**MKT 6321 Prof Edsel- AI Assignment  
Enter your name and net id: Rahul Kotian (RMK061000)**  
**Prompt structure: ACT as a [role] create a [task] and show as a [format], set restrictions [enter restrictions]- use a cheat sheet if you want examples.**

**Module 1**

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| Ecommerce/PPC tasks | **Chat GPT-**copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output | **Google Gemini -** copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output |
| 1.- Request a list of complementary products and content for a product or service that your website sells/offers |  |  |
| 2.- Request a compelling product description for a product that you sell/offer |  |  |
| 3.- Write an email to encourage customers to sign up for a newsletter (note to students: add a lot of detail and restrictions so it is compelling) |  |  |
| 4.- Request 10 PPC variations of some part of the ad (e.g. the headline, body of the ad, call to action, etc) |  |  |
| 5.- Create your own prompt requesting something that would benefit your ecommerce store or PPC campaign |  | **­** |

**Module 2**

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| **SEO Tasks** | **Chat GPT-** copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output | **Google Gemini** copy and paste the response; sometimes, you might need to use a screenshot. Avoid putting more than 2 screenshots for one output |
| 1. Request a 150-character maximum, meta description for a specific product or service on your chosen website |  |  |
| 1. Request a list of high-authority websites for the industry (category of products you sell/offer) |  |  |
| 1. Request a list of top long-tail keyword queries related to a specific product or service you sell/offer |  | After giving a different product Gemini was able to provide the correct response: |
| 1. Blog post: Come up with a title and write an easy to read blog for a specific product or service on your website Request it provide sources, often you have to repeat and insist |  |  |
| 1. Come up with your own SEO prompt |  |  |

Module 3: In 2-3 sentences, provide a summary of observations of the pros/cons comparing ChatGPT vs Google for different tasks (e.g., accuracy or thoroughness of responses)  
  
Based on the responses that I got for the above prompts I felt that ChatGPT gave more comprehensive and context rich answers than Google’s Gemini. As an example, when asked to provide a list of high authority websites for children’s retail stores, ChatGPT clearly identified the most popular kids clothing stores, where Gemini’s answers were not even close to what I was expecting. Also, when asked for “long tail keyword queries” for a specific Children’s Place product, ChatGPT was able to crawl the website and get the content from the site and provide accurate information. Whereas Gemini was not even able to scan the website (although I got a better response when I gave a different product from the same site). ChatGPT and Gemini are good for initial tasks (at the current moment) but will need thorough investigation before production use.