and customer confidence."

Jandal notes that AI-generated content may also be problematic for search engine optimization (SEO), particularly in conforming to Google's E-E-A-T guidelines. Short for experience, expertise, authoritativeness, and trustworthiness, E-E-A-T guidelines are Google's way of confirming content delivers a good user experience (UX) before determining if and where a page lands in search engine results pages (SERPs). In its present state, AI still makes mistakes and may spread misinformation, which means AI-generated content can easily fall short of meeting E-E-A-T guidelines. Moreover, people prefer authentic content imbued with the brand's personality and



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values. Without this human touch, readers are more likely to leave a page quickly, which signals to search engines that the page is providing a poor UX.

“AI should be used as a tool, not a replacement for human content creators,” Jandal explains. “Authenticity and quality can be maintained with the right processes in place.”

Jandal recommends that businesses develop a formal process and guidelines for AI-generated content to ensure

it delivers value for the company and readers. Having real people add the finishing touches and ensuring each piece is reviewed before publishing are essential components.

Those interested in learning more about AI-generated content or seeking help with digital marketing are encouraged to visit [HusamJandal.com](https://HusamJandal.com).

## About Husam Jandal

Husam Jandal is an internationally renowned business and marketing consultant, [fractional CMO](#), and public speaker. His background includes teaching Google Partners and educating at a collegiate level, receiving multiple Web Marketing Association Awards, and earning rave reviews from businesses of all sizes. For more information on his speaking or consultancy services, visit [HusamJandal.com](https://HusamJandal.com).

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