



# Top 5 Limitations Of ChatGPT And Why SEO Does Not Recommend It?



Open AI has made significant and evident footprints in Digital marketing by bringing in its advancements with multiple tools developed to elevate the content creation process drastically. ChatGPT is a “Generative Pre-trained Transformer”, an Open AI tool that develops text in seconds. ChatGPT is a text-based AI tool that produces all types of content, by carefully analyzing the words which are inserted as prompts. It helps to save time as it automatically generates content, but it has also certain limitations.

# CHATGPT

# Top 5 Limitations Of ChatGPT

## 1: Non- Trustworthy

ChatGPT is unable to provide accurate answers to questions in the few cases so it is very difficult to rely on it. Sometimes it can generate irrelevant text. Trusting this type of AI can sometimes be dangerous because it cannot be trusted with any information provided by its generating results.

## 2: Fails To Grasp Emotions

Sometimes Chat GPT fails to grasp emotions , thereby requiring human intervention to write content which has both emotions and feelings.

## 3: Limited, Timely Information

ChatGPT is able to provide data only upto 2021. Therefore if one is looking to have some current information it is not possible to get the data

## 4: Lacks Critical Knowledge And Reasoning

Chat GPT lacks critical knowledge and reasoning as it cannot think like human, it only depends upon the data that is fed into the system. On the other hand humans can produce new and updated content.

## 5: Monetization Challenge

ChatGPT is free tool. Monetization seems to be a challenge as it will reduce tools usage which inturn will hamper its growth.

# Is ChatGPT Recommended From An SEO Point Of View?

It is not recommended to use Chat GPT from an SEO perspective as Google can easily detect AI-generated content which may hamper the content's ranking.

## How Does One Detect If Certain Data Is Processed By Open AI's Tool Or Written By A Human?

AI content detector application detects the source of information which is autogenerated with the help of tool or by a human.

As there are limitations of using Chat GPT, which reduces its possibility to function in its full capacity. However, it will keep improving by enhancing content and providing relevant text precisely with careful analysis.



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*Thank you!*