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The Uncanny Content Index

200+ Overused Words and Phrases in AI-Generated Content

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Prepared For:

The Internet

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Overview: Why This List Exists and How to Use It

We created this list to spotlight the most commonly overused words and phrases that make both AI-generated and human-written content sound generic, repetitive, or insincere. These terms aren't inherently bad. They became overused because they're convenient, familiar, and widely understood. But that's also what makes them easy to rely on without thinking critically about tone, clarity, or originality.

For writers, editors, and content creators, this list serves two key purposes:

1. **To strengthen human writing** by offering a lens to spot tired language and replace it with clearer, more specific, or more engaging alternatives. If your writing feels flat or overly polished, chances are you've slipped into some of these patterns. Catching and replacing them helps your voice stand out and makes your message more meaningful.
2. **To refine AI-generated content** by identifying the hallmarks of "machine-sounding" language. AI tools, while powerful, often fall back on stock phrases, formal transitions, and overused expressions pulled from their training data. This list gives you a fast way to humanize and differentiate AI output, whether you're using it to brainstorm, draft, or scale your content creation.

Ultimately, this isn't about banning certain words. It's about awareness. The more you recognize these patterns, the more control you have over your tone, clarity, and impact. Whether you're crafting a headline, writing a thought piece, or editing AI-generated copy, this list helps you say what you actually mean, with more precision, intention, and style.

Words and Phrases

AI-generated content often falls back on overused words and phrases that make the writing sound formulaic or robotic. These include trendy buzzwords, generic filler statements, overly formal transitions, domain-specific jargon, and hyperbolic emotional language. These terms crop up frequently because AI models were trained on vast internet text where these clichés abound. Below is a comprehensive categorized list of 200 commonly overused terms, along with observations on why they weaken content quality.

Buzzwords & Clichés

These are hype terms and corporate clichés that overpromise or sound generic. They are often used to signal innovation or importance. Overuse of buzzwords makes content feel hollow or insincere.

- Cutting-edge (e.g. cutting-edge technology)
- Revolutionary (revolutionary solution, approach)
- Groundbreaking (groundbreaking advancement)
- State-of-the-art (state-of-the-art system)
- Next-generation (next-gen features)
- Game changer (game-changing innovation)
- Paradigm shift (paradigm shift in industry)
- Unprecedented (unprecedented results)

- Innovative (innovative solutions)
- Transformative (transformative impact)
- Visionary (visionary leader, idea)
- Dynamic (dynamic environment/market)
- Synergy / Synergistic (synergy between teams)
- Holistic approach (holistic approach to X)
- Disruptive (disruptive innovation)
- Industry-leading (industry-leading performance)
- At the forefront of (at the forefront of AI)
- Pioneering (pioneering research)
- Breakthrough (breakthrough discovery)
- Key to success (X is key to success)
- Unlock the potential of (unlock the potential of data)
- Unleash the power (unleash the power of AI)
- Harness the power of (harness the power of technology)

- Push the boundaries (push the boundaries of innovation)
- Take it to the next level (take performance to the next level)
- Foster innovation (foster a culture of innovation)
- Seamlessly integrated (seamlessly integrated solution)
- Unparalleled (unparalleled opportunity, quality)
- Actualize (actualize your vision)
- Orchestrate (orchestrate a solution)
- Strategize (strategize for success)
- Leverage (leverage data/insights)
- Facilitate (facilitate transformation)
- Aggregate (aggregate information)
- Diversify (diversify your approach)
- Beacon (a beacon of hope/innovation)
- Advent of (with the advent of XYZ...)
- Capitalize on (capitalize on these opportunities)

- Navigate the complexities (navigate the complexities of...)

Why these are problematic: These buzzwords have become so common they lose impact. Calling every product "cutting-edge" or "innovative" provides no real specifics. When everyone uses the same buzzwords, the content becomes indistinguishable and generic. It's better to replace these with concrete details or unique descriptors of actual value.

Generic Filler Phrases

These stock phrases add little meaning. Often used to structure text, they can usually be removed or rephrased for clarity and conciseness.

- It is important to note that...
- It is worth noting that...
- It's essential to...
- In this article (guide, blog post)...
- Master the art of...
- In summary...
- In conclusion...
- At the end of the day...
- When it comes to [X]...

- In today's world...
- In today's fast-paced world...
- In today's digital age...
- In today's digital landscape...
- Needless to say...
- First and foremost...
- As previously mentioned...
- To put it simply...
- On the other hand...
- This is not an exhaustive list.
- One might argue that...
- In light of the fact that...
- As a matter of fact...
- Given the fact that...
- Bearing in mind that...

- In order to...
- On the contrary...
- In the realm of...
- Without a doubt...
- If you're looking to...
- In essence...
- All in all...
- Embark on a journey (of...)
- Let us embark on a journey of...

Why these are problematic: These are empty transitions or clichés that make writing wordy but not more informative. They can usually be replaced or removed without loss of meaning, making the writing more direct and readable.

Common AI Stylistic Indicators

These are formal connectors, qualifiers, or academic-style phrases frequently used in AI-generated content. When overused, they create a monotonous and unnatural tone.

- Moreover, Furthermore, Additionally
- However, Nevertheless, Nonetheless

- Therefore, Thus, Consequently, As a result
- In addition, Similarly, Alternatively
- Indeed, Certainly, Undoubtedly
- Accordingly, Hence, Notwithstanding
- Importantly, Essentially, Notably
- Arguably, Perhaps, Some may say
- It could be said that...
- It has been observed that...
- Research suggests that..., Studies have shown that...
- It remains to be seen...
- Amidst, Elucidate, Envision, Introspect
- Juxtapose, Mitigate, Synthesize, Traverse
- Utilize (instead of use)
- Substantiate (instead of support or prove)
- Underscores (e.g. this underscores the importance of...)

- Aligns (e.g. aligns with our goals)
- Augment (e.g. augment capabilities)
- Maximize (e.g. maximize efficiency)
- Delve into (AI often "delves into" topics)
- Embark on
- Significantly enhance
- Continues to evolve
- In other words

Why these are problematic: These formal and academic-style phrases are often used in excess by AI. They can make text feel stiff, overly structured, or verbose. Simpler, more conversational language usually improves readability and tone.

Field-Specific Jargon

Common in business, tech, and academic writing, these phrases often appear as placeholders for more detailed explanations. They tend to sound boilerplate or templated when overused.

- Actionable insights
- Data-driven [insights/decisions]

- Meaningful insights
- In-depth analysis
- Leveraging [data/tech]
- Dynamic team environment
- Fast-paced environment
- Proven track record
- Core competencies
- Value proposition
- Digital transformation
- Thought leadership
- Extrapolate trends
- Drive business outcomes
- Maximize efficiency
- Optimize processes
- Real-world applications

- Bridging the gap between
- Drive innovation
- Return on investment (ROI)
- Scalable solution
- Meticulous attention to detail
- Cross-functional team
- Best practices
- Think outside the box
- Mission-critical
- Bleeding-edge
- Future-proof

Why these are problematic: These terms are common in resumes and corporate materials. Overuse can make writing feel bland or unoriginal. It's more effective to describe specific actions, results, or tools rather than rely on vague catch-all phrases.

Emotional and Engagement Language

These are upbeat or inviting phrases designed to engage readers. When used too often, they can feel forced or insincere.

- Exciting, Excitingly
- Amazing
- Remarkable
- Incredible
- Thrilled, Thrilling
- Passionate about
- Delighted to
- Join us as we...
- Let's dive into...
- Let's explore...
- Imagine a world where...
- You should consider...
- Have you ever wondered...?
- The possibilities are endless
- Exciting times lie ahead

- Don't miss out on...
- Captivating
- Fascinating
- Intriguing
- Truly unique
- Immersive experience
- Empower individuals
- Unveiling the secrets of...
- Left an indelible mark
- Vibrant
- Utmost importance

Why these are problematic: While emotional language can be engaging, using too many superlatives or rhetorical flourishes weakens authenticity. A few of these may add color or energy to your message, but overuse feels generic and performative.

Using This List in Prompt Context

We built this prompt out of necessity.

After reviewing hundreds of AI-generated drafts, articles, and brand blurbs, we started seeing the same patterns over and over, phrases that felt polished but empty, sentences that technically worked but didn't connect. It wasn't just that the content sounded off. It sounded *identical*. No voice. No edge. Just a parade of "cutting-edge solutions" and "exciting opportunities."

So we created the **Uncanny Content Index**, a running list of the 200+ words and phrases most commonly abused by AI tools. Then we turned that list into a practical prompt. A way to tell your AI what not to say.

This isn't about shaming words. It's about restoring clarity, tone, and intention. If you're using AI to write, you should still sound like you. This prompt helps make sure you do.

***** Copy Prompt Here *****

Topic Prompt:

Write an article/blog post about {insert topic here}

Prompt Instructions:

Write this in a clear, human voice. Avoid the overused corporate and AI-style language that makes content feel robotic, vague, or overly polished. Be conversational, specific, and intentional with word choice. Steer clear of the typical buzzwords and filler that show up in generic AI content. Avoid using em dashes and use periods, semicolons, or colons instead.

Avoid these terms:

Buzzwords & Clichés

cutting-edge, revolutionary, groundbreaking, next-generation, game changer, paradigm shift, unprecedented, innovative, transformative, visionary, disruptive, at the forefront of, unlock the potential, push the boundaries, seamlessly integrated, leverage, capitalize on

Generic Filler Phrases

it is important to note that, in this article, in today's world, at the end of the day, first and foremost, needless to say, one might argue that, in the realm of, in order to, in essence, all in all

Common AI Stylistic Indicators

moreover, furthermore, indeed, undoubtedly, arguably, it has been observed that, research suggests that, utilize, substantiate, augment, delve into, significantly enhance, in other words

Field-Specific Jargon

actionable insights, data-driven, meaningful insights, dynamic team environment, proven track record, core competencies, value proposition, digital transformation, thought leadership, scalable solution, mission-critical

Emotional & Engagement Language

exciting, amazing, remarkable, thrilled, passionate about, let's dive into, imagine a world where, the possibilities are endless, don't miss out, truly unique, immersive experience, empower individuals

***** End Prompt Here *****