

# AI Detection Tech Gets Smarter: What It Means for Content Creators and Businesses

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## In brief

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There are clearly a lot of benefits of AI. However, there are also a lot of challenges as well. Some business owners and content creators have been blindsided when they unwittingly published AI content or relied on information that they didn't know was made with AI.

This demonstrates the need to use AI detection technology to avoid these pitfalls. Fortunately, AI detection technology is getting better, which will help businesses avoid some of the dangers of unwittingly relying on AI. AI Detector is a major new tool that does a great job at detecting AI generated text.

## What Are Some of the Reasons Companies Need to Use AI Detectors?

There are a lot of potential pitfalls of over relying on AI technology, which explain the need to use AI detectors. Some of them are listed below.

### Avoiding Google Penalties

There is a lot of debate about the impact that AI content has on Google rankings. It appeared that Google was adamantly against the use of AI content, because it used to have a policy on machine generated texts. However, they changed (or at least clarified) their stance on AI in a blog post back in February 2023. The blog post stated that Google will reward quality content no matter how it is produced.

However, that may not necessarily put the concerns about the impact AI has on Google rankings to rest. One popular blogger ran two websites for almost 20 years. This blogger started using AI to create content a couple of years ago. For a brief period of time, his rankings increased substantially. However, they were both deindexed from Google almost overnight. This is despite the fact that his content was based on detailed research and seemed to be of very high quality.

It seems abundantly clear that using AI led to a huge penalty. The truth is that it is difficult to know how Google really treats AI content. It probably has a lot of signals that it uses, but might scrutinize AI content a lot more than that written by humans. Since we don't know what types of AI content Google is likely to reward, it might be safer to just avoid using it at all.

This is where AI detectors can come in handy. They can help businesses know whether the writers they hired to create onsite content were using AI or not. This can help them avoid publishing AI generated content that might lead to a search engine penalty down the road.

## **Avoid Falling for Bogus Reviews When Researching New Products and Services**

Every serious business owner is going to consider using other companies' products and services at some point. The days when they could do everything on their own are long gone.

Unfortunately, it is getting harder to make smart decisions about buying products and services. A lot of unscrupulous businesses have started using AI to create fake reviews to promote their products or to leave negative reviews on their competitors' profiles. One study estimated that around 19% of all reviews were made with AI, but this number is likely to keep growing in the years to come.

Every shrewd business owner will want to know whether the reviews they reading are legitimate or made with AI. This is one of the main reasons to consider using AI detectors. They can use them to analyze reviews on various company product pages or even websites like Amazon where they may be promoting their services.

## **Avoiding Major Phishing Scams**

A growing number of scammers are using AI to take advantage of their victims more easily. One of the biggest ways that they are doing so is by using AI to create phishing emails. One major cybersecurity website estimates that 82.6% of all phishing emails were made at least partially with AI.

This is another reason that many businessowners may want to consider using AI detectors. They can help them tell if content they were reading is made with AI or not. While this doesn't necessarily provide that the sender is a scammer, it can be a big red flag when other variables are taken into consideration.

## **AI Detectors Are Starting to Change the Future of Business**

AI has created a lot of opportunities in the world of business. However, it has also created a lot of challenges as well. Business owners may be unknowingly exploited by AI if they are not careful.

This is why it is so important to use AI detection software. It can help people avoid a lot of the problems that are starting to surface as a result of more content being made with AI.

## **References**

1. aidetector.com - <http://aidetector.com/>