

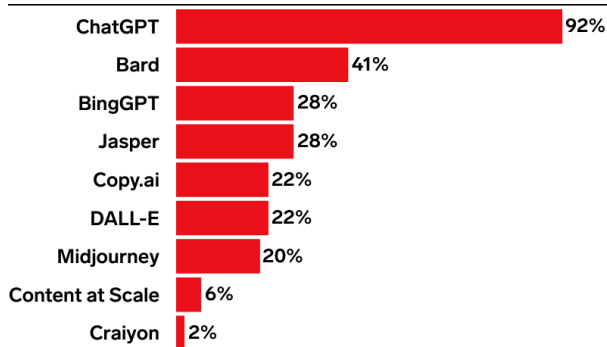
# Which AI tools are most useful to local SEO and marketing professionals?

Article

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## Generative AI Tools Local SEO/Marketing Professionals Worldwide Experiment With Most, July 2023

% of respondents



Source: BrightLocal, "Local Search Industry Survey 2023" conducted by SurveyMonkey, Aug 17, 2023

350529

Insider Intelligence | eMarketer

**Key stat:** 92% of local marketing and SEO professionals worldwide experimented most with ChatGPT in their work in July 2023, according to an August survey by SurveyMonkey.

### Beyond the chart:

- This year, 58.0% of US generative AI users will use the tech for work. Come 2025, that figure will be 70.6%, according to our forecast.
- Users can now use voice and images to **prompt ChatGPT**, which could make it even more useful in the workplace.
- When **using AI for SEO purposes**, be aware of potential liabilities, as the tech could violate intellectual property laws.

### Use this chart:

- Evaluate your business's ChatGPT approach.
- Determine which AI you should experiment with.

### More like this:

- **How the 3 A's of advertising are intertwined**
- **Walmart, Amazon, Instacart make search enhancements**
- **Brand approaches to budget-conscious customer acquisition**

- **How data and creators help Michaels and Shutterstock grow**

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- 9/25 - **Show me the app money**
- 9/22 - **B2B digital ad spend growth lags**
- 9/21 - **Subscribe and save**
- 9/20 - **Banking on traditional**

*Note: Respondents were asked, "Which generative AI platforms are local marketers experimenting with most?"*

*Methodology: Data is from the August 2023 BrightLocal "Local Search Industry Survey 2023." 534 local SEO and marketing professionals worldwide were surveyed during July 2023 conducted by SurveyMonkey.*