THE 20-MINUTE HUMAN LAYER

The 5-Step AI Content Editing Checklist

The one editing pass that produced 444% more organic traffic across 744 articles.

1

Inject firsthand experience

Add a real client story or a number from your own dashboard. Prove a human with skin in the game touched the page.

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2

Add something the AI couldn't know

Work in proprietary data or a specific example from your business. If the same paragraph could live on anyone else's site, it's not defensible.

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3

Cut the filler and tighten every claim

AI pads and hedges. Delete every "in today's fast-paced digital landscape" and make each sentence earn its place.

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4

Fact-check and refresh

Update the stats, kill the dead links, make it current. Freshness is the #1 citable trust factor (91%).

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5

Put a real author on it

A name, credentials, and a face that stands behind the claims. Accountability is a trust signal engines reward.

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THE RULE: AI writes the draft. Humans make it worth ranking.

Edit for search. Create for social. Never let AI hit publish.