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Topic Ideas Generation from AI (POC)

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Video Presentation: 📺 [SB.com - Topic Generation POC - Hospitality - 08252023.mp4](#)

- 0:45 – Methodology: KPI & Test Metrics
- 3:50 – Case Details: Foundation of Scalable Process
- 5:39 – Step 1: Topical Gap Analysis
- 9:47 – Step 2: Keyword Research
- 14:20 – Step 3: Generating Topic Headers Using AI (POC Objective)
- 20:34 – Step 4: Entity Gap Analysis
- 30:02 – Step 5: Final Brief Creation (Client Deliverable)
- 35:55 – TTV Comparison: Manual vs. AI
- 39:13 – AI – Quality Test
- 40:44 – POC Results
- 42:45 – ChatGPT: SWOT Analysis
- 47:36 – Closing Statement & Summary
- 50:27 – Video End

POC METHODOLOGY

Steps to POC (Product Team)

1. Identify 10 Topic Ideas based on content gap opportunities.
2. Conduct preliminary research to figure out the competition & trend analysis.
3. Use your existing toolsets (We're assuming it's ChatGPT) to generate these 10 Topic Ideas.
4. The goal of the output is to ensure that we have topic ideas that benefit the customer in terms of SERP opportunity and competition.
5. Document the steps/strategy you have taken to generate these 10 topics.

Current "Topic" Generation Process (Content Team)

1. We provide (or often the client provides) "briefs" to the clients, not just topics.
2. A typical blog brief in enterprise comprises the main topic header, sub-topics, hyperlinking opportunities, and an overall architecture for the blog.
3. The brief often accompanies the relevant keyword strategy behind it. (We do the final topic mapping during blog creation.)
4. The brief and keyword strategy are reviewed by the client (directly on calls or through emails).
5. The final brief (accounted for client inputs) is then put on Wrike and proceeds toward content creation.

POC Methodology (adjusted for Client Expectations)

Pre steps:

1. Competitor List → Competitor gaps with AI
2. Manual KWR → Suggest main kw gaps with AI

Output comparison:

3. Blog main topic header suggestions → Manual vs. AI

Post steps:

4. Bake in entities with inLinks → Suggest entities with AI

5. Final Blog Brief □ Suggest arch using comp gap and kw gap suggestions with AI

POC Cases (Clients):

HOSPITALITY	NON-HOSPITALITY
Client: Ramada Pigeon Forge 1. Profile: Ramada Pigeon Forge North 2. Competitor #1: Econo Lodge Riverside 3. Competitor #2: La Quinta Inn and Suites 4. Competitor #3: Inn on the River	Client: US Bank 1. Profile: US Bank Corporate 2. Competitor #1: Wells Fargo 3. Competitor #2: Citi Bank 4. Competitor #3: Capital One

Tools Used:

TEST SUBJECT	CONTROL SUBJECTS	ANALYSIS	QUALITY
ChatGPT (GPT-4)	Manual Output	SEMrush inLinks	Grammarly

Test Metrics:

KPI	FULL SCORE	SUCCESS (2)	PASS (1)	FAILURE (0)
SEO Score	2	Above 60	40-60	Below 40
Content Quality (Grammarly)	3	Above 80 (3)	60-80	Below 60
Originality (Grammarly)	3	Above 95 (3)	80-95	Below 80
Intent Mapping (SurferSEO)	3	Above 50 (3)	30-50	Below 30
TTV Reduction	2	Above 50%	20%-50%	Below 20%
Response Accuracy	2	Above 80%	40%-80%	Below 40%
Content Quality Points:	15	12-15	8-11	7-& Below

AI TOPIC GENERATION TEST: HOSPITALITY

POC Case Details

Test Type:	A/B Test (ChatGPT vs. Manual)
Test Date:	08/24/2023; 1603 hrs.
Test Version:	Hospitality – 1
Tool Name & Version:	ChatGPT (GPT – 4)
Content Category:	Topic Ideas
Test Goal:	Use AI to generate topic ideas that benefit the customer in terms of SERP opportunity and competition.
Test Objective:	Use AI to generate 10 blog topic ideas for one hospitality client.

Client Name:	Ramada Pigeon Forge
Client Details:	Profile: Ramada Pigeon Forge North Competitor #1: Econo Lodge Riverside Competitor #2: La Quinta Inn and Suites Competitor #3: Inn on the River
Page Name:	New
Existing URL:	N/A
Project Location (SharePoint):	https://drive.google.com/drive/folders/1i2nm4iOysCxcTutk01g2Pj-cz1Yh6QYd?usp=sharing
Project Management (Wrike):	None
Reference Links (if any):	

STEP 1: Topical Gap Analysis

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Run Keyword Gap analysis on SEMrush	10m	0m	
Consolidate and initial sorting of gap KWs	15m	0m	
Final sorting of 3.7k competitor KWs	20m	0m	
Researching similar competitor blogs	15m	0m	
Prompt calibration + run time	0m	10m	
Information extraction & revision	0m	5m	
Fact checking	0m	5m	
TOTAL	60m	20m	66.67%

INPUT – 1

Prompt:

Compare Ramada Pigeon Forge and its top three competitors for keyword gaps that can be used for a blog targeted for the upcoming October month, holiday festivals, or Halloween. The competitor list is given below:

Brand: Ramada Pigeon Forge North
Competitor #1: Econo Lodge Riverside
Competitor #2: La Quinta Inn and Suites
Competitor #3: Inn on the River

Additional Input (if applicable):	The intent was to find out the top seasonal keywords for the next blog of the client from competitor sites. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt; 2 variations; 2 regeneration attempts)
Prompt Calibration TTV:	10m

OUTPUT – 1

[AI RESPONSE STARTS HERE]

Based on the analysis of the provided URLs and the keyword "October holiday festivals Halloween Pigeon Forge," here's a breakdown of the content gaps and potential blog topics for Ramada Pigeon Forge North:

1. PigeonForge.com's Halloween Events:

- **Content Highlights:** This page lists various Halloween events in Pigeon Forge, including the Fall Festival at Anakeesta, Great Pumpkin Luminights at Dollywood, Ripley's Fright Nights, Spooky Fun Weekends at Camp Margaritaville, and the Pigeon Forge Spooktacular.
- **Content Gap & Blog Ideas for Ramada:**

- A detailed guide on "How to Make the Most of Your Halloween Weekend in Pigeon Forge."
- "Top 5 Family-Friendly Halloween Events Near Ramada Pigeon Forge North."
- "A Night of Frights: Exploring Ripley's Haunted Adventure Near Ramada."

2. MyPigeonForge's Fall Festivals:

- **Content Highlights:** The page emphasizes the beauty of fall in Pigeon Forge, highlighting events like Dollywood's Harvest Festival, Pigeon Forge Bluegrass Festival, and the National Quartet Convention.
- **Content Gap & Blog Ideas for Ramada:**
 - "Experience the Melodies of Fall: Attending the Pigeon Forge Bluegrass Festival."
 - "A Culinary Journey: Fall Flavors to Try in Pigeon Forge."
 - "The Art of Craftsmanship: Exploring Handmade Items at Fall Festivals."

3. PigeonForgeChamber's Halloween Activities:

- **Content Highlights:** The page lists activities like Halloween at The Island, Spooktacular Halloween Event, Anakeesta's Hallow Mountain, Kick- Off Karnival, and Halloween at Paula Deen's Lumberjack Feud.
- **Content Gap & Blog Ideas for Ramada:**
 - "A Thrilling Halloween: Riding the Coasters of Pigeon Forge."
 - "Halloween Specials at Ramada: Stay, Play, and Spook!"
 - "The Witching Hour: Midnight Adventures Near Ramada Pigeon Forge North."

Recommendations for Ramada Pigeon Forge North:

1. **Local Collaborations:** Collaborate with local attractions to offer special Halloween packages or discounts for guests.
2. **Interactive Content:** Host a Halloween costume contest for guests with prizes for the best costumes.
3. **Engage on Social Media:** Share behind-the-scenes preparations for Halloween, promote local events, and engage with guests by sharing their Halloween experiences at the hotel.
4. **Blog Content:** Regularly update the blog with Halloween-themed posts, guides, and recommendations to attract potential guests searching for Halloween activities in Pigeon Forge.

By addressing these content gaps and focusing on the unique offerings of the Ramada Pigeon Forge North, the hotel can effectively compete with its rivals and attract more guests during the Halloween season.

[END OF AI RESPONSE]

END RESULT – 1

Manual:  RPFN - Topic Gen POC - Competitor Keyword Gap Analysis - 08242023 - SB.xlsx

Keyword	Search Volume	Keyword Intents
holiday in pigeon forge	260	informational, transactional
things to do in pigeon forge in october	140	informational
hotels in pigeon forge with suites	110	transactional
hotels with family suites in pigeon forge tn	110	transactional
kid-friendly things to do in pigeon forge	110	navigational
where to stay pigeon forge	90	navigational
holiday in pigeon forge tn	50	informational, transactional
fall festival pigeon forge	40	navigational
fall festivals pigeon forge	30	informational
halloween stores in pigeon forge tn	30	navigational
october in pigeon forge tn	30	navigational, informational
pigeon forge activity packages	30	transactional
pigeon forge holiday lights	30	informational
pigeon forge tn fall foliage	30	informational
things to do near pigeon forge in october	30	navigational, informational

AI: (ChatGPT)

Final blog topics provided.

1. A detailed guide on "How to Make the Most of Your Halloween Weekend in Pigeon Forge."
2. "Top 5 Family-Friendly Halloween Events Near Ramada Pigeon Forge North."
3. "A Night of Frights: Exploring Ripley's Haunted Adventure Near Ramada."
4. "Experience the Melodies of Fall: Attending the Pigeon Forge Bluegrass Festival."
5. "A Culinary Journey: Fall Flavors to Try in Pigeon Forge."
6. "The Art of Craftsmanship: Exploring Handmade Items at Fall Festivals."
7. "A Thrilling Halloween: Riding the Coasters of Pigeon Forge."
8. "Halloween Specials at Ramada: Stay, Play, and Spook!"
9. "The Witching Hour: Midnight Adventures Near Ramada Pigeon Forge North."

SUMMARY:

- AI result is not consistent with the ask.
- The results are generic. Doesn't account for real-time inputs.

- Can't validate AI results because steps related to performing keywords, competitor keywords, and entity gap analysis were skipped.
- Topics don't account for brand requirements.

STEP 2: Keyword Research

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Run Organic Research analysis on SEMrush	10m	0m	
Collect data for performing KWs tracked in MPC	10m	0m	
Sort 'unique' keywords from Keyword Gap	5m	0m	
Consolidate all performing non-branded KWs	10m	0m	
Final sorting of 3.4k performing site KWs	15m	0m	
Final topic mapping	5m	0m	
Researching similar brand site blogs	10m	0m	
Prompt calibration + run time	0m	20m	
Information extraction & revision	0m	10m	
Fact checking	0m	15m	
TOTAL	65m	45m	30.76%

INPUT – 1

Prompt:

Provide me real-time, seasonal, and evergreen keywords categorically for the brand site: <https://www.pigeonforgeramada.com/> with the focus of creating a blog around the october events in Pigeon Forge, TN. Compare with keywords from competitor sites, and provide the first 20 top keywords. Search for only non-branded terms and long-tail keywords. Exclude all branded terms of the brand or of the competitors. Provide search intent (informational, navigational, commercial, or transactional) and search volume along with each keyword. Include the intent and search volume in the final top 20 keyword list too. Find the list of competitors below:

Brand: Ramada Pigeon Forge North - <https://www.pigeonforgeramada.com/>
Competitor #1: Econo Lodge Riverside - <https://www.econolodge-pigeonforge.com/>
Competitor #2: La Quinta Inn and Suites - <https://www.wyndhamhotels.com/laquinta>
Competitor #3: Inn on the River - <https://www.myinnontheriver.com/>

Additional Input (if applicable):	The intent was to find out the top seasonal keywords for the next blog of the client from the brand site and consolidate it with competitor gap keywords. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt; 3 variations; 4 regeneration attempts)
Prompt Calibration TTV:	20m

OUTPUT – 1

[AI RESPONSE STARTS HERE]

Based on the analysis of the provided brand and competitor websites, here's a breakdown of the keywords and their respective search intents:

Brand: Ramada Pigeon Forge North

1. Pigeon Forge hotel - Informational
2. Pigeon Forge attractions - Informational
3. Pigeon Forge events - Informational
4. Pigeon Forge October events - Informational
5. Best hotels in Pigeon Forge - Commercial

6. Pigeon Forge accommodations - Informational
7. Pigeon Forge family vacation - Informational
8. Pigeon Forge packages - Transactional
9. Pigeon Forge amenities - Informational
10. Pigeon Forge hotel deals - Transactional

Competitor #2: La Quinta Inn and Suites

1. La Quinta amenities - Informational
2. Wyndham Rewards - Commercial
3. Hotels by Wyndham - Informational
4. La Quinta locations - Informational
5. La Quinta business travel - Informational

Competitor #3: Inn on the River

1. Pigeon Forge river hotel - Informational
2. Pigeon Forge hotel amenities - Informational
3. Pigeon Forge hotel rooms - Informational
4. Pigeon Forge hotel deals - Transactional
5. Pigeon Forge hotel on the river - Informational

(Note: The website for Competitor #1, Econo Lodge Riverside, could not be analyzed due to restrictions.)

From the above keywords, here are the top 20 non-branded, long-tail keywords, along with their search intent and estimated search volume:

1. Pigeon Forge hotel - Informational - 10,000
2. Pigeon Forge attractions - Informational - 9,500
3. Pigeon Forge events - Informational - 9,000
4. Pigeon Forge October events - Informational - 8,500
5. Best hotels in Pigeon Forge - Commercial - 8,000
6. Pigeon Forge accommodations - Informational - 7,500
7. Pigeon Forge family vacation - Informational - 7,000
8. Pigeon Forge packages - Transactional - 6,500
9. Pigeon Forge amenities - Informational - 6,000

10. Pigeon Forge hotel deals - Transactional - 5,500
11. La Quinta amenities - Informational - 5,000
12. Wyndham Rewards - Commercial - 4,500
13. Hotels by Wyndham - Informational - 4,000
14. La Quinta locations - Informational - 3,500
15. La Quinta business travel - Informational - 3,000
16. Pigeon Forge river hotel - Informational - 2,500
17. Pigeon Forge hotel amenities - Informational - 2,000
18. Pigeon Forge hotel rooms - Informational - 1,500
19. Pigeon Forge hotel on the river - Informational - 1,000
20. Pigeon Forge hotel deals (Inn on the River) - Transactional - 500

(Note: The search volumes provided are estimated and may vary based on actual search trends.)

These keywords can be used to create a blog around the October events in Pigeon Forge, TN, focusing on the offerings of Ramada Pigeon Forge North and how they compare to competitors.

[END OF AI RESPONSE]

END RESULT – 1

Manual:  RPFN - Topic Gen POC - Keyword Research - 08242023 - SB.xlsx

Keyword	Search Volume	Keyword Intents
COMP KW		
holiday in pigeon forge	260	informational, transactional
things to do in pigeon forge in october	140	informational
hotels in pigeon forge with suites	110	transactional
hotels with family suites in pigeon forge tn	110	transactional
kid-friendly things to do in pigeon forge	110	navigational
where to stay pigeon forge	90	navigational
holiday in pigeon forge tn	50	informational, transactional
fall festival pigeon forge	40	navigational
fall festivals pigeon forge	30	informational
halloween stores in pigeon forge tn	30	navigational

october in pigeon forge tn	30	navigational, informational
pigeon forge activity packages	30	transactional
pigeon forge holiday lights	30	informational
pigeon forge tn fall foliage	30	informational
things to do near pigeon forge in october	30	navigational, informational
SITE KW		
pigeon forge events	1900	informational
pigeon forge activities	1900	navigational, informational
hotels near smoky mountains	1300	navigational
events in pigeon forge	1000	informational
discount tickets for dollywood	880	transactional
last minute hotel deals pigeon forge tn	880	transactional
pigeon forge tennessee things to do	880	navigational, informational
pigeon forge attractions for adults	720	navigational, informational
pigeon forge events 2023	590	informational
tennessee in the fall	390	navigational, informational
pigeon forge calendar of events	390	informational
discounts for dollywood tickets	390	transactional
pigeon forge attraction packages	210	transactional
pigeon forge upcoming events	170	informational
pigeon forge tn events	140	informational
halloween in pigeon forge	110	informational
pigeon forge tn activities	110	navigational, informational
halloween pigeon forge	70	navigational
smoky mountains tennessee fall	70	navigational, informational
events at dollywood	50	navigational, transactional
smoky mountain hotel deals	50	navigational
dollywood events in october	40	informational
pigeon forge fall events	40	informational
pigeon forge halloween events	30	informational
haunted smoky mountains	30	navigational
things to do in pigeon forge in the fall	30	informational

AI: (ChatGPT)

Keyword	Search Volume	Keyword Intents
pigeon forge hotel	10,000	informational
pigeon forge attractions	9,500	informational
pigeon forge events	9,000	informational
pigeon forge october events	8,500	informational
best hotels in pigeon forge	8,000	navigational
pigeon forge accommodations	7,500	informational
pigeon forge family vacation	7,000	informational
pigeon forge packages	6,500	transactional
pigeon forge amenities	6,000	informational

pigeon forge hotel deals	5,500	transactional
la quinta amenities	5,000	informational
wyndham rewards	4,500	navigational
hotels by wyndham	4,000	informational
la quinta locations	3,500	informational
la quinta business travel	3,000	informational
pigeon forge river hotel	2,500	informational
pigeon forge hotel amenities	2,000	informational
pigeon forge hotel rooms	1,500	informational
pigeon forge hotel on the river	1,000	informational
pigeon forge hotel deals	500	transactional

SUMMARY:

- Ask incomplete. AI missed one key competitor.
- AI data inaccurate and unreliable. Provides a misleading picture on targeting.
- Multiple response regenerations showed deviations in statistics.
- Keyword choices inconsistent with prompt instructions.
- Overall AI results even at their best form are generic. Doesn't account for seasonal appeal.
- Results don't account for brand requirements.
- Fact checking and revisions adds significant manual efforts.
- Response format inconsistent, hampering scalability of information extraction.

STEP 3: Generate Topic Headers

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Research brand site/blog for topic inspiration	10m	0m	
Finalize keywords to use on each topic	5m	0m	
Create 10 blog topic header suggestions	10m	0m	
Prompt calibration + run time	0m	15m	
Information extraction & revision	0m	5m	
Fact checking	0m	5m	
TOTAL	25m	20m	20%

INPUT – 1

Prompt:

Create 10 blog topic headers for the brand Ramada Pigeon Forge North, located in Pigeon Forge, TN. The focus of the blog topics should be around "Pigeon Forge October Events". Keep the headers distinct from the brand's competitors. Competitor list is given below. Generated copy must be 100% plagiarism-free and grammatically accurate. Follow Google's Helpful Content best practices.

Brand: Ramada Pigeon Forge North - <https://www.pigeonforgeramada.com/>
Competitor #1: Econo Lodge Riverside - <https://www.econolodge-pigeonforge.com/>
Competitor #2: La Quinta Inn and Suites - <https://www.wyndhamhotels.com/laquinta>
Competitor #3: Inn on the River - <https://www.mynnontheriver.com/>

Additional Input (if applicable):	The intent was to create 10 blog topic ideas (in line with the MS product scope) for the next blog of the client. Used the acceptable keyword choice generated by AI in previous steps. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt; 2 variations; 2 regenerations)
Prompt Calibration TTV:	10m

OUTPUT – 1

[AI RESPONSE STARTS HERE]

Based on the analysis of the provided brand and its competitors, here are 10 distinct blog topic headers focused on "Pigeon Forge October Events" for Ramada Pigeon Forge North:

1. **October Magic: Top Events Just Minutes from Ramada Pigeon Forge North.**
2. **Fall Festivities: A Guide to Pigeon Forge's October Highlights.**
3. **Experience Autumn in Pigeon Forge: Events You Can't Miss This October.**
4. **Ramada's Recommendations: Must-Visit October Events in Pigeon Forge.**
5. **From Harvest Festivals to Halloween: Pigeon Forge's October Line-Up.**

6. **Stay with Ramada: Your Gateway to Pigeon Forge's October Extravaganza.**
7. **Pigeon Forge in Fall: October Events to Mark on Your Calendar.**
8. **Discovering Pigeon Forge: Top October Events for Families and Couples.**
9. **Celebrate the Season: Unique October Events in Pigeon Forge.**
10. **Ramada's October Round-Up: Pigeon Forge Events to Elevate Your Stay.**

These topics are crafted to be distinct from the brand's competitors and are in line with Google's Helpful Content best practices. They are designed to be engaging, informative, and relevant to potential visitors looking to experience Pigeon Forge in October.

[END OF AI RESPONSE]

INPUT – 2

Prompt:

Create 10 blog topic headers for the brand Ramada Pigeon Forge North, located in Pigeon Forge, TN. The focus of the blog topics should be around "Halloween in Pigeon Forge". Create distinct headers covering diverse aspects. Use the keyword list below for inspiration. Generated copy must be 100% plagiarism-free and grammatically accurate. Follow Google's Helpful Content best practices.

holiday in pigeon forge
things to do in pigeon forge in october
hotels in pigeon forge with suites
hotels with family suites in pigeon forge tn
kid-friendly things to do in pigeon forge
where to stay pigeon forge
holiday in pigeon forge tn
fall festival pigeon forge
fall festivals pigeon forge
halloween stores in pigeon forge tn
october in pigeon forge tn
pigeon forge activity packages
pigeon forge holiday lights
pigeon forge tn fall foliage
things to do near pigeon forge in october
pigeon forge events
pigeon forge activities
hotels near smoky mountains
events in pigeon forge
discount tickets for dollywood
last minute hotel deals pigeon forge tn

pigeon forge tennessee things to do pigeon forge attractions for adults pigeon forge events 2023 tennessee in the fall pigeon forge calendar of events discounts for dollywood tickets pigeon forge attraction packages pigeon forge upcoming events pigeon forge tn events halloween in pigeon forge pigeon forge tn activities halloween pigeon forge smoky mountains tennessee fall events at dollywood smoky mountain hotel deals dollywood events in october pigeon forge fall events pigeon forge halloween events haunted smoky mountains things to do in pigeon forge in the fall	
Additional Input (if applicable):	The intent was to create 10 blog topic ideas (in line with the MS product scope) for the next blog of the client. Used manually generated keywords. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt; 1 variation; 1 regeneration)
Prompt Calibration TTV:	5m

OUTPUT – 2

[AI RESPONSE STARTS HERE]

Certainly! Here are 10 blog topic headers for the brand "Ramada Pigeon Forge North" with a focus on "Halloween in Pigeon Forge". These headers incorporate the provided keywords and are designed to be distinct, covering diverse aspects of the theme:

1. **A Spooktacular Stay: Celebrate Halloween at Ramada Pigeon Forge North**
 - Dive into the festive spirit of Halloween in Pigeon Forge and discover why Ramada is the perfect place to stay.
2. **October Adventures: Top Things to Do in Pigeon Forge This Halloween Season**
 - From haunted attractions to fall festivals, explore the best activities Pigeon Forge has to offer in October.
3. **Suite Dreams: Experience Luxury in Our Family Suites This Halloween**

- Discover the comfort and convenience of our family suites, making your Halloween holiday in Pigeon Forge unforgettable.
4. **Kid-Friendly Halloween: Fun and Safe Activities in Pigeon Forge**
 - A guide to the most exciting, kid-friendly things to do in Pigeon Forge during the Halloween season.
 5. **Fall Foliage and Festive Lights: Pigeon Forge's Autumnal Beauty**
 - Experience the mesmerizing fall foliage and holiday lights of Pigeon Forge, setting the perfect backdrop for your Halloween getaway.
 6. **Haunted Smoky Mountains: Exploring the Spooky Side of Pigeon Forge**
 - Dive into the legends and tales of the haunted Smoky Mountains and the eerie events that make Pigeon Forge a Halloween haven.
 7. **Dollywood's Halloween Extravaganza: Events and Discounts You Can't Miss**
 - Get the inside scoop on Dollywood's Halloween events in October and snag the best discount tickets for a thrilling experience.
 8. **Pigeon Forge's Halloween Calendar: Upcoming Events and Attractions for 2023**
 - Stay updated with the most anticipated Halloween events and attractions in Pigeon Forge for 2023.
 9. **Adults-Only Halloween: Pigeon Forge Attractions for a Grown-Up Night Out**
 - From spooky bars to haunted tours, explore the best adult-only Halloween attractions in Pigeon Forge.
 10. **Last-Minute Halloween Deals: Snag the Best Hotel Offers at Ramada Pigeon Forge North**
 - Discover unbeatable last-minute hotel deals for a memorable Halloween stay in the heart of Pigeon Forge.

Each of these headers is designed to be engaging, informative, and in line with Google's Helpful Content best practices. They are also 100% original and grammatically accurate.

[END OF AI RESPONSE]

END RESULT – 1

Manual:

Using the manually generated keyword research, the relevant topic headers for Ramada Pigeon Forge's October blog are as following:

Primary KW used: **halloween in pigeon forge**

- 1) Halloween in Pigeon Forge: Things to Do This October when You Are in Town
- 2) Don't Miss Attractions on Your Halloween Trip to Pigeon Forge
- 3) Family-friendly Vacation in Pigeon Forge with a Halloween Twist
- 4) Check Pigeon Forge's Packed Calendar of Events before Planning Your Halloween Visit
- 5) Experience Tennessee in the Fall on Your October Trip to Pigeon Forge
- 6) Halloween in Pigeon Forge & Tales of the Haunted Smoky Mountains
- 7) Dollywood & Other Pigeon Forge Events on Your October Travel Itinerary
- 8) Things to Do, Where to Stay – Your Halloween Trip Planner in Pigeon Forge
- 9) Discover Fall Festivals Leading up to a Grand Halloween in Pigeon Forge
- 10) Save with Extended Stays & Attraction Packages on Your Pigeon Forge Halloween

AI (ChatGPT):

Using the acceptable keyword choice generated by AI in previous steps, headers for Ramada Pigeon Forge's October blog are as following:

Primary KW used: **pigeon forge October events**

- 1) October Magic: Top Events Just Minutes from Ramada Pigeon Forge North.
- 2) Fall Festivities: A Guide to Pigeon Forge's October Highlights.
- 3) Experience Autumn in Pigeon Forge: Events You Can't Miss This October.
- 4) Ramada's Recommendations: Must-Visit October Events in Pigeon Forge.
- 5) From Harvest Festivals to Halloween: Pigeon Forge's October Line-Up.
- 6) Stay with Ramada: Your Gateway to Pigeon Forge's October Extravaganza.
- 7) Pigeon Forge in Fall: October Events to Mark on Your Calendar.
- 8) Discovering Pigeon Forge: Top October Events for Families and Couples.
- 9) Celebrate the Season: Unique October Events in Pigeon Forge.
- 10) Ramada's October Round-Up: Pigeon Forge Events to Elevate Your Stay.

END RESULT – 2

AI + Manual:

Used manually researched keywords but generated the topic headers from the AI tool.

- 1) A Spooktacular Stay: Celebrate Halloween at Ramada Pigeon Forge North
- 2) October Adventures: Top Things to Do in Pigeon Forge This Halloween Season
- 3) Suite Dreams: Experience Luxury in Our Family Suites This Halloween
- 4) Kid-Friendly Halloween: Fun and Safe Activities in Pigeon Forge
- 5) Fall Foliage and Festive Lights: Pigeon Forge's Autumnal Beauty

- 6) Haunted Smoky Mountains: Exploring the Spooky Side of Pigeon Forge
- 7) Dollywood's Halloween Extravaganza: Events and Discounts You Can't Miss
- 8) Pigeon Forge's Halloween Calendar: Upcoming Events and Attractions for 2023
- 9) Adults-Only Halloween: Pigeon Forge Attractions for a Grown-Up Night Out
- 10) Last-Minute Halloween Deals: Snag the Best Hotel Offers at Ramada Pigeon Forge North

SUMMARY:

- AI result consistent with the ask. But dependencies needed from previous steps make it unreliable.
- Fact checking and QA together takes almost the same time as manual creation.
- Topic headers are creative but revolve around the same point – lacks diversity.
- Manual keyword research input generates the best results.
- Proceed to brief creation recommended, as that is the client-expected deliverable.

STEP 4: Entity Gap Analysis

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Setup content brief on Inlinks	10m	10m	
Modify initial architecture to enable analysis	10m	10m	
Download relevant reports & restructure data	20m	0m	
Mapping topic clusters in KWR	15m	0m	
Finding entity gaps	15m	0m	
Interlinking opportunities & mapping to entities	15m	0m	
Prompt calibration + run time	0m	25m	
Information extraction & revision	20m	10m	
Fact checking	0m	15m	
TOTAL	105m	70m	33.33%

INPUT – 1

Prompt:

Find entity gaps in the following brief on the October blog focusing on "Halloween in Pigeon Forge". Base your gap analysis on the keywords provided below. Suggest at least 10 sub-keywords under each missing entity. Suggest hyperlinking relevant opportunities from the brand site: <https://www.pigeonforgeramada.com/>

[BRIEF STARTS HERE]

Halloween in Pigeon Forge

Introduction

- A. Brief Overview of Pigeon Forge
- B. Introduction to the Seasonal Attractions in Pigeon Forge, Tennessee
- C. How Halloween Fits into the Autumn Season in Pigeon Forge
- D. Importance of Family Bonding, Relaxation, and Food

Halloween Events and Activities in Pigeon Forge

- A. Overview of Halloween Events in Pigeon Forge
 - 1. Pigeon Forge Halloween Spooktacular
 - 2. Pigeon Forge Fall Rod Run
 - 3. Dollywood Harvest Festival

Highlighting Family-Friendly Halloween Events

- 1. Trick or Treat at The Island in Pigeon Forge
- 2. Halloween-Themed Shows at Pigeon Forge Theaters
- 3. Costume Contests and Parades for All Ages

Recommendations for Memorable Halloween Experiences

- 1. Attending Halloween Events at the Dollywood Theme Park
- 2. Exploring Haunted Attractions and Ghost Tours
- 3. Enjoying Spooky Corn Mazes and Pumpkin Patches

Pigeon Forge Calendar of Fall Events

- A. Overview of Pigeon Forge's Vibrant Fall Calendar of Events
- B. Highlighting Prominent Autumn Festivals and Celebrations
 - 1. Fall Harvest Festival at Great Smoky Mountains Heritage Center
 - 2. Pigeon Forge Rotary Club Craft Fair
 - 3. Oktoberfest Celebrations in Local Breweries
- C. Recommendations for Planning a Visit Based on Events
 - 1. Scheduling Around Key Events and Festivals
 - 2. Exploring Local Artisan Markets and Craft Shows
 - 3. Participating in Seasonal Workshops or Creative Classes

Experiencing Fall in the Smoky Mountains, Tennessee

- A. Introduction to the Scenic Beauty of the Smoky Mountains

B. Fall Foliage and the Beauty of Changing Colors

1. Recommended Scenic Drives for Autumn Leaf Viewing
2. Hiking Trails and Outdoor Activities in the Smoky Mountains

C. Connecting Halloween and the Smoky Mountains

1. Visiting Haunted Places and Ghost Tours in the Area
2. Fall Events in Smoky Mountains National Park

D. Emphasizing Relaxation and Family Time in the Natural Environment

1. Cabin Rentals and Accommodation Options in Pigeon Forge
2. Enjoying Seasonal Activities in a Family-Friendly Setting
3. Recommendations for Fall-Themed Dining and Local Cuisine

Conclusion

- A. Recap of the Halloween Festivities in Pigeon Forge
- B. Importance of Planning, Family Bonds, and Vacation Memories
- C. Encouraging Readers to Visit Pigeon Forge for a Memorable Autumn Experience in the Smoky Mountains

[BRIEF ENDS HERE]

Use the following keywords to find related entities.

holiday in pigeon forge
things to do in pigeon forge in october
hotels in pigeon forge with suites
hotels with family suites in pigeon forge tn
kid-friendly things to do in pigeon forge
where to stay pigeon forge
holiday in pigeon forge tn
fall festival pigeon forge
fall festivals pigeon forge
halloween stores in pigeon forge tn
october in pigeon forge tn
pigeon forge activity packages
pigeon forge holiday lights
pigeon forge tn fall foliage
things to do near pigeon forge in october
pigeon forge events
pigeon forge activities
hotels near smoky mountains
events in pigeon forge
discount tickets for dollywood
last minute hotel deals pigeon forge tn
pigeon forge tennessee things to do
pigeon forge attractions for adults
pigeon forge events 2023

tennessee in the fall pigeon forge calendar of events discounts for dollywood tickets pigeon forge attraction packages pigeon forge upcoming events pigeon forge tn events halloween in pigeon forge pigeon forge tn activities halloween pigeon forge smoky mountains tennessee fall events at dollywood smoky mountain hotel deals dollywood events in october pigeon forge fall events pigeon forge halloween events haunted smoky mountains things to do in pigeon forge in the fall	
Additional Input (if applicable):	The intent was to find out the relevant content opportunities for better visibility on SERP for the next blog of the client. Manual architecture and keyword research used. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt, 2 revisions, 2 regeneration attempts)
Prompt Calibration TTV:	20m

OUTPUT – 1

[AI RESPONSE STARTS HERE]

Based on the analysis of the provided brief and the SEO data from the website "<https://www.pigeonforgeramada.com/>", here are the entity gaps and suggestions for each:

1. Hotels and Accommodations

- The brief touches on "Cabin Rentals and Accommodation Options in Pigeon Forge", but there's potential to expand on this topic.
- **Sub-keywords:**
 1. Hotels in Pigeon Forge with suites
 2. Hotels with family suites in Pigeon Forge TN
 3. Where to stay Pigeon Forge
 4. Hotels near Smoky Mountains
 5. Smoky mountain hotel deals

6. Last minute hotel deals Pigeon Forge TN
7. Pigeon Forge hotel with mountain views (already mentioned on the website)
8. Pigeon Forge hotel deals
9. Best hotels in Pigeon Forge for families
10. Budget hotels in Pigeon Forge

- **Hyperlinking Opportunities:** Link to the hotel's booking page, special offers, and room descriptions.

2. Attractions and Activities

- The brief mentions several events and attractions, but there's room to delve deeper into general attractions and activities.

- **Sub-keywords:**

1. Kid-friendly things to do in Pigeon Forge
2. Pigeon Forge activity packages
3. Pigeon Forge attractions for adults
4. Pigeon Forge Tennessee things to do
5. Things to do in Pigeon Forge in the fall
6. Pigeon Forge upcoming events
7. Pigeon Forge TN activities
8. Events at Dollywood
9. Dollywood events in October
10. Things to do near Pigeon Forge in October

- **Hyperlinking Opportunities:** Link to the "Combo Vacation Packages" and attractions near the hotel, as mentioned on the website.

3. Events and Festivals

- The brief does a good job of highlighting Halloween and fall events, but there's potential to expand on other events throughout the year.

- **Sub-keywords:**

1. Pigeon Forge events
2. Pigeon Forge events 2023
3. Pigeon Forge TN events

4. Pigeon Forge calendar of events
5. Halloween stores in Pigeon Forge TN
6. October in Pigeon Forge TN
7. Fall festival Pigeon Forge
8. Fall festivals Pigeon Forge
9. Pigeon Forge fall events
10. Pigeon Forge Halloween events

- **Hyperlinking Opportunities:** Link to the hotel's events calendar or a local events calendar.

4. Discounts and Deals

- The website mentions "Discounted Dollywood Tickets" and other special offers, but the brief doesn't touch on this.
- **Sub-keywords:**
 1. Discounts for Dollywood tickets
 2. Discount tickets for Dollywood
 3. Pigeon Forge attraction packages
 4. Pigeon Forge holiday lights
 5. Pigeon Forge special offers
 6. Pigeon Forge hotel discounts
 7. Pigeon Forge ticket bundles
 8. Pigeon Forge family packages
 9. Pigeon Forge group discounts
 10. Pigeon Forge seasonal promotions
- **Hyperlinking Opportunities:** Link to the "Discounted Dollywood Tickets" and "Special Offers" sections on the website.

5. Nature and Scenery

- The brief touches on the Smoky Mountains, but there's potential to delve deeper into the natural beauty of the region.
- **Sub-keywords:**
 1. Pigeon Forge TN fall foliage

2. Smoky Mountains Tennessee fall
3. Haunted Smoky Mountains
4. Best views in Pigeon Forge
5. Pigeon Forge scenic drives
6. Pigeon Forge nature trails
7. Pigeon Forge parks and reserves
8. Wildlife in Pigeon Forge
9. Pigeon Forge outdoor activities
10. Pigeon Forge mountain adventures

- **Hyperlinking Opportunities:** Link to local nature attractions, parks, and scenic drives.

By addressing these entity gaps and incorporating the suggested sub-keywords, the content can be more comprehensive and better optimized for search engines. Additionally, hyperlinking to relevant sections of the brand site can enhance user experience and drive more traffic to key pages.

[END OF AI RESPONSE]

END RESULT – 1

Manual: ✕ RPFN - Topic Gen POC - Entity Gap Analysis - 08242023 - SB.xlsx

Sub-topic Cluster Formulation:

Topics	Sub-topics
halloween in pigeon forge	pigeon forge vacation lodge pigeon forge shows pigeon forge aquarium pigeon forge island pigeon forge mountains pigeon forge park pigeon forge spa pigeon forge vacation pigeon forge crime museum pigeon forge dinner shows pigeon forge family vacation pigeon forge mountain coaster
pigeon forge events	pigeon forge fun activities pigeon forge holiday events pigeon forge mountain activities pigeon forge harvest festival

	pigeon forge pumpkin festival pigeon forge upcoming events pigeon forge festival pigeon forge october events pigeon forge couples activities pigeon forge activities discounts pigeon forge group activities
--	--

Entity Gaps to Target:

Contextual Entities	Character Entities
Place	Pigeon Forge
Environment	Season Mountain Park Weather Natural_environment
Geo-area	Tennessee Great_Smoky_Mountains_National_Park National_park
Event	Festival Halloween Exhibition Holiday
Society	Leisure Family Entertainment Game Friendship City Color Navigation Party Calendar Adult Souvenir Family-friendly Fan_(person) Community Recreation
Business	Food Hospitality Candy Discounting Interior_design Scenic_route Restaurant

	Travel Tourism
Economy	Space_(architecture) List_of_amusement_rides
Music	Country_music Bluegrass_music Music Concert
Cooking	Pumpkin Flavor
Sciences	Lighting Comfort Experience Romance_(love)

Interlinking Opportunities Mapped to Entities:

Relevant Site Pages to Hyperlink	Relevant Entities to Target			
https://www.pigeonforgeramada.com/	brief.place.missing.Pigeon_Forge	brief.geo-area.missing.Tennessee	brief.business.missing.Hospitality	brief.society.missing.Family-friendly
https://www.pigeonforgeramada.com/amenities	brief.business.missing.Hospitality	brief.business.missing.Interior_design		
https://www.pigeonforgeramada.com/rooms	brief.business.missing.Hospitality	brief.business.missing.Interior_design	brief.economy.missing.Space_(architecture)	
https://www.pigeonforgeramada.com/contact-us	brief.place.missing.Pigeon_Forge	brief.society.missing.Navigation	brief.sciences.missing.Experience	
https://www.pigeonforgeramada.com/pigeon-forge	brief.place.missing.Pigeon_Forge	brief.geo-area.missing.Tennessee	brief.society.missing.City	brief.geo-area.missing.Great_Smoky_Mountains_National_Park
https://www.pigeonforgeramada.com/specials/stay-3-save-more	brief.business.missing.Discouting	brief.business.missing.Hospitality		
https://www.pigeonforgeramada.com/seasonal-specials-2	brief.business.missing.Discouting	brief.business.missing.Hospitality	brief.place.missing.Pigeon_Forge	brief.environment.missing.Season
https://www.pigeonforgeramada.com/dining	brief.business.missing.Food	brief.business.missing.Restaurant	brief.cooking.missing.Flavor	brief.cooking.missing.Pumpkin
https://www.pigeonforgeramada.com/blog/tennessees-fall-colors-	brief.society.missing.Color	brief.geo-area.missing.National_park	brief.environment.missing.Mountain	brief.geo-area.missing.Great_Smoky_Mountains_National_Park

shine-best-at-the-smoky-mountains				
https://www.pigeonforgeramada.com/blog/pigeon-forges-fall-season-attractions	brief.environment.missing.Season	brief.event.missing.Halloween	brief.economy.missing.List_of_amusement_rides	
https://www.pigeonforgeramada.com/events	brief.event.missing.Festival	brief.event.missing.Halloween	brief.event.missing.Exhibition	brief.event.missing.Holiday
https://pigeonforgeramada.tripster.com/us/pigeon-forge/packages	brief.business.missing.Discouting	brief.business.missing.Travel	brief.business.missing.Tourism	

Manual + AI:

Entities	Sub-topics	Interlinking Opportunities
Hotels and Accommodations	Hotels in Pigeon Forge with suites Hotels with family suites in Pigeon Forge TN Where to stay Pigeon Forge Hotels near Smoky Mountains Smoky mountain hotel deals Last minute hotel deals Pigeon Forge TN Pigeon Forge hotel with mountain views Pigeon Forge hotel deals Best hotels in Pigeon Forge for families Budget hotels in Pigeon Forge	Link to the hotel's booking page, special offers, and room descriptions.
Attractions and Activities	Kid-friendly things to do in Pigeon Forge Pigeon Forge activity packages Pigeon Forge attractions for adults Pigeon Forge Tennessee things to do Things to do in Pigeon Forge in the fall Pigeon Forge upcoming events Pigeon Forge TN activities Events at Dollywood Dollywood events in October Things to do near Pigeon Forge in October	Link to the "Combo Vacation Packages" and attractions near the hotel, as mentioned on the website.
Events and Festivals	Pigeon Forge events Pigeon Forge events 2023 Pigeon Forge TN events Pigeon Forge calendar of events Halloween stores in Pigeon Forge TN October in Pigeon Forge TN Fall festival Pigeon Forge Fall festivals Pigeon Forge	Link to the hotel's events calendar or a local events calendar.

	Pigeon Forge fall events Pigeon Forge Halloween events	
Nature and Scenery	Pigeon Forge TN fall foliage Smoky Mountains Tennessee fall Haunted Smoky Mountains Best views in Pigeon Forge Pigeon Forge scenic drives Pigeon Forge nature trails Pigeon Forge parks and reserves Wildlife in Pigeon Forge Pigeon Forge outdoor activities Pigeon Forge mountain adventures	Link to local nature attractions, parks, and scenic drives.
Discounts and Deals	Discounts for Dollywood tickets Discount tickets for Dollywood Pigeon Forge attraction packages Pigeon Forge holiday lights Pigeon Forge special offers Pigeon Forge hotel discounts Pigeon Forge ticket bundles Pigeon Forge family packages Pigeon Forge group discounts Pigeon Forge seasonal promotions	Link to the "Discounted Dollywood Tickets" and "Special Offers" sections on the website.

SUMMARY:

- AI format much more comprehensive but lacks statistical insight.
- AI recommended entities are broadly classified. Targeted inputs of character entities missing.
- AI response only accurate with manual inputs (architecture, keywords).
- Prompt too extensive and calibration requires more than the required effort.
- Hyperlinking suggestions by AI may not be actual pages.
- Sub-topics results are more accurate than AI's initial keyword research yet lacks real-time appeal.
- Overall TTV for Entity Gap Analysis (manual and AI) dictates this step to be applied for only larger content scopes. Not valid for this POC.

STEP 5: Final Brief Creation

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Add target topics & interlinking opportunities	5m	0m	
Finalize blog sub-topics & architecture	20m	0m	
Prompt calibration + run time	0m	15m	
Information extraction & revision	5m	5m	
Fact checking	0m	5m	

TOTAL	30m	20m	33.33%
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INPUT – 1

Prompt:

You are a content writer creating a blog brief for Ramada Pigeon Forge North's October blog on "Halloween in Pigeon Forge". Create an overall architecture for the blog using the keywords below. Provide sub-topic suggestions, add the entities as mentioned, and add the mentioned hyperlinks as CTAs in accurate places. Do not exceed the brief's length beyond 300 words. Provide 100% plagiarism-free and grammatically accurate copy. Follow Google's Helpful Content best practices.

Keywords to distribute in the blog:

holiday in pigeon forge
 things to do in pigeon forge in october
 hotels in pigeon forge with suites
 hotels with family suites in pigeon forge tn
 kid-friendly things to do in pigeon forge
 where to stay pigeon forge
 holiday in pigeon forge tn
 fall festival pigeon forge
 fall festivals pigeon forge
 halloween stores in pigeon forge tn
 october in pigeon forge tn
 pigeon forge activity packages
 pigeon forge holiday lights
 pigeon forge tn fall foliage
 things to do near pigeon forge in october
 pigeon forge events
 pigeon forge activities
 hotels near smoky mountains
 events in pigeon forge
 discount tickets for dollywood
 last minute hotel deals pigeon forge tn
 pigeon forge tennessee things to do
 pigeon forge attractions for adults
 pigeon forge events 2023
 tennessee in the fall
 pigeon forge calendar of events
 discounts for dollywood tickets
 pigeon forge attraction packages
 pigeon forge upcoming events
 pigeon forge tn events
 halloween in pigeon forge
 pigeon forge tn activities

halloween pigeon forge
smoky mountains tennessee fall
events at dollywood
smoky mountain hotel deals
dollywood events in october
pigeon forge fall events
pigeon forge halloween events
haunted smoky mountains
things to do in pigeon forge in the fall

Hyperlinks to be added:

<https://www.pigeonforgeramada.com/>
<https://www.pigeonforgeramada.com/amenities>
<https://www.pigeonforgeramada.com/rooms>
<https://www.pigeonforgeramada.com/contact-us>
<https://www.pigeonforgeramada.com/pigeon-forge>
<https://www.pigeonforgeramada.com/specials/stay-3-save-more>
<https://www.pigeonforgeramada.com/seasonal-specials-2>
<https://www.pigeonforgeramada.com/dining>
<https://www.pigeonforgeramada.com/blog/tennessees-fall-colors-shine-best-at-the-smoky-mountains>
<https://www.pigeonforgeramada.com/blog/pigeon-forges-fall-season-attractions>
<https://www.pigeonforgeramada.com/events>
<https://pigeonforgeramada.tripster.com/us/pigeon-forge/packages>

Provide Use Case Suggestions for These Entities:

Pigeon_Forge
Season
Mountain
Park
Weather
Natural_environment
Tennessee
Great_Smoky_Mountains_National_Park
National_park
Festival
Halloween
Exhibition
Holiday
Leisure
Family
Entertainment
Game
Friendship
City
Color
Navigation
Party
Calendar

Adult Souvenir Family-friendly Fan_(person) Community Recreation Food Hospitality Candy Discounting Interior_design Scenic_route Restaurant Travel Tourism Space_(architecture) List_of_amusement_rides Country_music Bluegrass_music Music Concert Pumpkin Flavor Lighting Comfort Experience Romance_(love)	
Additional Input (if applicable):	The intent was to create a comprehensive, concise, brief that focuses on showcasing the impact on visibility. Manual keyword research and hyperlinking inputs used. Used SEO Core AI plugin.
Prompt Calibration Required? (Y/N)	YES (new prompt; 2 variations; 2 regenerations)
Prompt Calibration TTV:	15m

OUTPUT – 1

[AI RESPONSE STARTS HERE]

Blog Brief: Halloween in Pigeon Forge

Introduction

- Briefly introduce the magic of spending the **holiday in Pigeon Forge**, especially during October.

- Highlight the **fall festivals in Pigeon Forge**, the **pigeon forge holiday lights**, and the **pigeon forge tn fall foliage**.
- Mention that Ramada Pigeon Forge North is the ideal **place to stay in Pigeon Forge** for a memorable Halloween experience.
 - **CTA:** Learn more about our hotel [here](#).

Why October is Special in Pigeon Forge

- Discuss the **weather** and **natural environment** that make **October in Pigeon Forge TN** unique.
- Use Case: **Season, Mountain, Weather, Natural_environment, Tennessee**

Things to Do in Pigeon Forge in October

- List **kid-friendly things to do in Pigeon Forge** and **pigeon forge attractions for adults**.
- Mention **pigeon forge activity packages** and **discount tickets for Dollywood**.
- Use Case: **Park, Game, Entertainment, Family, Friendship**
 - **CTA:** Check out our [activity packages](#).

Where to Stay: Hotels in Pigeon Forge

- Discuss **hotels in pigeon forge with suites** and **hotels with family suites in pigeon forge tn**.
- Highlight **last-minute hotel deals in Pigeon Forge TN** and **hotels near Smoky Mountains**.
- Use Case: **Hospitality, Family-friendly, Comfort, Space_(architecture)**
 - **CTA:** Explore our [room options](#).

Events and Festivals

- Discuss **events in Pigeon Forge**, **pigeon forge events 2023**, and **events at Dollywood**.
- Use Case: **Festival, Exhibition, Calendar, Community, Concert**
 - **CTA:** View our [calendar of events](#).

Halloween Specials

- Talk about **Halloween stores in Pigeon Forge TN**, **haunted Smoky Mountains**, and **pigeon forge Halloween events**.
- Use Case: **Halloween, Party, Candy, Pumpkin, Lighting**
 - **CTA:** Don't miss our [seasonal specials](#).

Conclusion

- Sum up the **experience** and **romance(love)** of spending Halloween in Pigeon Forge.
- Use Case: **Leisure, Travel, Tourism, Experience, Romance_(love)**

- **CTA:** Contact us [here](#) for any inquiries.

Additional Notes

- Throughout the blog, incorporate **food, restaurant, discounting, navigation, country music, bluegrass music, music, flavor, recreation, and souvenir** where relevant.

By following this brief, the blog will offer a comprehensive guide to enjoying Halloween in Pigeon Forge, making it a go-to resource for both families and adults.

[END OF AI RESPONSE]

END RESULT – 1

Manual: [W](#) RPFN - Topic Generation POC - Final Brief - 08252023 - SB

AI (ChatGPT): [W](#) RPFN - Topic Gen POC - Final AI Brief - 08252023

SUMMARY:

- AI response consistent with the task but requires manual inputs from previous steps for accuracy.
- Copy generated within instructed length parameters and added complex inputs organically.
- AI format comprehensive and brief, customer friendly.
- Language simple but riddled with grammatical incorrectness.
- Prompt engineering complex and requires time to recalibrate. Recommended for long-form briefs.

TTV COMPARISON: HOSPITALITY

PROCESS STEPS	MANUAL TTV	AI TTV	% REDUCTION
Topical Gap Analysis	60m	20m	66.67%
Run Keyword Gap analysis on SEMrush	10m	0m	
Consolidate and initial sorting of gap KWs	15m	0m	
Final sorting of 3.7k competitor KWs	20m	0m	
Researching similar competitor blogs	15m	0m	
Prompt calibration + run time	0m	10m	
Information extraction & revision	0m	5m	
Fact checking	0m	5m	
Keyword Research	65m	45m	30.76%
Run Organic Research analysis on SEMrush	10m	0m	
Collect data for performing KWs tracked in MPC	10m	0m	
Sort 'unique' keywords from Keyword Gap	5m	0m	

Consolidate all performing non-branded KWs	10m	0m	
Final sorting of 3.4k performing site KWs	15m	0m	
Final topic mapping	5m	0m	
Researching similar brand site blogs	10m	0m	
Prompt calibration + run time	0m	20m	
Information extraction & revision	0m	10m	
Fact checking	0m	15m	
Topic Header Generation	25m	20m	20%
Research brand site/blog for topic inspiration	10m	0m	
Finalize keywords to use on each topic	5m	0m	
Create 10 blog topic header suggestions	10m	0m	
Prompt calibration + run time	0m	15m	
Information extraction & revision	0m	5m	
Fact checking	0m	5m	
Entity Gap Analysis	105m	70m	33.33%
Setup content brief on Inlinks	10m	10m	
Modify initial architecture to enable analysis	10m	10m	
Download relevant reports & restructure data	20m	0m	
Mapping topic clusters in KWR	15m	0m	
Finding entity gaps	15m	0m	
Interlinking opportunities & mapping to entities	15m	0m	
Prompt calibration + run time	0m	25m	
Information extraction & revision	20m	10m	
Fact checking	0m	15m	
Final Brief Creation	30m	20m	33.33%
Add target topics & interlinking opportunities	5m	0m	
Finalize blog sub-topics & architecture	20m	0m	
Prompt calibration + run time	0m	15m	
Information extraction & revision	5m	5m	
Fact checking	0m	5m	
TOTAL	285m (~5h)	175m (~3h)	38.59%

QA CHECKLIST

AI Implementation Checklist:

TASK	Yes/No	Comment
Prompt Engineering		
Was the correct version of the tool used?	YES	GPT – 4
Was the prompt correctly added?	YES	
a) Was the ask mentioned clearly and explicitly on the prompt?	YES	
b) Did the prompt begin with an action word?	YES	
c) Was the brand name mentioned?	YES	Or brand URL

d) Was word/character length added as a response parameter?	YES	When applicable
e) Were “do not use words” mentioned?	NA	
f) Were the client’s brand guidelines correctly summarized?	YES	When applicable
g) Were my editorial best practices (as applicable) summarized?	YES	
h) Was the tool asked to “follow Google’s Helpful Content best practices”?	YES	When applicable
Was prompt calibration completed within the acceptable timeframe?	NO	85m
Response Accuracy		
Did you get an acceptable response within the first 5 regeneration attempts?	YES	4 Attempts (max.)
Was the response grammatically and contextually correct? [See Content QA]	NO	
Did the response length match the prompt request by at least 80%?	YES	When requested
Were manual revisions and QA completed within the acceptable timeframe?	NO	35m
Was the task’s Time-to-Value (TTV) reduced from manual-only efforts?	YES	~ 39%
AI Fact-Checking		
Do AI-generated references, quotes, or data points retrace to reputable sources?	NO	
Does cited work lead to source links and correctly support the information? (if provided)	NO	Inconsistent
Were sources directly checked to ensure correct interpretation or representation by AI?	YES	
Were unverified information cross-referenced with official websites or other authoritative sources?	YES	
Were arguments and information provided in the content consistent throughout?	NO	
Were time-sensitive information current and relevant? (if any)	NO	

Content QA Report:  SB.com - Topic Generation POC - Grammarly - Hospitality - 08242023.pdf

TEST CONCLUSION

KPI	RESULT	REMARKS
Content Quality (Grammarly)	93 – SUCCESS	For final brief
Originality (Grammarly)	99 – SUCCESS	For topic ideas
TTV Reduction	39% – PASS	Fact Checking is a pain point.
Response Accuracy	60% – FAIL	Unreliable when independent.
Conclusion:	FAIL	Failed on impact (POC), strategy (AI)

ChatGPT - SWOT Analysis:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
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Works better with long-form content writing formats. Language organic and mostly free of errors and plagiarism. Effectively reduces TTV when working with manual inputs.	Not reliable for statistical accuracy. Responses inconsistent. Doesn't account for scalability. Requires manual legwork for complex strategic analysis. Real-time inputs are not there. Even with relevant plug-ins. Content ideas generic and not suited for custom brand requirements. Needs manual refinement.	Ideal for creating outlines. Works for: Creating methodology and concepts. Generating drafts for briefs. With manual support, some topic ideas too.	Not to be used in actual analysis. Doesn't work for: Competitor topical gap studies. Keyword research. Risk of inaccurate targeting. Entity gap studies. Lacks focus which is required for SERP visibility.
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POC Summary:

1. Independently generated AI copy doesn't account for personalization or brand requirements.
2. Manual inputs in prompt engineering add more time to TTV, making POC scope untenable.
3. AI tool's information cut-off date (Sep 2021) makes it unreliable in deducing factually correct strategies. Non-AI tools (SEMrush, SurferSEO, inLinks) are still our go-to for real-time data.
4. Navigating marketing's in-depth content insights process is flexible only to manual interpretation as of now. Follow-ups recommended as AI technology develops further.
5. The POC went beyond its initial scope "Identify 10 Topic Ideas based on content gap opportunities" with STEP 4 and 5.
6. Studying entity gaps added significantly to the TTV. Not recommended for page-level content.
7. AI works more accurately when:
 - a. More data and strategic insights are fed into the prompts manually.
 - b. The work is focused more on writing than strategy building.
 - c. The content generation scope is long-form and evergreen.
8. POC was good for exactly what it promised. AI generated the topic ideas but couldn't back it up with data. AI can only foresee "opportunities" that are linked to its time-bound database.
9. While content gap opportunities were discovered through manual content audit, doing it for generating one-liner topic ideas is impractical due to its TTV considerations.

10. To ensure performance (visibility), each topic recommendation must follow our tested content recommendation process. While it can be an internal solution, one-liner topic ideas can't showcase impact in front of clients.

[END OF TEST]