



# Google v ChatGPT

**How, Why and When  
to Use ChatGPT  
as a Search Engine!**

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## Introduction

Not too long ago, ChatGPT was like a brilliant virtual assistant who could brainstorm, write, and help you with a multitude of tasks – but it had one glaring flaw...

***It didn't know how to Google. Gasp!***

Marketers could brainstorm ideas, draft killer email campaigns, and even get ChatGPT to write poems about SEO, but if you asked it to find the latest trends or dig up competitor data, you were met with a polite, *"Sorry, I can't browse the internet."*

Need content ideas? No problem.

Want the latest trends or competitor stats? Sorry, no can do.

But times have changed. **Now, ChatGPT can browse the web in real time!**

Marketers now have access to a powerful tool that can combine creativity and data-mining to speed up their marketing tasks more intelligently and effectively.

### **ChatGPT vs. Google: Which is Better?**

You might be wondering, *"But why is using ChatGPT better than just Googling what I want like I used to?"*

*Excellent question.* It's important to note that as an online marketer, you're often crunched for time.

Looking for information on Google can be tedious and time-consuming if you do it manually. Not only do you need to search for different keywords but you'll also have to trawl through the search results to get the info you need from different websites.

✓ **ChatGPT makes things fast and easy!**

When you use ChatGPT, the information is delivered in a way that's clear, concise, and easy to act on. Instead of drowning in a sea of tabs

and endless results pages, you get the answers you need, all in one place.

✓ **ChatGPT is creative – if you use the right prompts**

ChatGPT is a creative powerhouse.

Need a catchy slogan, a fresh angle for your next campaign, or insights into a hyper-specific market? It's got you covered.

It even excels at digging into niche topics and boiling down complex data into actionable takeaways.

In short, ChatGPT search isn't just a tool - it's a godsend for marketers who want to save time, stay ahead of the curve, and keep their sanity intact.

In this short report, you'll be shown 10 ChatGPT search hacks which are practical tips and proven strategies to take your marketing game to the next level in record time.

*Let's begin!*

# 1. Content Ideas on Demand

Creating content that stands out can feel like trying to find a needle in a stack of needle.

- ✓ How do you create content that people are looking for and which resonates with them?
- ✓ Is it possible to replicate viral content effectively?

The truth is that with ChatGPT, it's really not that difficult.

First, you'll want to start by exploring high-demand topics - think "most searched questions on YouTube in [your niche]" or "evergreen video ideas for [industry]."

Next, check out what's working on platforms like Pinterest and Facebook to discover viral formats.

Finally, perfect your titles and descriptions by tapping into trending keywords. These tips will save you time and help you create content that truly connects with your audience.

**Here's a prompt you can use:** "Suggest high-demand topics for [your niche/industry], including popular search queries like 'most searched questions on [your chosen platform]' or 'evergreen video ideas.'"

Highlight viral content formats from [your chosen platform]. Recommend trending keywords for titles and descriptions to boost SEO and engagement."

Let's assume we're in the 'mental health' niche and we want to create videos that people in this segment are interested in.

We'll fill in the blanks (in the prompt above) and let ChatGPT work its magic...

Suggest high-demand topics for mental health, including popular search queries like 'most searched questions on YouTube' or 'evergreen video ideas.' Highlight viral content formats from Youtube. Recommend trending keywords for titles and descriptions to boost SEO and engagement."



To enhance your mental health content on YouTube, consider focusing on the following high-demand topics, popular search queries, and viral content formats:

#### High-Demand Topics and Popular Search Queries:

##### 1. Understanding Mental Health Disorders:

- *Most Searched Questions:*
  - "What is depression?"
  - "How to manage anxiety?"
  - "What are the symptoms of PTSD?"
  - "How to cope with stress?"
  - "What is bipolar disorder?"

##### 2. Mental Health and Lifestyle:

- *Most Searched Questions:*
  - "How does exercise affect mental health?"
  - "Benefits of mindfulness meditation."
  - "How to improve sleep for better mental health?"
  - "Nutrition's impact on mental well-being."
  - "How to build resilience?"

##### 3. Mental Health in Specific Populations:

- *Most Searched Questions:*
  - "Mental health in teenagers."
  - "Mental health challenges in the workplace."
  - "Mental health during pregnancy."
  - "Mental health in the elderly."
  - "Supporting a friend with mental illness."

##### 4. Therapy and Treatment Options:

- *Most Searched Questions:*
  - "What is cognitive-behavioral therapy?"
  - "How does therapy work?"
  - "Benefits of group therapy."
  - "What is EMDR therapy?"
  - "How to find a therapist?"

#### Viral Content Formats:

- **Expert Q&A Sessions:**
  - Collaborate with mental health professionals to answer the most searched questions. For example, therapists answering common mental health queries can attract significant attention. YOUTUBE
- **Personal Stories and Experiences:**
  - Share personal journeys or interviews with individuals who have overcome mental health challenges. YouTube users often seek relatable content that offers hope and understanding. SEARCH-ENGINE JOURNAL
- **Myth-Busting Videos:**
  - Address common misconceptions about mental health to educate and inform your audience. Clearing up myths can engage viewers and encourage sharing.
- **Interactive Live Sessions:**
  - Host live discussions or Q&A sessions on trending mental health topics to engage with your audience in real-time. Live interactions can boost engagement and foster a sense of community.

#### Trending Keywords for Titles and Descriptions:

- "Mental Health Tips"
- "Overcoming Anxiety"
- "Depression Help"
- "Mindfulness Techniques"
- "Self-Care Strategies"
- "Therapy Insights"
- "Mental Health Myths"
- "Coping Mechanisms"
- "Stress Management"

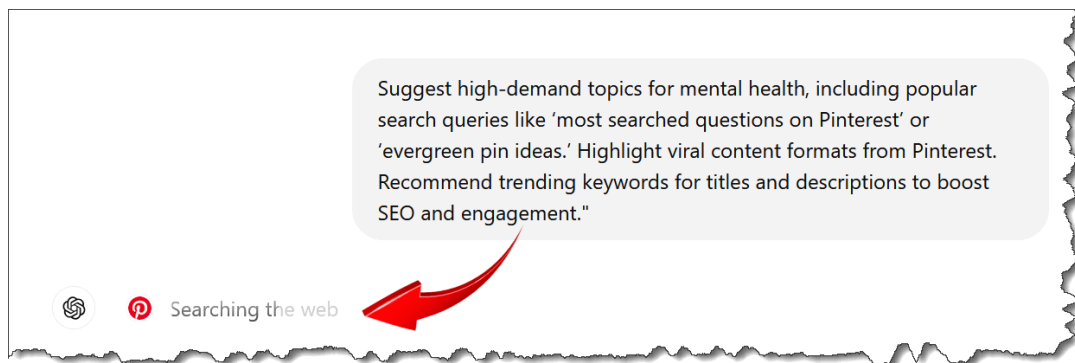
*See that?*

You have a whole bunch of content ideas on topics that people are looking for.

**It only took seconds to discover this with ChatGPT.**

There's absolutely no way you could do it this fast by manually searching on Google/YouTube, etc.

Now let's try it for Pinterest...



Observe how we edited the prompt to ask for pins and ideas on Pinterest.

The arrow in the image above shows ChatGPT searching on Pinterest. And this is what we get...





To enhance your mental health content on Pinterest and boost SEO and engagement, consider focusing on the following high-demand topics, popular search queries, and viral content formats:

#### High-Demand Topics and Popular Search Queries:

1. **Mental Health Check-Ins:** Regular self-assessments are crucial for well-being. Pins featuring check-in questions and prompts are highly searched. PINTEREST
2. **Journal Prompts for Mental Health:** Guided journaling aids in emotional processing and self-reflection. Collections of daily prompts are popular. PINTEREST
3. **Mental Health Awareness Month:** Content related to awareness campaigns, especially during May, garners significant attention. PINTEREST
4. **Mental Health Questions:** Thought-provoking questions that stimulate conversation and self-reflection are in demand. PINTEREST
5. **Mental Health Bulletin Boards:** Creative ideas for educational and supportive bulletin boards are sought after. PINTEREST

#### Viral Content Formats:

- **Infographics:** Visually engaging infographics that simplify complex mental health topics are highly shareable. PINTEREST
- **Printable Worksheets:** Downloadable resources like checklists and worksheets provide practical tools for users.
- **Personal Stories:** Authentic narratives and testimonials resonate deeply, fostering community and support.
- **Awareness Ribbons:** Pins featuring green ribbons symbolize mental health awareness and are widely recognized. PINTEREST

#### Trending Keywords for Titles and Descriptions:

- "Mental Health Check-In Questions"
- "Daily Journal Prompts for Mental Health"
- "Mental Health Awareness Month Ideas"
- "Thought-Provoking Mental Health Questions"
- "Creative Mental Health Bulletin Board Ideas"

Incorporating these topics, formats, and keywords into your Pinterest content can enhance visibility and engagement, fostering a supportive community around mental health awareness.

Let's ask ChatGPT to design a pin for us. Just for the fun of it.

**We'll use this prompt:** Create a cool design that's similar to the popular pins for this niche.



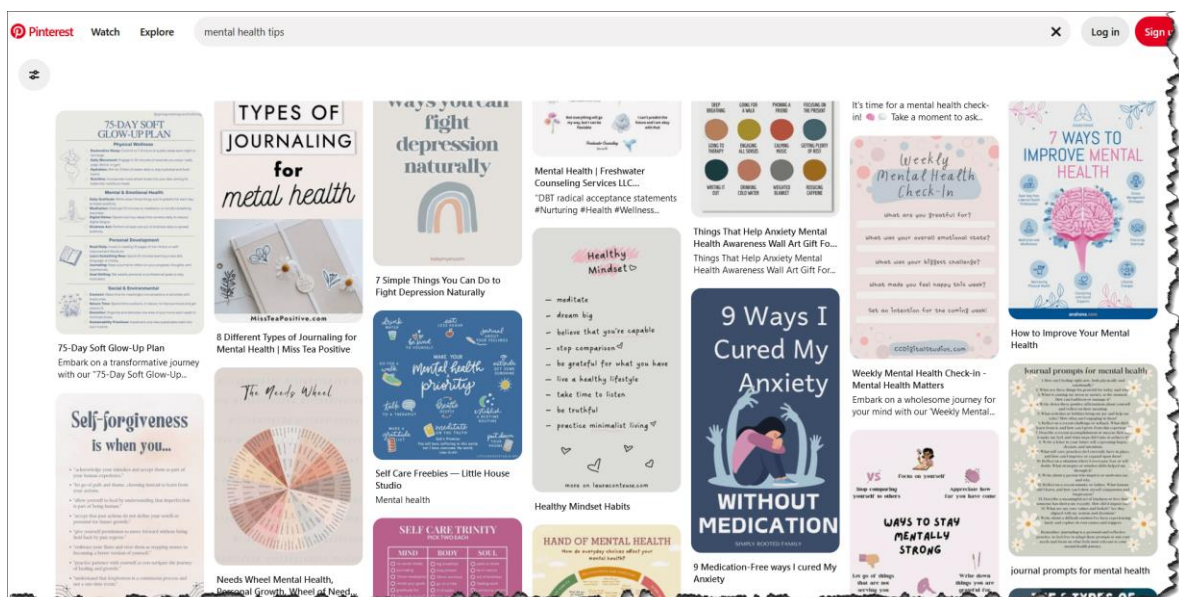
Create a cool design that's similar to the popular pins for this niche.



Here is a Pinterest design focused on mental health, featuring soothing colors and simple check-in questions. It's crafted to be calming and visually engaging, perfect for boosting engagement in the mental health niche!

Now you have a design idea you can replicate on Canva or whatever design software you're using.

If we searched on Pinterest for 'mental health tips' the pins that show up have a relatively similar color scheme to what ChatGPT created. So, it's not far off the mark here.



Now let's look at the next search hack!

## 2. Effortless Trend Spotting

We live in hectic times and a fast-paced world of online marketing. Keeping up with trends can feel like you're trying to solve a Rubik's Cube while spinning in a chair.

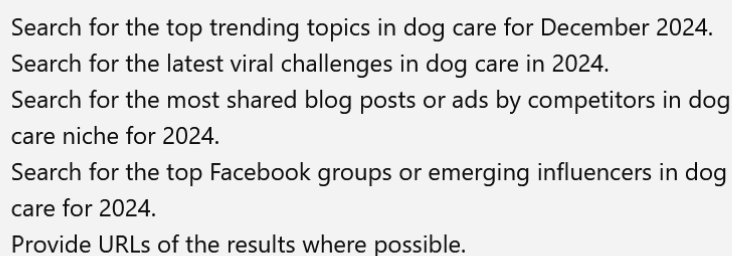
But don't panic. ChatGPT has your back and will help you to search for trending topics, viral challenges, etc. and help keep an eye on the competition too.

You can use it to analyze the content that's getting the most shares, whether it's blog posts or ads. And don't forget to tap into audience insights by finding the key players and active communities, like top Facebook groups or emerging influencers.


Let's assume we're in the 'dog care' niche and want to spot the latest trends...

**We'll use this prompt:**

"Search for the top trending topics in [Industry/Niche] for [Month/Year].  
Search for the latest viral challenges in [Industry/Niche] in [Year].  
Search for the most shared blog posts or ads by [Competitor Name] in [Industry/Niche] for [Year].  
Search for the top Facebook groups or emerging influencers in [Industry/Niche] for [Year].  
Provide URLs of the results where possible."



Search for the top trending topics in dog care for December 2024.  
Search for the latest viral challenges in dog care in 2024.  
Search for the most shared blog posts or ads by competitors in dog care niche for 2024.  
Search for the top Facebook groups or emerging influencers in dog care for 2024.  
Provide URLs of the results where possible.

 In December 2024, several key trends and developments emerged in the dog care industry:

**Top Trending Topics in Dog Care:**

1. **Pet Abandonments Post-Pandemic:** Rescue organizations are facing a surge in pet abandonments, particularly among breeds like cockapoos, dalmatians, and labradors. This increase is attributed to the pandemic's impact on pet ownership and the ongoing cost of living crisis. THE TIMES
2. **Popular Dog Breeds:** The French Bulldog, Labrador Retriever, Poodle, Golden Retriever, German Shepherd, Dachshund, English Bulldog, Rottweiler, Chihuahua, Goldendoodle, Beagle, and German Shorthaired Pointer are among the most popular dog breeds in 2024. Mixed breed dogs also remain a top choice for adopters seeking unique companions. THE SPRUCE PETS
3. **Pet Care Trends:** The year saw a focus on personalized pet nutrition plans, plant-based pet foods, pet subscription boxes, high-end pet travel products, and early disease detection. Additionally, luxury spas and health supplements gained popularity among pet owners. PET BUTLER FRANCHISE HINDUSTAN TIMES

**Latest Viral Challenges in Dog Care:**

- **'Paws In' Challenge:** A viral trend where dogs place their paws on their owners' hands, symbolizing trust and affection. This challenge gained significant traction on platforms like TikTok. THE WASHINGTON POST

**Most Shared Blog Posts or Ads in Dog Care:**


- **Pet Product Awards:** PEOPLE's Pet Product Awards highlighted top pet products of 2024, including the Ruggable Bolster Pet Bed, Geeni PetConnect Feeder, and Petcube 360 Wi-Fi Camera. These products received extensive attention and shares across social media platforms. PEOPLE


**Top Facebook Groups or Emerging Influencers in Dog Care:**


- **Emerging Dog Influencers:** Accounts like @aircorg and @potato.bulldog have gained prominence, especially among Gen Z and Millennials, becoming standout stars in the pet influencer community. LEFTY
- **Pet Influencer Lists:** Websites like Mandala System have compiled lists of top pet influencers, including dogs like Jiffpom and Doug The Pug, who have significant followings and influence in the pet care niche. MANDALASYSTEM BLOG


These developments reflect the dynamic nature of the dog care industry in 2024, highlighting shifts in pet ownership trends, viral social media challenges, popular products, and influential figures within the community.


**Recent Developments in Dog Care Trends**


 The Times  
[Meet the lockdown generation of dogs abandoned at Battersea](#)  
 6 days ago



 The Spruce Pets  
[The Ultimate Guide to 2024's Most Popular Dog Breeds](#)  
 5 days ago



 People  
[PEOPLE Staffers' Pets Pick the New 'Must Have' Products That Made Them 'Happy' This Year](#)  
 15 days ago



From here, you can tell what the current trends are tailored your content strategy accordingly.

*On to the next hack!*

### 3. SEO and Backlink Strategies

When it comes to SEO and backlinks, think of it like a popularity contest, but with websites. Everyone wants to be at the top of search results, and backlinks are like votes of confidence from other sites.

*But how do you score these valuable votes?*

Simple: You'll need to find opportunities and keep an eye on your competitors.

Or in this case, we'll use ChatGPT to search for sites that are open to guest posts.

We'll also try to ascertain which content is getting the most backlinks for the topic/keyword we're targeting.

Now it goes without saying that ChatGPT is no match for tools such as Semrush or Ahrefs... but these tools have relatively pricey subscriptions.

ChatGPT is free. But it still helps you do some research, gather ideas, and level up your own SEO strategy - all while keeping things completely above board (and maybe a little sneaky).

**We'll use this prompt:**

"Can you find websites in [your niche] that accept guest posts or allow backlink submissions and identify top-performing pages and most linked content from competitors targeting [target keyword]?"

For this example, let's assume we're providing a service for tropical fish hobbyists and targeting the keyword 'tropical aquarium setup'...



Can you find websites in the tropical fish niche that accept guest posts or allow backlink submissions and identify top-performing pages and most linked content from competitors targeting 'Tropical aquarium setup' keyword?



To enhance your online presence in the tropical fish niche, consider contributing guest posts to the following websites:

1. **Petnanny Store:** Accepts guest posts on topics related to fishkeeping, aquariums, various aquarium fish, and fish diseases. They require content to be original, unique, and between 600 to 2,500 words. [PET NANNY STORE](#)
2. **Giobel Koi Center Koi Farm:** Welcomes guest posts with a minimum of 1,000 words, emphasizing originality and well-researched information. They prefer a conversational, informative, and engaging tone. [GIOBELKOICENTER](#)
3. **Aquarium Co-Op Blog:** Features care guides and articles on various aquarium topics. While specific guest post guidelines aren't detailed, reaching out to them for potential collaboration is advisable. [AQUARIUM COOP](#)
4. **Think Fish Tropical Aquarium Forum:** Offers a platform for product reviews and discussions. They have specific review guidelines, which can be found on their website. [THINKFISH FORUMS](#)
5. **Tetra® Blog:** Provides articles on aquarium setup and maintenance. While they don't explicitly mention guest posting, contacting them for potential collaboration is recommended. [TETRA FISH](#)

Regarding top-performing pages targeting the 'Tropical aquarium setup' keyword, here are some notable articles:

- **"How To Set Up A Freshwater Aquarium"** by FishLore: Offers a comprehensive guide on setting up a freshwater aquarium, including equipment setup and cycling the tank. [FISH LORE](#)
- **"Aquarium Essentials for First-Time Fish Owners"** by API® Blog: Provides essential information for beginners, including water treatment and establishing a natural aquarium cycle. [API FISH CARE](#)
- **"Setting up a Freshwater Aquarium"** by PetMD: Discusses the basics of setting up a freshwater aquarium, including choosing the right tank and necessary equipment. [PETMD](#)
- **"Your Starter Guide for Keeping Exotic & Tropical Fish Happy & Healthy"** by Aquarium Kingdom: Offers guidance on setting up a tropical fish tank, including choosing suitable filters and substrates. [AQUARIUM KINGDOM](#)
- **"Setting up a Tropical Aquarium Week by Week"** by Stuart Thraves: Provides a step-by-step guide to setting up a tropical aquarium, focusing on creating a healthy environment for fish. [AMAZON](#)

These articles are well-regarded in the aquarium community and attract significant traffic.

For a visual guide on top aquarium setups, you might find this video helpful:



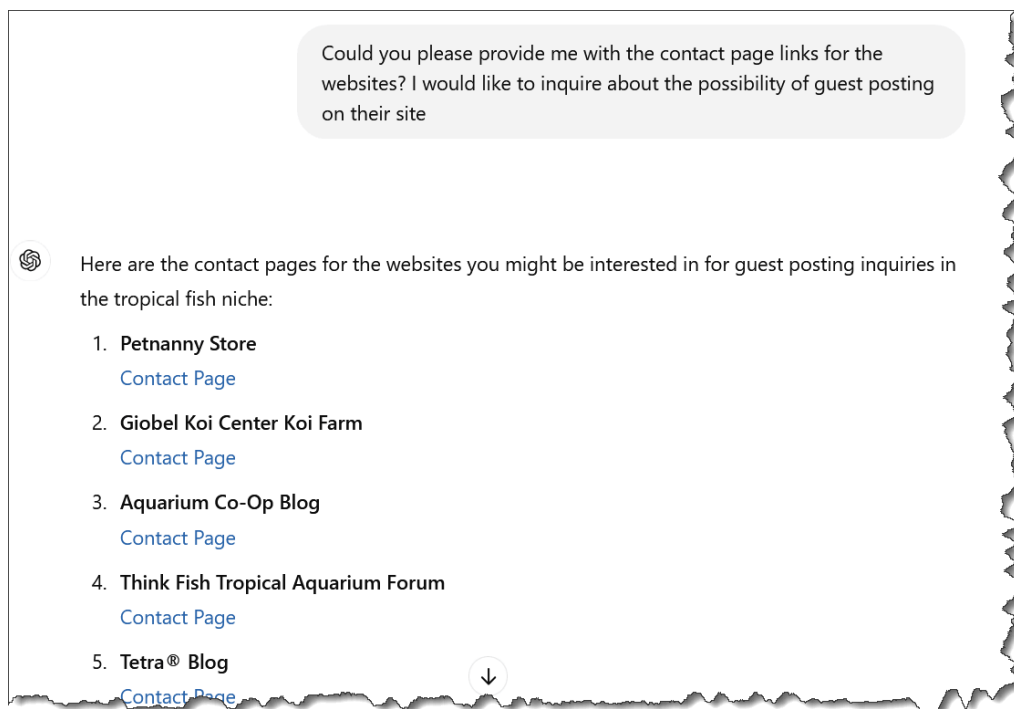
Sources



Now you have a list of sites who accept guest posts. You'll just need to contact the owners.

**Once again you can get ChatGPT to help you out here by using this prompt:**

“Could you please provide me with the contact page links for the websites? I would like to inquire about the possibility of guest posting on their site.”



If you want to know how many backlinks the top performing pages are getting, you'll need to use specialized SEO tools such as [Ahrefs](#), [Semrush](#), or [Moz](#).

Time for search hack #4...

## **4. Find Tools, Training and Resources**

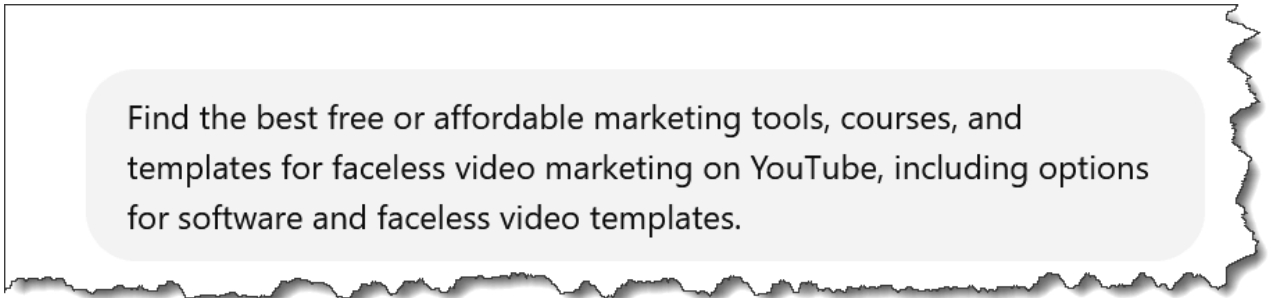
If you're trying to improve your marketing without spending a fortune, ChatGPT can help you find the best free or affordable tools, courses, and templates.

Whether you're searching for a budget-friendly email marketing tool, a free course to upgrade your skills, or a ready-to-use design template, ChatGPT can quickly guide you to the right resources.

No more endless scrolling through search results – and you can even ask ChatGPT to compare the different tools to see which one is best for you.

**Use this prompt:** “Find the best free or affordable marketing tools, courses, and templates for [niche] marketers, including options for [product/service] and [product/service] templates”

Let's assume we're YouTubers and need information on creating faceless videos...



Find the best free or affordable marketing tools, courses, and templates for faceless video marketing on YouTube, including options for software and faceless video templates.

*This one prompt returns detailed results!*



## 1. Faceless Video Marketing Tools

### A. Video Creation Tools

#### 1. Pictory – Affordable AI-powered Video Editing

- Pictory is an affordable video editing tool designed for creating faceless videos. You can generate videos from text and scripts, which is great for content that doesn't require showing your face. The tool allows voiceovers, stock footage, and text-based videos.
- **Free Trial:** 3 days
- **Paid Plans:** Start at around \$19/month

#### 2. InVideo – Easy Video Creation

- InVideo offers templates and tools to create engaging faceless videos from text-based scripts. You can add voiceovers, stock footage, and animations. It's suitable for creating explainer videos, tutorials, and list-based content.
- **Free Plan:** Limited features, watermark on videos
- **Paid Plans:** Starts at \$15/month

#### 3. Animoto – Cloud-Based Video Maker

- Animoto is a simple video creation tool that uses templates to create videos from photos, text, and video clips. It's a great option for faceless content creation for YouTube videos.
- **Free Plan:** Limited features and watermark

#### 1. Descript – Voiceover and Audio Editing

- Descript is an all-in-one video and audio editing tool that offers text-based editing, voiceovers, and video editing. It's ideal for creating voiceovers without showing your face. Descript also has a "Overdub" feature for AI-generated voiceovers.
- **Free Plan:** 3 hours of transcription
- **Paid Plans:** Start at \$12/month

#### 2. Speechelo – AI Voiceover Software

- Speechelo is an affordable AI voiceover tool that creates natural-sounding voiceovers for your faceless videos. It offers a range of voice options in multiple languages.
- **Pricing:** One-time fee starting at \$47 for the basic version.

#### 3. Murf.ai – AI Voiceover Tool

- Murf.ai allows you to create realistic voiceovers for your videos, with a wide variety of voice options. You can use it for faceless YouTube content that requires narration.
- **Free Plan:** Limited features
- **Paid Plans:** Start at \$19/month

### C. Stock Footage and Music

#### 1. Storyblocks – Stock Footage and Music

- Storyblocks provides a vast library of stock footage, music, and sound effects. It's perfect for faceless video marketers looking for high-quality visuals to include in their content.
- **Free Plan:** Some free stock videos, but premium content requires a subscription
- **Paid Plans:** Start at \$16.25/month

#### 2. Pexels – Free Stock Video & Photos

- Pexels offers a large collection of free stock video clips and images that can be used to create engaging faceless videos for YouTube.
- **Free:** 100% free content available for commercial use

#### 3. Artlist.io – Music and Sound Effects

- Artlist offers royalty-free music and sound effects that you can use to enhance your faceless videos.
- **Pricing:** Starts at \$199/year (though it often offers free trials for users)

### 2. Faceless Video Templates

#### A. Canva – Easy-to-Use Video Templates

- Canva offers free and premium video templates that you can customize to create faceless videos. It provides a variety of ready-made templates for YouTube videos, with the ability to add text, music, and images.

### 4. Additional Tips for Faceless YouTube Marketing

- **SEO Tools for YouTube:**
  - **TubeBuddy** (Free and Paid) – Offers SEO insights, tag suggestions, and video optimization tools.
  - **VidIQ** (Free and Paid) – Helps with keyword research, video analysis, and YouTube SEO.

By combining these affordable tools, templates, and courses, you can start creating professional faceless video content for YouTube, grow your channel, and maximize your marketing impact.

By now, you've likely discovered that ChatGPT can provide a wealth of information tailored to your needs. Feel free to ask for direct URLs to any specific sites you're looking for.

In the next hack, we'll look at how you can use ChatGPT search to dominate social media...

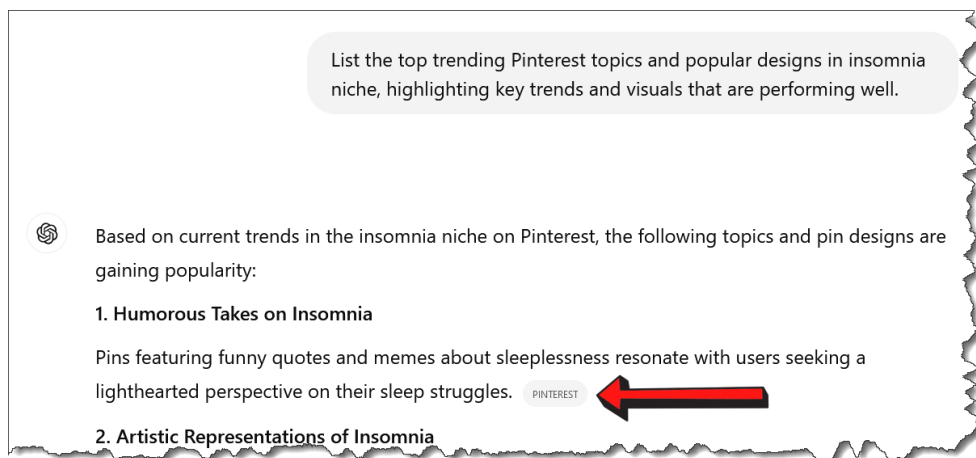
## 5. Social Media Hacks #1 – Pinterest

If you're using Pinterest for traffic generation, ChatGPT search can be used to:

- ✓ Search for trending topics and popular pin designs (e.g., “top trending Pinterest topics in [niche]”)

**Use this prompt:** “List the top trending Pinterest topics and popular designs in [niche], highlighting key trends and visuals that are performing well.”

**Assuming we’re using this prompt for the insomnia niche...**



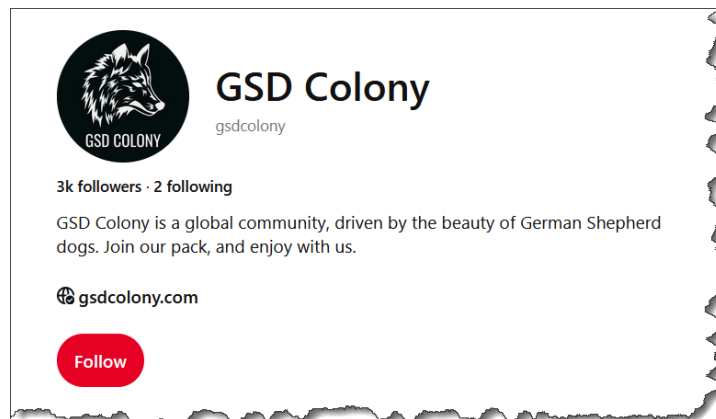
ChatGPT provides you with a link to check out the trending pin (see arrow).

- ✓ Spy on Competitors: Query competitors' Pinterest boards for successful strategies

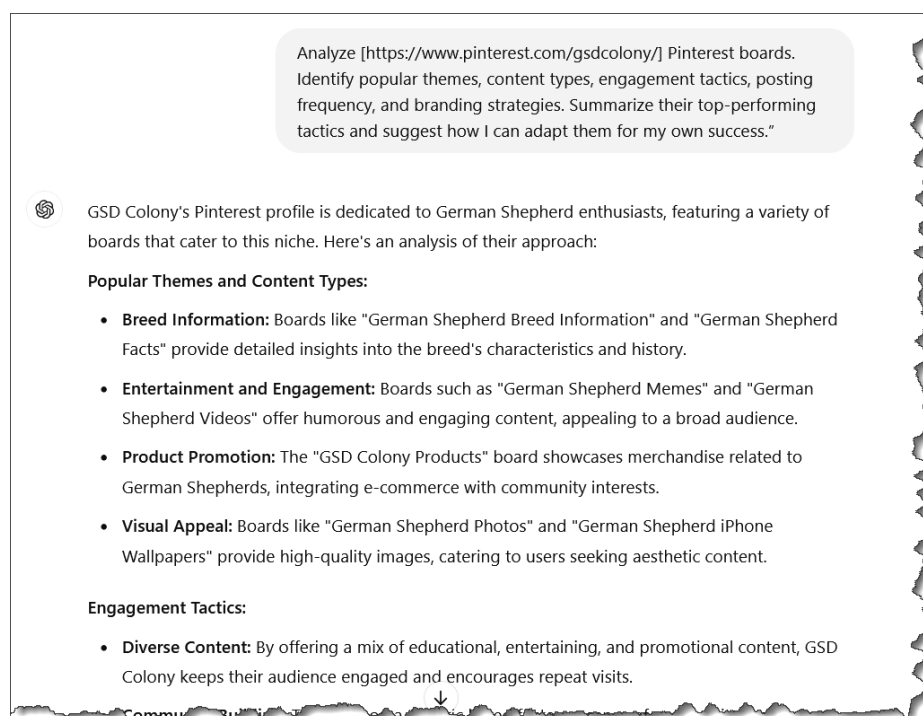
**Use this prompt:** “Analyze [Competitor name]' Pinterest boards. Identify popular themes, content types, engagement tactics, posting frequency, and branding strategies. Summarize their top-performing tactics and suggest how I can adapt them for my own success.”

Let’s assume we’re in the German Shepherd training niche and want to analyze what popular Pinterest accounts are doing for this niche.

First, we'll search for the keywords related to this niche on Pinterest. Then we'll make a list of accounts that have a few thousand followers. In this example, we'll be looking at **GSD Colony**.



We'll insert the URL of their Pinterest account in the prompt and ask ChatGPT to analyze it...



Now you'll have information on what they're doing to grow their brand and traffic on Pinterest.

From here, **the process is the same** for the rest of the social media hacks listed below. Just use the prompts provided and insert the necessary details where required.

- ✓ Tap Emerging Niches: Search for fast-growing Pinterest categories (e.g. "fast-growing Pinterest categories [year]")

**Use this prompt:** "Find fast-growing Pinterest categories for [current year] and explain why they're trending. Provide examples and ideas for leveraging these niches."

## 6. Social Media Hacks #2 – Facebook

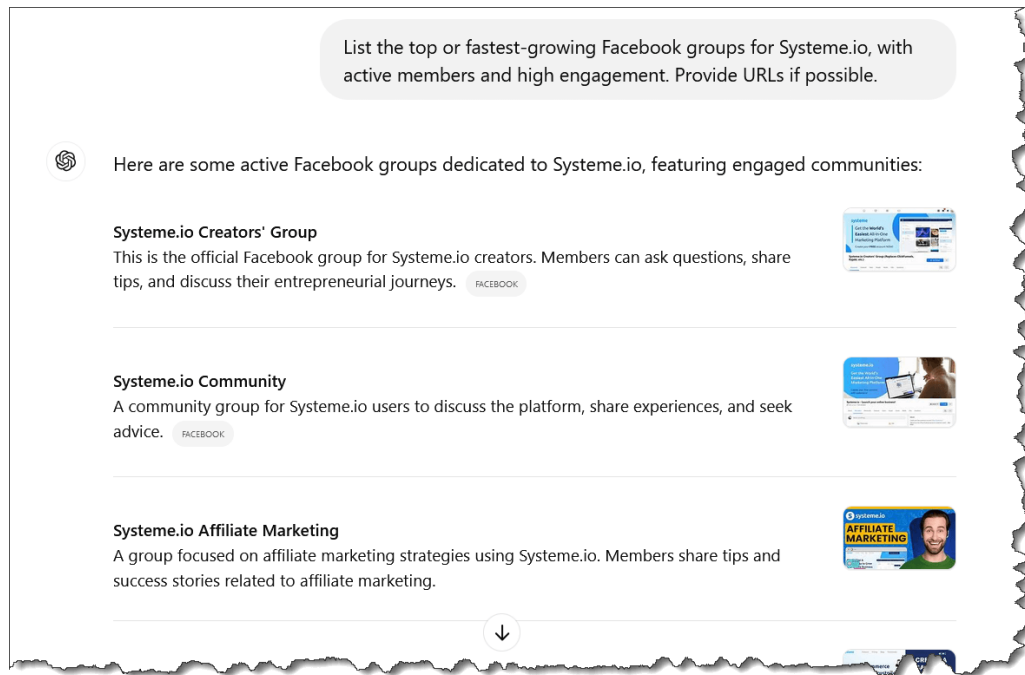
If you're using Facebook for traffic generation, ChatGPT's search can be used to:

- Target Niche Groups: Search for top Facebook groups or fast-growing groups in your niche (e.g. "top Facebook groups for [niche]")

**Use this prompt:** "List the top or fastest-growing Facebook groups for [your niche], with active members and high engagement. Provide URLs if possible."

For example, if we're using the highly popular Systeme.io software and want to get affiliate sales, engaging in groups dedicated to this tool will help.

Let's give ChatGPT the prompt...



If ChatGPT gives you the link, you can visit the group directly by clicking on it. If there's no link, you'll have to search for the group name manually on Facebook. Either way, at least now you have a list of groups to look for.

## 7. Social Media Hacks #3 – YouTube

If you're using YouTube for traffic generation, ChatGPT search can be used to:

- ✓ **Spy on Competitors:** Look up top-performing YouTube videos by competitors.

**Use this prompt:** "Find the top-performing YouTube videos in [your niche] by competitors. List videos with high views and engagement, including their titles, view counts, and key topics. Highlight successful content strategies."

- ✓ Creative Thumbnails: Search for design inspiration for YouTube thumbnails.

**Use this prompt:** "Find design inspiration for YouTube thumbnails in [your niche]. List examples of creative thumbnails with high engagement, noting colors, layout, and any standout design elements."

## Example: TikTok Marketing

"Find design inspiration for YouTube thumbnails in the Tik Tok Marketing niche. List examples of creative thumbnails with high engagement, noting colors, layout, and any standout design elements."



Designing compelling YouTube thumbnails in the TikTok marketing niche requires a strategic approach to color, layout, and standout design elements to maximize viewer engagement. Here are some examples and tips to inspire your thumbnail designs:

### **Bold Text with Contrasting Colors**

Utilize large, bold fonts in contrasting colors to ensure readability and attract attention. For instance, a thumbnail featuring the text "TikTok Marketing Hacks" in bright yellow against a dark background can be highly effective.

LOCALIQ



### **High-Quality Product Showcases**

Incorporate clear, high-resolution images of TikTok-related products or services. A thumbnail displaying a new TikTok analytics tool with a clean layout can entice viewers interested in the latest marketing tools.

LOCALIQ



### **Engaging Questions with Emotive Imagery**

Pose intriguing questions like "Is Your TikTok Strategy Working?" accompanied by emotive imagery to spark curiosity and encourage clicks.

LOCALIQ



### **Consistent Branding Elements**

Maintain a consistent style, font, and color palette across your thumbnails to build brand recognition. Incorporate your logo and brand colors to make your content instantly identifiable.

LOCALIQ

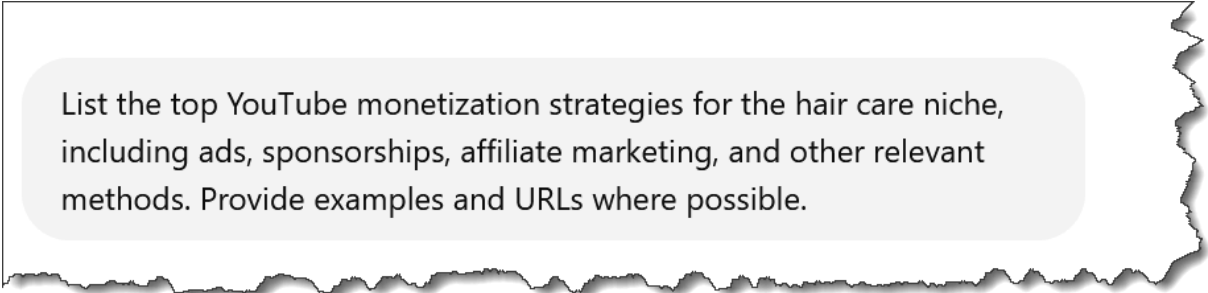




- ✓ Monetization Opportunities: Query strategies for monetizing YouTube content (e.g. “top YouTube monetization strategies for [niche]”)

**Use this prompt:** "List the top YouTube monetization strategies for [niche], including ads, sponsorships, affiliate marketing, and other relevant methods."

**Example: Hair care niche**



List the top YouTube monetization strategies for the hair care niche, including ads, sponsorships, affiliate marketing, and other relevant methods. Provide examples and URLs where possible.



The hair care niche on YouTube is incredibly popular, and there are multiple monetization strategies you can leverage to generate income. Below are the top strategies, including ads, sponsorships, affiliate marketing, and other relevant methods, with examples:

### 1. Ad Revenue (YouTube Partner Program)

- **How it works:** Ad revenue is generated when YouTube places ads on your videos. To qualify, you need to meet YouTube's Partner Program requirements: at least 1,000 subscribers and 4,000 watch hours in the past 12 months.
- **Example:** A channel like "**The Good Trade**" (focused on natural hair care) could earn ad revenue through YouTube's monetization system if they reach the required thresholds.
- **URL:** [YouTube Partner Program](#)

### 2. Sponsorships with Hair Care Brands

- **How it works:** Brands in the hair care industry often partner with influencers or content creators to feature their products in videos. These can be paid sponsorships or product giveaways in exchange for exposure.
- **Example:** A channel like "**HealthyHairJourney**" could collaborate with brands like **Ouai**, **SheaMoisture**, or **Olaplex** to promote their products.
- **URL:** [SheaMoisture's Creator Partnership Page](#)

### 3. Affiliate Marketing

- **How it works:** Affiliate marketing involves promoting hair care products and earning a commission when viewers click on affiliate links and make a purchase.
- **Example:** A beauty vlogger reviewing various hair care products, like **Olaplex No. 3** or **Briogeo hair oils**, could include affiliate links in their video description to products they recommend. Platforms like **Amazon Associates** or **ShareASale** can help you set up affiliate links.
- **URL:** [Amazon Affiliate Program](#)

### 4. Selling Digital Products or Services

- **How it works:** You can create and sell digital products related to hair care, such as eBooks, tutorials, or hair care routines. You can also offer online consultations or personalized hair care coaching.
- **Example:** A creator could sell a guide called "Healthy Hair Care Routine for Curly Hair" or offer personalized video consultations for clients struggling with hair problems.
- **URL:** [Teachable](#)

### 5. Merchandising

- **How it works:** You can design and sell branded merchandise related to your hair care content, like t-shirts, hats, or even hair tools. Platforms like **Teespring** or **Printful** allow creators to design products and integrate them with their YouTube channel.
- **Example:** A creator in the natural hair care niche could sell custom brushes, combs, or hair accessories alongside shirts with their brand's slogan.
- **URL:** [Teespring](#)

### 6. Channel Memberships

- **How it works:** YouTube offers a feature called "Channel Memberships" where subscribers can pay a monthly fee for exclusive content, badges, and emojis. This works well for building a community of loyal fans who want more personalized content.
- **Example:** A creator offering exclusive hair care tips, live streams, or behind-the-scenes content could benefit from channel memberships.
- **URL:** [Channel Memberships Guide](#)

### 7. Crowdfunding or Patreon

- **How it works:** You can use platforms like **Patreon** or **Ko-fi** to allow your followers to support you financially through monthly donations or one-time contributions. In exchange, you can offer exclusive hair care content, early access to videos, or special merchandise.
- **Example:** A YouTuber could offer private hair consultations, exclusive tutorials, or a community forum to patrons.
- **URL:** [Patreon](#)

### 8. Paid Collaborations and Cross-Promotions

- **How it works:** Similar to sponsorships, but these are often informal, where creators work together to promote each other's channels or products. You might swap guest appearances on

## 8. User-Generated Content

User-generated content (UGC) refers to any content created and/or shared by individuals - like reviews, photos, videos, or social media posts - rather than by brands.

It's a more personal and authentic promotion than traditional advertising. UGC is trusted by customers as it comes from real people.

Marketers can use it to connect with their audience, gain insights, and create engaging campaigns. *ChatGPT's search feature makes finding and leveraging UGC easier than ever.*

**We'll use this prompt:** "Search for recent user-generated content related to [product/niche], including reviews, social media posts, photos, and videos. Summarize customer engagement, highlighting trends, themes, or feedback. Focus on authentic content reflecting real customer experiences and include links where possible."

**Example:** Ryze Mushroom Coffee



"Search for recent user-generated content related to Ryze Mushroom Coffee, including reviews, social media posts, photos, and videos. Summarize customer engagement, highlighting trends, themes, or feedback. Focus on authentic content reflecting real customer experiences and include links where possible."

Ryze Mushroom Coffee has garnered significant attention across various platforms, with users sharing their experiences through reviews, social media posts, photos, and videos. Here's a summary of recent customer engagement, highlighting key trends and feedback:

**Taste and Flavor:** Many users appreciate the smooth and satisfying taste of Ryze Mushroom Coffee. One customer noted, "Very smooth takes no aftertaste definitely will be buying more." RYZE SUPERFOODS

**Health Benefits:** Several individuals report positive health effects, such as improved mood and reduced stress levels. A Reddit user shared, "Over the past month of drinking it daily, I've noticed an improvement in my overall mood and stress levels." REDDIT

**Energy and Focus:** Users have highlighted the coffee's ability to provide calm energy and enhance focus without the jitters associated with traditional coffee. An Instagram post mentioned, "First day of trying out mushroom coffee & I'm never going back to regular coffee!! It's the benefits for me!" X

**Taste Profile:** Some reviews describe the coffee as having an earthy taste, reminiscent of a good cup of coffee. The Kitchn noted, "It's smooth-bodied and satisfying, and it definitely has an earthier taste than coffee alone." THE KITCHN

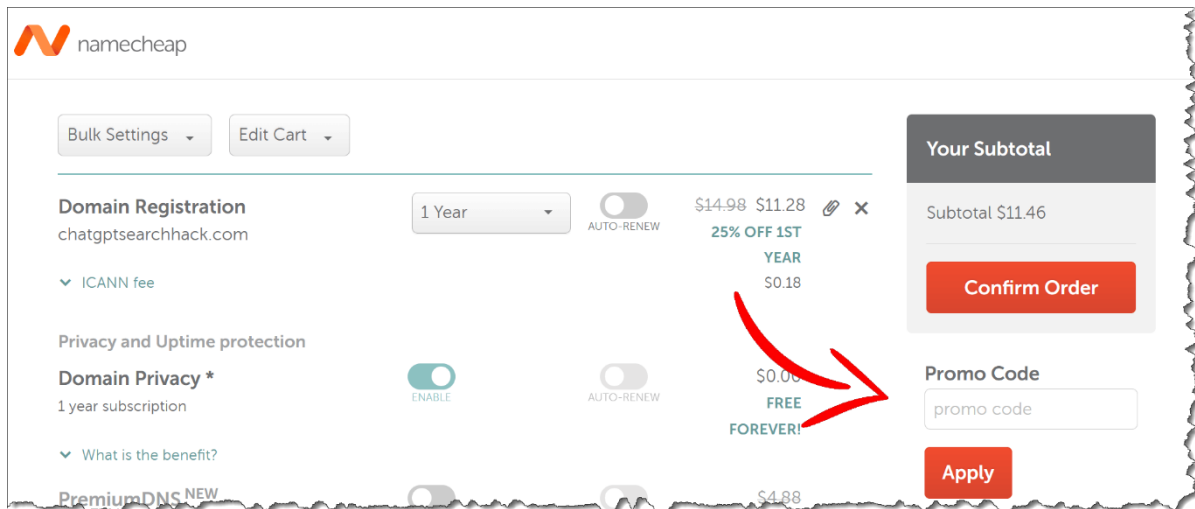
**Authenticity and User-Generated Content:** Authentic user-generated content, including photos and

ChatGPT has provided links for you to visit and look at the user-generated content that you could possibly use in your marketing. *This... you'll have to manually do yourself.*

## 9. Save Money with Coupons

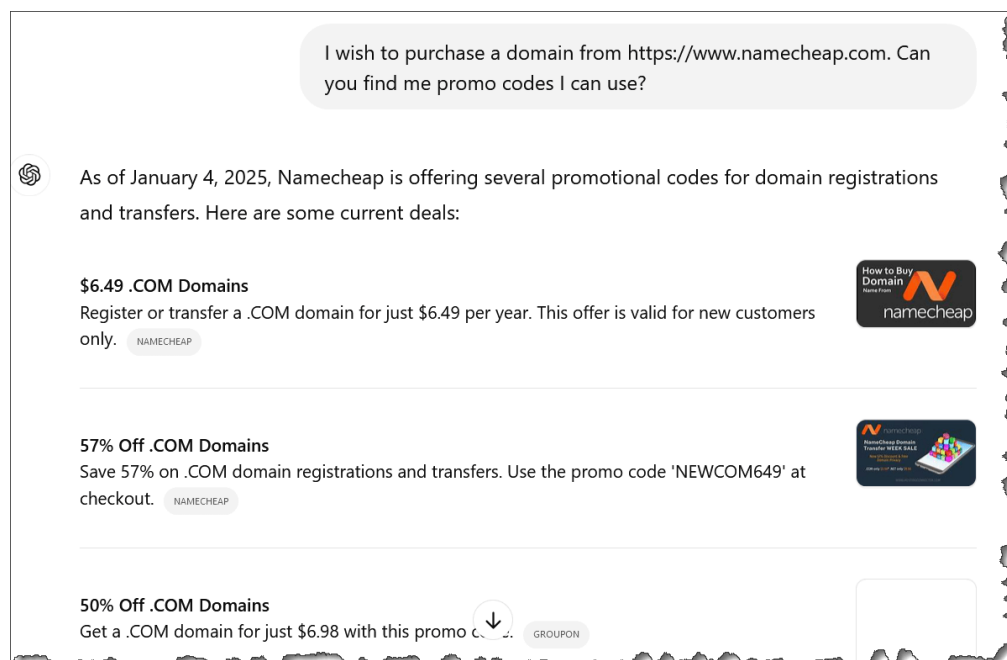
This search hack is unpredictable. Sometimes it works and sometimes it doesn't – but when it does, it'll save you money. So, it's definitely worth trying.

Let's assume we're purchasing a domain from [NameCheap](#)...



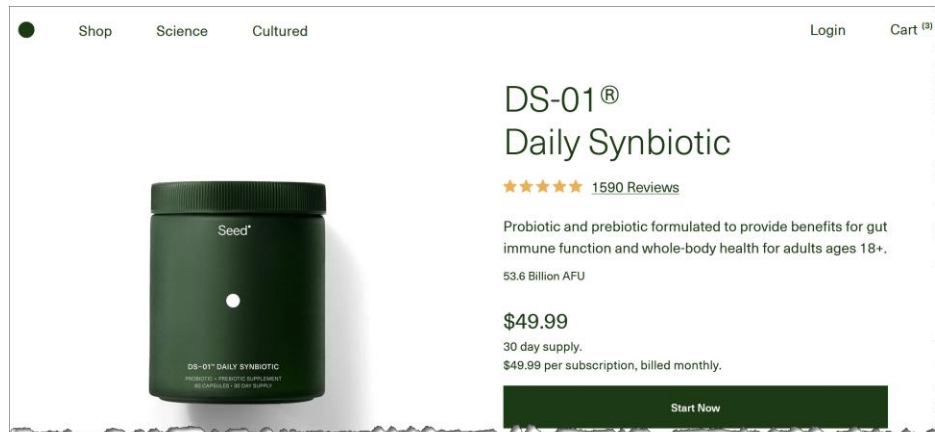
Notice how the order page asks if you have a 'Promo code'... well, *this is an opportunity to ask ChatGPT to get us a code!*

**We'll use this prompt:** "I wish to purchase [product] from [URL]. Can you find me promo/discount codes I can use?"

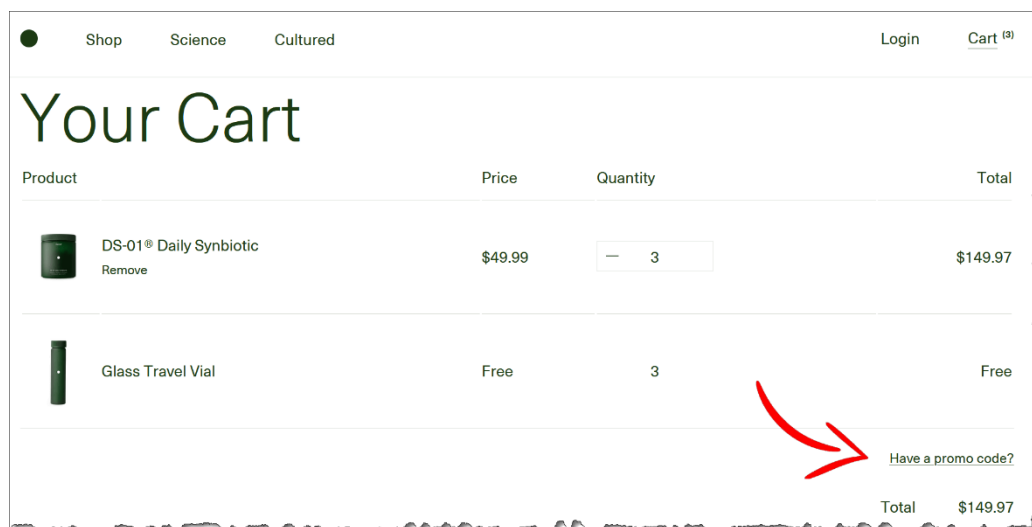


And now we have a bunch of codes we can try out. Some may work and some may not, but it's worth trying a few out.

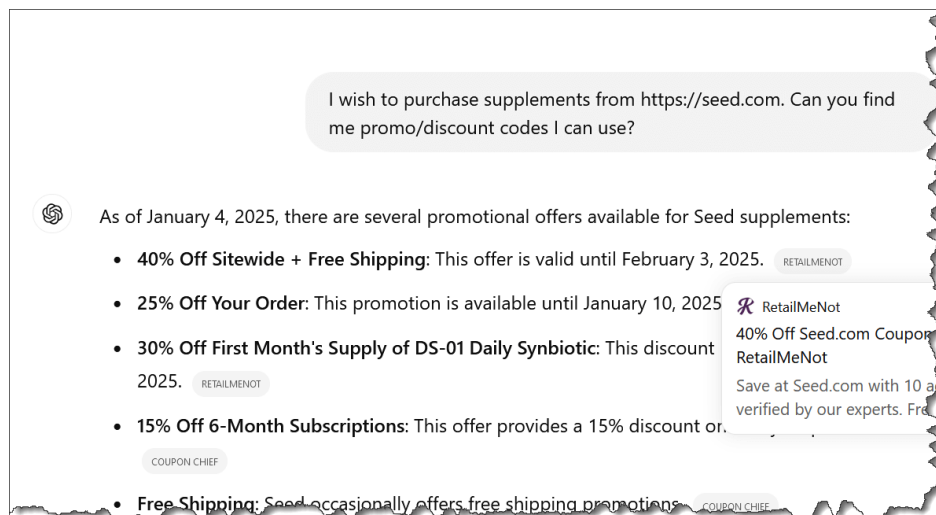
Let's try this for another non-marketing related product. Assuming we're buying probiotics from a popular site [Seed.com](https://seed.com)...



*The cart asks for a promo code!*

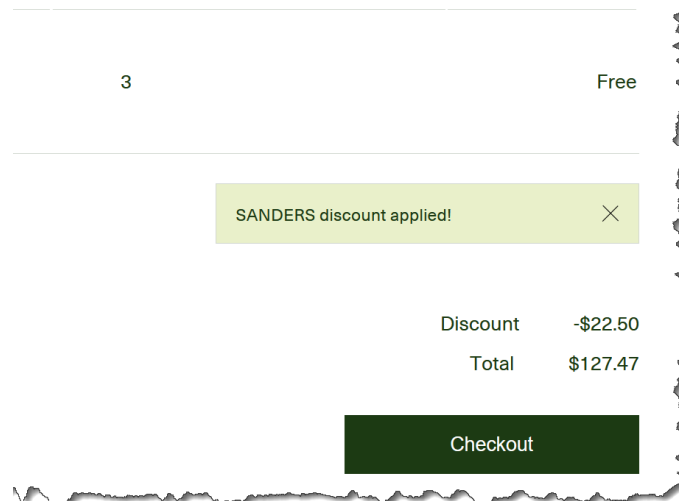


**Unleash our prompt ASAP... and this is what we get...**



Clicking on the first link takes us to this page which gives us the code: **SANDERS**.

If we copy and paste it into the order form...



***Fantastic! We get a \$22.50 discount.***

So this search hack works... but it all depends on the product and whether it has valid coupons and so on.



ChatGPT can only give you what's available. You can't get what doesn't exist.

## 10. Affiliate Marketing & Monetization

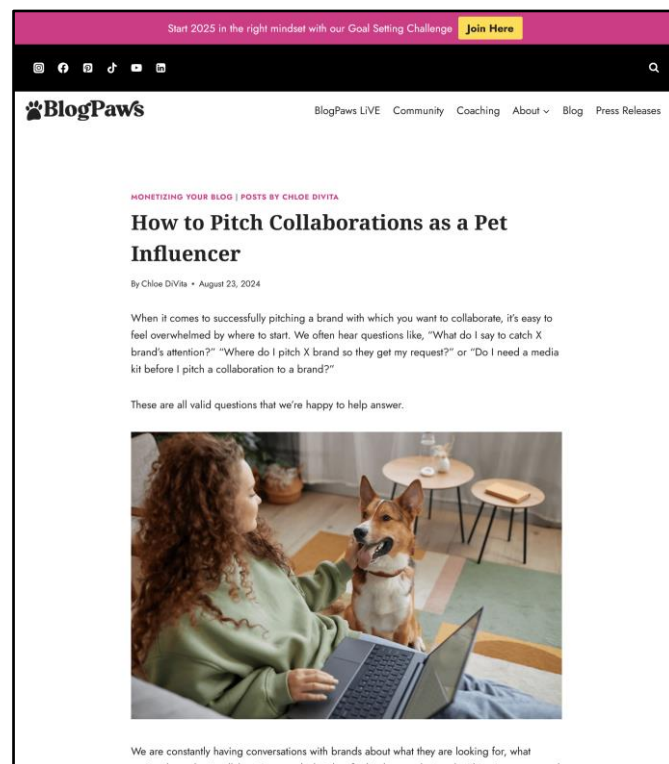
ChatGPT's search feature gives affiliate marketers a real edge by helping them to:

- ✓ **Optimize Affiliate Links:** Spot the best places to add your affiliate links for more clicks.

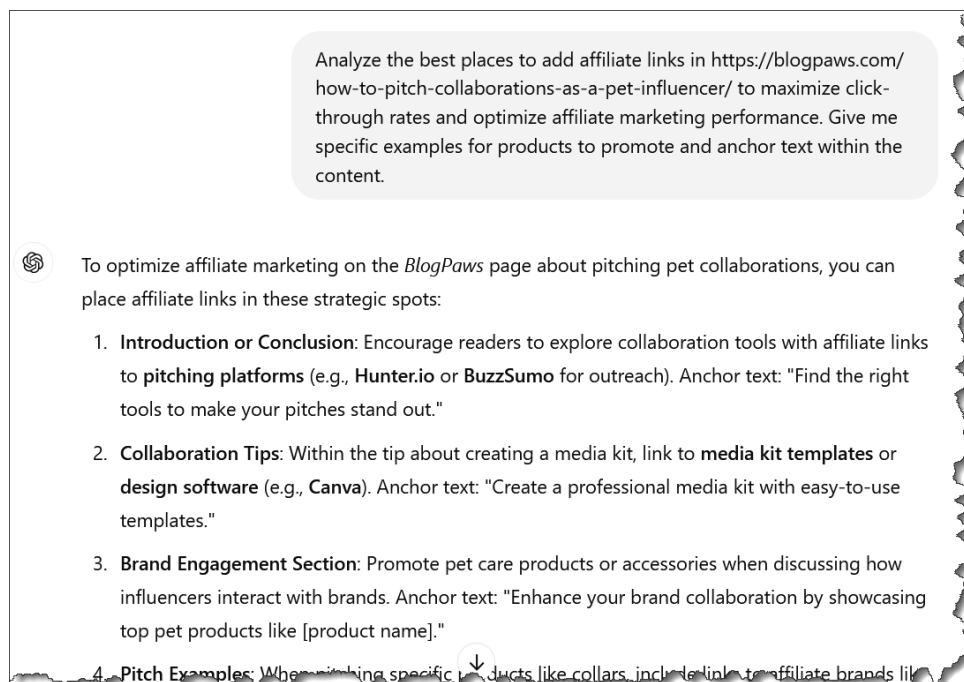
**Prompt:** "Analyze the best places to add affiliate links in [blog posts/social media posts/email newsletters/etc.] to maximize click-through rates and optimize affiliate marketing performance. Give me specific examples for products to promote and anchor text within the content."

**Example:** BlogPaws

Let's assume we owned BlogPaws... (we don't, but let's just assume we do) ... and we have a blog post that has no links in it.



If we're an affiliate marketer and wish to monetize this blog post using the prompt, this is what it would look like...



Now you have ideas for products you can promote and where to add these links in your post. By giving ChatGPT the URL, it'll be able to analyze it and give you suggestions.

- ✓ **Do Affiliate Network Research:** Find popular affiliate networks that people are searching for.

**Prompt:** Search for popular affiliate networks in the [insert niche/product] industry, highlighting top platforms and trends related to [specific products/services]

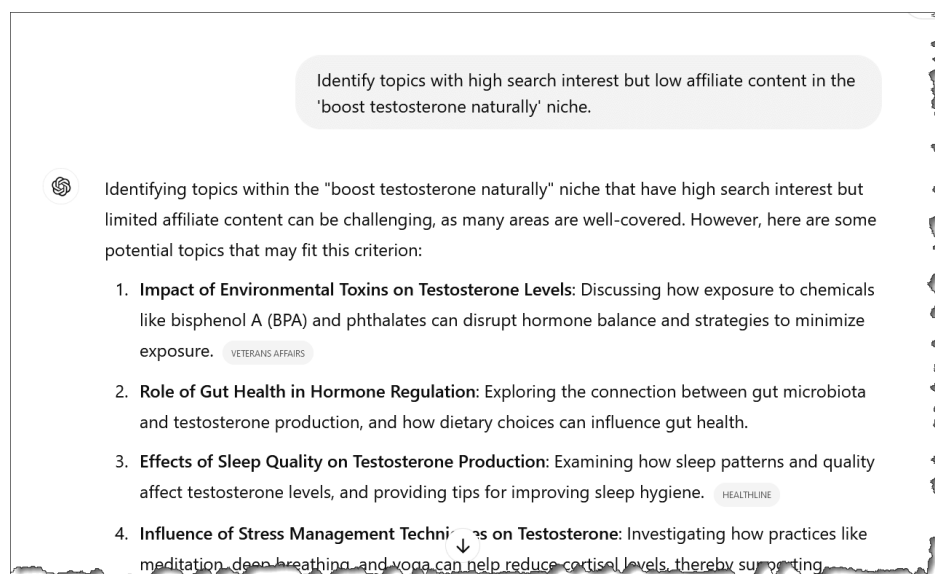
- ✓ **Look for Content Gaps:** Discover topics with a lot of search interest but little affiliate content to target.

**Prompt:** "Identify topics with high search interest but low affiliate content in [your niche/industry]."

Imagine you're in the male wellness space, sharing tips on naturally boosting testosterone.

One great way to grow your traffic and build a dedicated following is by providing content that people are looking for but can't easily find elsewhere.

By filling that gap, you'll stand out and become a go-to resource... and get more sales by promoting products to this audience.



Identify topics with high search interest but low affiliate content in the 'boost testosterone naturally' niche.

Identifying topics within the "boost testosterone naturally" niche that have high search interest but limited affiliate content can be challenging, as many areas are well-covered. However, here are some potential topics that may fit this criterion:

1. **Impact of Environmental Toxins on Testosterone Levels:** Discussing how exposure to chemicals like bisphenol A (BPA) and phthalates can disrupt hormone balance and strategies to minimize exposure. VETERANS AFFAIRS
2. **Role of Gut Health in Hormone Regulation:** Exploring the connection between gut microbiota and testosterone production, and how dietary choices can influence gut health.
3. **Effects of Sleep Quality on Testosterone Production:** Examining how sleep patterns and quality affect testosterone levels, and providing tips for improving sleep hygiene. HEALTHLINE
4. **Influence of Stress Management Techniques on Testosterone:** Investigating how practices like meditation, deep breathing, and yoga can help reduce cortisol levels, thereby supporting testosterone production. HEALTHLINE

Now it's just a matter of researching low-competition keywords for these topics and creating content for them.

And that wraps up the 10 awesome search hacks you can use... but... this is just the tip of the iceberg.

## Conclusion

If you've made it this far into the report, you probably already know that ChatGPT's search feature is like having a marketing partner who knows exactly where to find the good stuff.

It takes the hassle out of endless Googling, and saves you time and energy for the things that really matter – Netflix!

Just kidding. All levity aside... Whether you're brainstorming fresh content, hunting down the latest trends, or scoping out affiliate marketing opportunities, ChatGPT can help you.

You just need to use the right prompt for the job.

As eye-opening as this report may be - this is just the start.

With a little creativity, you can use ChatGPT for just about anything.

- *Need help with email marketing?*
- *Want to spy on competitors?*
- *Dreaming up the next viral trend?*

ChatGPT's on it. The more you use it, the more you'll realize that it's not just a tool - it's like having a powerful weapon that will level up your marketing game, if you deploy it well.

So, take the leap and start incorporating ChatGPT into your daily work.

*The future of marketing is here, and looks brighter than ever!*

[Start using ChatGPT today](#)