# Article information:

What is ChatGPT and why SEOs should care  
<https://searchengineland.com/what-is-chatgpt-and-why-seos-should-care-392165>

# Article summary:

1. ChatGPT is an AI-powered chatbot created by OpenAI that can be used to answer questions, write ads, emails, blog posts, and more.

2. Microsoft recently invested $10 billion in OpenAI at a $29 billion valuation.

3. ChatGPT has experienced outages and is facing criticisms over the accuracy of some of the output of the tool, while also staring down competition from rivals.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides a comprehensive overview of ChatGPT and its capabilities. It explains what it is, how it works, who built it and why it’s important for SEOs specifically. The article also provides examples of tasks that ChatGPT can execute and mentions the cost associated with each session. Additionally, the article discusses Microsoft’s investment in OpenAI and the potential competition that ChatGPT may face in the future.

The article does not provide any evidence or sources to back up its claims about ChatGPT's accuracy or potential competition from rivals. Additionally, there is no discussion of possible risks associated with using ChatGPT or any counterarguments to its use as an SEO tool. Furthermore, there is no mention of any ethical considerations related to using AI technology such as ChatGPT for marketing purposes.

In conclusion, while this article provides a good overview of what ChatGPT is and how it works, it lacks evidence to support its claims about accuracy and potential competition from rivals as well as fails to address any ethical considerations related to using AI technology for marketing purposes.

# Topics for further research:

* Ethical considerations of AI technology in marketing
* Accuracy of ChatGPT for SEO
* Potential risks of using ChatGPT
* Competition for ChatGPT in the AI market
* Microsoft’s investment in OpenAI
* Counterarguments to using ChatGPT for SEO

# Report location:

<https://www.fullpicture.app/item/051a319ce9af1bc1caa88e171600f4aa>