

How to increase web enquiries and sales using AI tools

This report summarises the course delivered by **Evan Mangan** of The Marketing Crowd on behalf of the **Local Enterprise Office (LEO) Longford**, titled "How to Increase Web Enquiries and Sales Using AI Tools". During the session, Evan provided a comprehensive framework for integrating Artificial Intelligence into business operations, specifically focusing on moving beyond basic prompt usage to a "Level 5" strategic implementation.

The Five Levels of AI Adoption

Evan explained that most businesses currently operate at **Level 1**, where they use the default "fast" model of ChatGPT to ask basic questions without providing significant context. He outlined a progression to more sophisticated usage:

- **Level 2 (Personalisation):** Evan showed how to use the "Personalisation" settings to give the AI permanent context about a business, such as its location, target audience, and marketing goals.
- **Level 3 (Reasoning):** He demonstrated the "Thinking" or "Reasoning" model, which takes longer to process (5–20 seconds) but provides more considered, expert-level answers compared to the "Instant" model.
- **Level 4 (Deep Research):** Evan introduced "Deep Research" reports, which take 10–20 minutes to generate but result in 10–25 page documents on specific topics, such as competitor analysis or industry trends.
- **Level 5 (Projects):** This is the highest level of implementation. Evan explained that by creating a "Project" in ChatGPT, a business can upload its deep research reports and internal company files as "sources". This ensures that every subsequent answer from the AI is hyper-tailored to that specific business.

Data Security and Privacy

A critical point Evan emphasised was the importance of **privacy settings**. He warned that by default, AI models use human inputs to train their systems, meaning company data could

potentially be shared with others. Evan demonstrated how to navigate to settings and switch off the "Improve the model for everyone" toggle to ensure company documents remain private. He noted that while Google's Gemini has similar features, ChatGPT's privacy controls currently make it more suitable for "Level 5" project work involving sensitive company files.

Optimising the Website for Engagement

Evan stated that the website must be the "sales environment" at the centre of all digital marketing efforts. He broke down the psychological framework for engaging visitors within the first few seconds of landing on a page:

- **Website Speed:** Evan used **GTmetrics** to demonstrate how slow-loading pages frustrate users. He pointed out that "Largest Contentful Paint" (LCP) should ideally be under **1.2 seconds**.
- **Resonating Headlines:** Evan advised using AI to identify the "three things" customers look for in a specific product or service. He suggested writing headlines that immediately address these needs so the visitor feels they are in the right place.
- **Scannable Content:** Because users typically only read **20% of the text** on a page, Evan recommended using the AI to draft concise, bullet-pointed copy.
- **AI Detection:** Evan discussed the risk of Google penalising content that is obviously AI-generated. He used **ZeroGPT** to check copy and advised participants to use AI-generated text as a "first draft" only, subsequently rewriting it to reflect their own human voice and style.
- **Building Trust:** Evan suggested using "credibility banners" to show media coverage, as well as statistics (e.g., "25,000 hours of experience") and photos of physical premises to reassure browsers.

Conversion Tactics and Social Proof

Once a visitor is engaged, the goal shifts to conversion. Evan detailed several tactics to turn browsers into buyers:

- **Offers and Scarcity:** Evan noted that limited-time offers and real scarcity (e.g., "only 3 places remaining") are highly effective at prompting immediate action. He cautioned against "fake" scarcity, which can damage a brand's reputation.
- **Testimonials:** Evan highlighted **Trustindex.io** as an affordable tool (€60/year) to pull bona fide reviews from Google, Facebook, or TripAdvisor directly onto a website. He stressed that reviews are becoming increasingly important for "AI search engine" rankings.
- **Differentiation:** Referencing Seth Godin's "**Purple Cow**" concept, Evan explained that businesses must stand out from their competitors. He suggested asking the AI for advice on how to find a "differentiation angle" (such as specialised equipment or unique expertise) and making that central to the website's "Why Choose Us" messaging.

Action Point List for Participants

Based on Evan's instructions, participants should undertake the following actions:

1. **Secure Your Data:** Immediately go to ChatGPT settings under "Data Controls" and turn off "Improve the model for everyone" to protect your business information.
2. **Conduct Deep Research:** Use your five free monthly "Deep Research" reports to generate a SWOT analysis on your own business and a comprehensive report on your industry trends.
3. **Establish a "Level 5" Project:** Create a "Project" in ChatGPT for your digital marketing. Upload your Deep Research reports and relevant company files (e.g., marketing strategy) as sources.
4. **Set Custom Instructions:** Within your project, add custom instructions telling the AI to always act as an expert in your specific industry and provide affordable, innovative ideas.
5. **Audit Website Speed:** Run your homepage and key product pages through **GTmetrics.com**. If the LCP is over 1.2 seconds, consult your web designer about optimising images or server performance.
6. **Rewrite Headlines for Resonance:** Use the AI to find the three core things your customers value most. Rewrite your main headlines to address these three points within the first two seconds of a user landing on the page.
7. **Humanise Your Copy:** Run your website text through **ZeroGPT.com**. If it shows high AI detection, use the AI to rewrite it in your personal style, then manually edit it to ensure it sounds human and authentic.
8. **Implement Social Proof:** Collect your media mentions into a "credibility banner". Use **Trustindex.io** to pull your Google reviews onto your website, ensuring they are "peppered" across all product and service pages.
9. **Identify Your "Purple Cow":** Use the AI to help you articulate what makes your business tangibly different from competitors. Create a clear "Why Choose Us" image link on your most important pages.
10. **Explore PR Opportunities:** Ask the AI to identify story angles for your business and draft a press release to send to local or industry journalists to build long-term reputation.

This was created with the help of one of our AI colleagues 😊