

**UTILIZING ARTIFICIAL INTELLIGENCE IN SEARCH ENGINE OPTIMIZATION
AMONG SMES**

Bachelor's Thesis

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ABSTRACT

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This thesis examines how small and medium-sized businesses (SMEs) can utilize artificial intelligence (AI) to improve their digital marketing, and why they should. Specific focus on search engine optimization (SEO), AI is already helping businesses automate tasks, analyze data, and create content more efficiently. The goal of this study is to understand how SMEs are currently using AI in SEO and what benefits and challenges come with it.

The research was done as a qualitative study, based on recent articles, case examples, and the author's own experience from the field. Tools like Dashboa and ChatGPT are examined to see how they support SEO and content creation. The results showed that AI can save time exceptionally, boost online visibility, and help businesses reach their audience more effectively. However, many SMEs still face challenges like lack of knowledge, poor data quality, and concerns of AI in general.

The study concludes with practical tips for getting started with AI, encouraging SMEs to start small, learn as they go, and treat AI as a tool to support employees, not replacing their marketing efforts.

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1 INTRODUCTION

How the accelerating development of digitalization and the rapid transformation of technology have brought new opportunities for business, especially in the field of search engine optimization. The study focuses on companies, that are small to medium-sized enterprises, especially those, who lack the time or the resources to invest into their marketing department to produce relevant success in a highly competitive field. One of the most significant innovations in recent years in technology has been the use of artificial intelligence (AI) in business and their marketing strategies.

AI provides effective solutions for automating and enhancing marketing strategies, analyzing customer data, and creating personalized customer experiences. In today's marketing AI is a crucial tool for SMEs to enhance their marketing strategies to keep up with the competition in today's world, where already various companies benefit from different AI tools, to automate marketing strategies completely, or to help humans to create specific content or tasks. Small and medium-sized enterprises (SMEs) can leverage AI in various ways to improve their marketing efficiency, reach customers more accurately, and enhance their competitiveness in a rapidly changing environment.

The use of AI in SEO opens new ways for SMEs to analyze trends in keyword searches, provide product-based content to their website, and optimize their visibility in search engines. For example, through machine learning, companies can recognize customers searching behavior and respond to it in real-time, enabling more efficient and targeted marketing, create content to their website, such as category information, product care services. These are just a few examples of how AI can support the marketing strategies of SMEs. For this study we will be focusing more on SEO and content creation. The results of this study will provide information for SMEs that are considering adopting AI in their marketing efforts or want to enhance their current marketing strategies to become more effective in their marketing strategies with the help of AI tools.

1.1 Methodology

This qualitative research is based on various sources, mostly focusing on a review of media articles, case examples, and relevant literature. Since AI in search engine optimization is a fast-developing field with limited printed material, the study will focus more on up-to-date media articles to ensure information is relevant in today's world. Articles were gathered from online sources that are focusing on adopting AI to SEO. Conclusions and recommendations are conducted from the author's experience and from the point of view of the author, after reviewing the material and different real-life cases.

1.2 Aim of the study

The study seeks to bring out the key opportunities explained in a way that is easy to interpret, where AI presents benefits for SMEs in the field of search engine optimization. As well as the main challenges that may hinder successful implementation.

Studies show that AI-powered automation can increase productivity by up to 40%, giving small businesses a significant competitive edge. (Demirci 2024.)

Additionally, the study aims to offer actionable recommendations for SMEs, motivating them to overcome barriers to AI adoption and to maximize the benefits of AI in their marketing efforts. By mapping out the potential advantages and challenges of AI tool integration, the research seeks to equip SMEs with the starting knowledge about AI and strategies needed to navigate the evolving digital marketing landscape effectively.

2 WHAT IS AI?

The earliest substantial work in the field of artificial intelligence was done in the mid-20th century by the British logician and computer pioneer Alan Mathison Turing. (Copeland 2025.) Artificial Intelligence (AI) in simple words refers to the ability of machines or computer systems to perform tasks that typically require human intelligence. It is a field of study and technology that aims to create machines that can learn from experience, adapt to new information, and carry out tasks without explicit programming. (Duggal 2025.) It is a constant learning of machines, that can be taught to perform a specific task, with complete automation, or with the help of a human.

Generative AI (Chat GPT) on the other hand as we refer to an AI nowadays has improved a lot, from the times that it was only able to perform simple tasks that it was given. The term generative AI refers to computational techniques that can generate seemingly new, meaningful content such as text, images, or audio from training data. (Feuerriegel, Janiesch, Hartmann, Zshech 2023.)

Of all a company's functions, marketing has perhaps the most to gain from artificial intelligence. Marketing's core activities are understanding customer needs, matching them to products and services, and persuading people to buy capabilities that AI can dramatically enhance. (Davenport, Guha and Grewal 2021.)

Since the release of AI, it has become more and more popular by the time, and there are various AI tools, that can be adapted to the marketing strategy. Depending on the area that you need to improve your marketing, but to be more precise there should be an evaluation of your current situation in the beginning, and to start build up your marketing strategies from the analyzation towards to the solution, one of the most efficient ways to analyze your current situation on SEO and ADS for example, is to use AI tools such as Dashboa.

3 ROLE OF AI IN MARKETING CHANNELS

The following chapter examines different marketing channels that benefit from the use of AI. The channels key points are explained, that are related to the study for the adoption of AI.

3.1 SEO

SEO stands for Search Engine Optimization and helps search engines understand your website's content and connect it with users by delivering relevant, valuable results based on their search queries. (Goodwin 2025.)

SEO is considered a digital marketing practice and can be applied to any website. It helps improve a site's visibility on search engines like Google and Microsoft Bing. Whether your site promotes products, offers services, or shares expert knowledge on a specific topic, SEO can help drive traffic and increase online visibility. (Goodwin 2025.) As figure 1 demonstrates the importance of SEO.

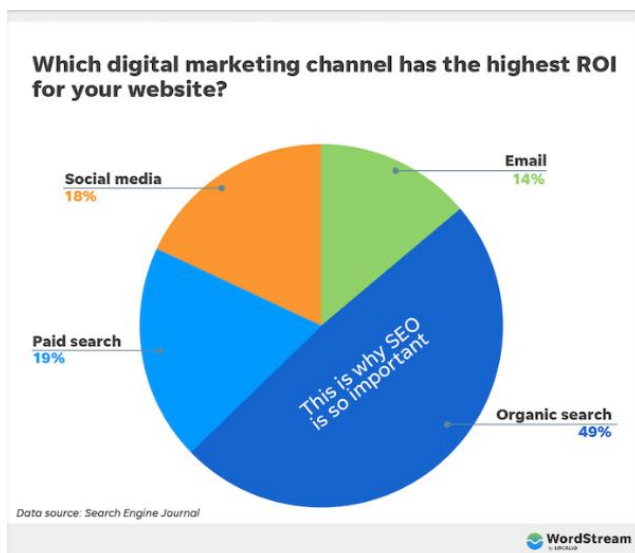


Figure 1. Digital Marketing channels with highest ROI. (WordStream)

Search engine algorithms are computer programmes that look for clues to give searchers the exact results they are looking for. Search engines rely on

algorithms to find web pages and decide which ones to rank for any given keyword. (Melinn 2024.) The figure 2 demonstrates how SEO works, and how the results can be achieved to increase your ranking on organic search. External links from other sites increase the reliability of your site, therefore it ranks better in google.

For instance, if a blog about personal finance links to the personal finance site Quicken.com, that link from the blog is saying that Quicken has quality content that the blogger considers trustworthy and relevant; it's the Internet equivalent of a referral in the physical world. Pages with fewer links. (Deiss, Henneberry 2020.)



Figure 2. How SEO Works (WordStream)

By leveraging SEO, you can make your website more visible. The #1 result in Google's organic search results has an average CTR of 27.6% (compared to second and third-ranking results getting 18.7% and 10.2%), according to Backlinko research. (Digital marketing institute 2024.)

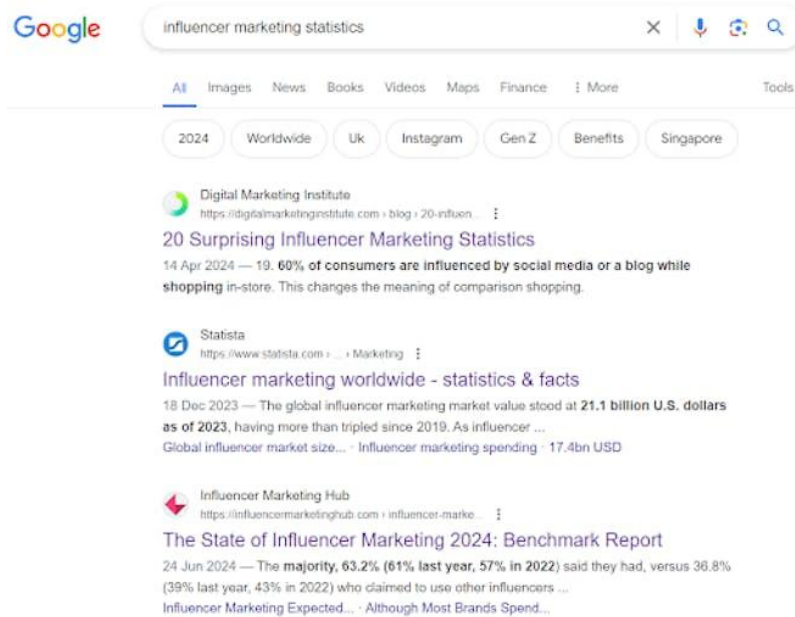


Figure 3. Screenshot of SERP showing DMI blog at top (Digital marketing institute 2024.)

3.2 Google ADS

Google Ads (previously Google AdWords) is an online advertising platform that lets you advertise your products or services on Google's online properties. These include the search engine, partner websites, and YouTube. (Ali 2023.)

While SEO can be sometimes confused with Google ADS there are huge differences between the two of them.

The main differences between the two lie in cost and timing SEO focuses on long-term growth through organic traffic, while PPC offers immediate visibility through paid ads. (Silva 2024.) Figure 4 demonstrates what will be the visible difference between organic search and a paid advertisement on a Google search engine.

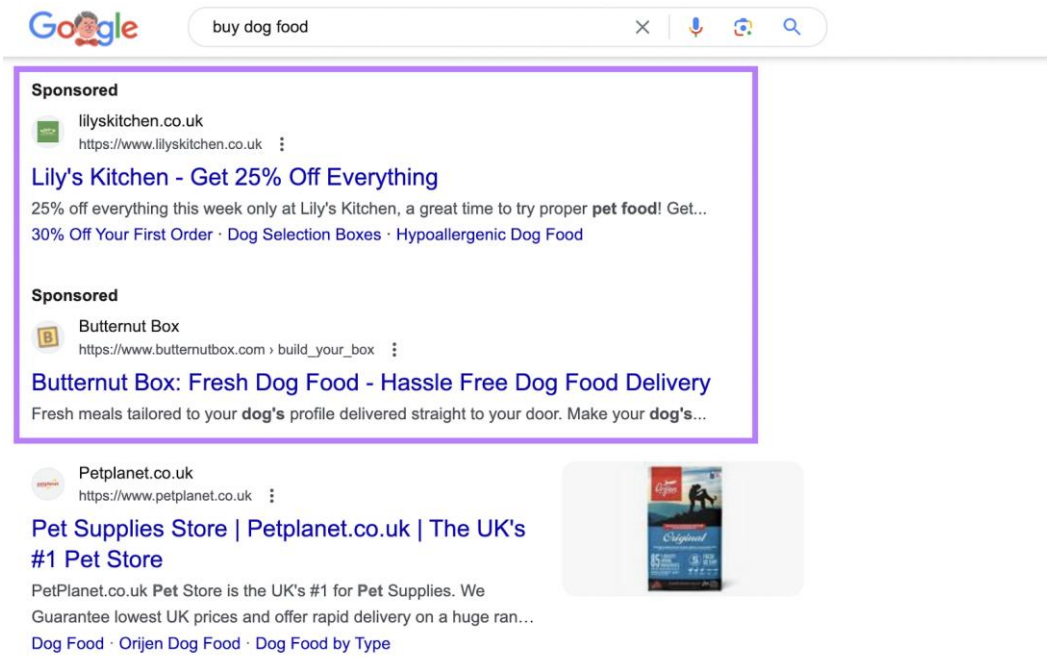


Figure 4. That's a Google ad. (Semrush 2023.)

Google Ads works on a pay-per-action pricing model, usually calculated as cost-per-click (CPC). That means you pay a certain price every time a user clicks on your ad, or whatever your goal action is. (Martin 2023.)

The three main bidding options are:

1. **Cost-per-click (CPC):** You pay when a user clicks on your ad.
2. **Cost-per-mille (CPM):** You pay per 1,000 ad impressions.
3. **Cost-per-engagement (CPE):** You pay when a user performs a specific action on your ad (signs up for a list, watch a video, etc).

For example, if your max bid is \$2 but Google says the value of that click is \$2.55, your ad won't show. However, if your max bid was \$2.56, your ad would be more likely to get the placement. (Martin 2023.)

3.3 Good example AI of tools to use in SEO

In this section is highlighted practical AI-powered tools that support SEO optimization. Tools like Dashboa and ChatGPT help analyze performance, generate content, and guide strategy making SEO more efficient and accessible.

3.3.1 Dashboa

One good example of a software that analyzes your current situation and gives you the knowledge about the areas in which you need to improve is Dashboa. Dashboa works to analyze your website and your competitors to show you where to start improving. It offers clear, data-backed recommendations on what actions to take, like how much content to add to a specific page to boost its SEO performance, based on the keywords that you're targeting.

All this information is shown on a simple visual Kanban board, helping you easily track your marketing progress, manage your workflow, and stay on top of what's in progress. This enables you to save hours on manual keyword or competitor research. Dashboa does heavy lifting in search engine optimization.

SEO is a core pillar of digital marketing, with the power to drive traffic and results for years. Dashboa automates the technical analysis and delivers actionable insights. Its AI-powered content tool helps you create impactful, high-quality content fast and place it exactly where it will make the biggest difference in SEO.

3.3.2 ChatGPT

ChatGPT is an artificial intelligence (AI) chatbot that uses natural language processing to create humanlike conversational dialogue. The language model can respond to questions and compose various written content, including articles, social media posts, essays, code and emails. (Hetler 2025.) ChatGPT works as a tool that is easily accessible for everyone to use, and it has even free use, if you are not willing to upgrade to a payable version. ChatGPT is a great way to start utilizing AI, since it can provide you with guidelines how to use the tool, it

can give you valuable information about the marketing trends that are ongoing, also it can provide you with content that is relevant to your website. It works as a marketing companion to its user. As Figure 5 demonstrates how ChatGPT can be adopted to begin with, for an example.

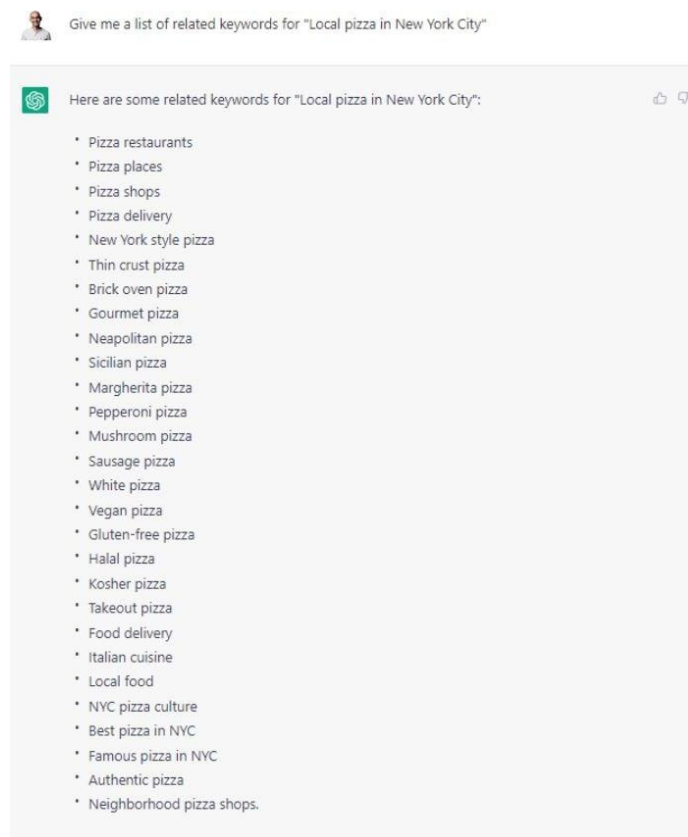


Figure 5. Related keywords (NeilPatel 2024.)

ChatGPT can be guided by a conversation, as you would be texting to a human. You can guide ChatGPT to produce content on the matter which you want content to be produced. By giving guidelines to ChatGPT simply by typing your requirements, ChatGPT changes its actions towards your needs or requirements.

From brainstorming to publishing, ChatGPT streamlines the process, saving you time and boosting your SEO results. The secret is to provide clear instructions and refine the output using prompt engineering techniques until you get the quality you want. (Rosas 2025.) ChatGPT doesn't have access to keyword search volumes. So, you still must use proper keyword research tools and do the work. Once you get an idea of your target keywords, you can use the tool to get other relevant keywords and expand your reach. (Rosas 2025.) That is where you will

most likely need an additional service, to analyze your current situation with your SEO results such as Dashboa.

3.4 Role of AI in SEO

While large enterprises often dominate the AI landscape, small and medium-sized enterprises stand to benefit immensely from its adoption. (McGill 2025.) Even though all the tools are there and available for its user, and the internet is full of information how to use AI in your daily basis marketing strategies. It gives you helpful information, endless amounts of content production, optimization suggestions, gives you data about your development areas, and relevant data of your progress in marketing strategies accomplishments. There are still few restrictions to it.

The lack of in-house expertise often hampers SMEs from effectively implementing and managing AI systems. (McGill 2025.) AI use has become common in the marketing department. A recent study by The Conference Board found that 87% of marketers have used AI or experimented with AI tools and that 68% of marketers are using AI in their daily works. (DeLegge 2024.)

Figure 5 demonstrates how AI affects marketing teams' jobs. Evaluating the impact of AI in digital marketing gives you great companion to work with, or not implementing it creates it a powerful enemy to be against with.

Q. How do you expect the following aspects of your team's jobs and work to be changed by AI (including generative)?

	Will improve/ improve a lot	Will deteriorate/ deteriorate a lot
Productivity	82%	4%
Learning and development	54%	17%
Business/financial results, ROI	51%	5%
Product/service innovation	50%	16%
Work quality	43%	27%
Creativity	42%	29%
Enjoyment of the type of work	39%	20%
Required qualification	33%	19%
Team culture	16%	22%
Number of jobs	4%	40%

Based on 280 respondents

Source: AI in Marketing and Communications Survey, June 2023, The Conference Board

Figure 5. AI's impact on marketing team's jobs (MarketingHire 2024.)

4 CURRENT METHODS FOR SMES TO UTILIZE AI IN SEARCH ENGINE OPTIMIZATION

Artificial intelligence is no longer just a far idea, it has become a practical tool for SMEs looking to strengthen their SEO efforts. Even though larger companies may have dedicated tech teams to support the use of AI, AI is now more accessible than ever, allowing smaller businesses to take advantage of its benefits too. Businesses can choose their SEO strategy depending on their needs. For faster results, they might consider pairing SEO efforts with paid advertising like Google Ads, while a slower, long-term SEO strategy can result in more stable and sustainable visibility over time. But no matter the route, it all starts with analyzing the current situation. Understanding where the traffic is coming from, which pages perform well, and which pages are the most important for the company and where there is room for improvement.

4.1 How to take an advantage of AI in SEO

AI-powered platforms like Dashboa analyze websites and give clear suggestions on how to improve SEO. From keyword optimization to content structure, these tools help SMEs rank better in search results and attract more organic traffic. They also often include simple dashboards that make it easy to understand what needs to be done next. By using AI in these practical ways, SMEs can improve their digital presence, connect with their audience more effectively, and save valuable time and money. The key is to start small, test what works, and build from there.

For an example how Dashboa gives you suggestions about your site, see figure 6, and what key points it finds where the optimization should be started, there is a potential value presented, and duration of the work, that are only guidelines. The person doing the optimization is of course the deciding matter, whether the keyword is valuable to the website.

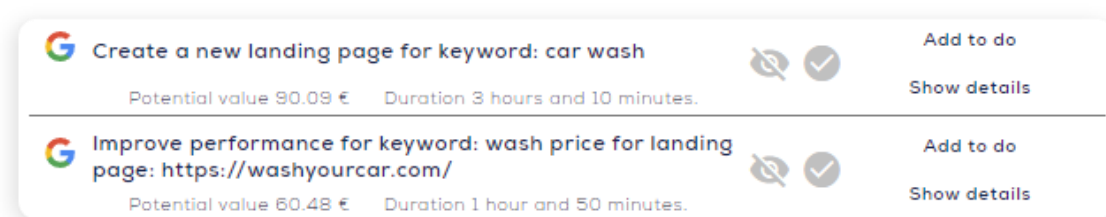


Figure 6. Dashboa tasks (Dashboa 2025.)

For an example the landing page for car wash, refers to the problem where in this case the company is a car washing company, and there is no landing page for the specific keyword. This keyword is ranked highly among the possible customers that are seeking the service from online, and in that case are missing the company's services because of a poor optimization.

The AI tools are there to lift the pressure from the marketing department and help them as a tool that automates the most time-consuming parts, so there is still required a lot of work from an employee to analyze whether the suggestions are correct from the company's point of view.

By starting to analyze the improvements, Dashboa explains its user what is required to be done in the site for it to be improved. Analyzing the data on your site, and the competitor's site, it provides you with information on how you can reach above them in the search engine, and what they are doing to improve their visibility.

4.2 How to take an advantage of AI in ADS

Google Ads has evolved significantly with the integration of artificial intelligence, allowing businesses to manage advertising campaigns more efficiently and with better results. For SMEs, AI can automate complex tasks such as budget optimization, and ad performance analysis functions that previously required substantial expertise and time.

One of the most accessible ways SMEs can benefit from AI in Google Ads is through Smart Bidding. This AI-driven feature automatically sets bids to help get

the most value out of your advertising budget based on your specific goals, such as conversions or return on ad spend (ROAS). For SMEs that may not have access to dedicated marketing teams, these AI features offer cost-effective way to run effective ad campaigns. However, to fully leverage AI in Google Ads, it's important to track key performance indicators (KPIs) such as click-through rate (CTR) to ensure that the campaign objectives are clearly defined.

4.3 How to take an advantage of AI in content creation

Consistently creating high-quality content is key to successful SEO, but many SMEs struggle with the time and resources it requires. Tools like ChatGPT help fill this gap by assisting with keyword ideas, product descriptions, website blogs and category information. ChatGPT can generate "raw" drafts, suggest ideas, and help make content more SEO-friendly. It speeds up the writing process significantly, allowing businesses to stay active online without needing a full marketing team.

While the content often still needs a human touch for final edits and brand tone, it's a great way to save time and increase output. When paired with tools like Dashboa, which provides SEO data and keyword suggestions, SMEs can use ChatGPT to create targeted, optimized content. This combination helps small businesses stay competitive in the digital space with minimal resources.

In the following example there is created a base text for a car washing company to use on their landing page, that was suggested to create in figure 6. To create this category text takes approximately 30 seconds for me to create. As presented in figure 7, that is a raw draft from ChatGPT, that can be now modified to fit the company's brand and needs in their site.

The raw draft itself can be modified before generating to fit the company's services that they are offering, for an example, if the company doesn't offer SUV washes, just let ChatGPT know that.

Professional Car Wash Services

Keep your vehicle looking spotless and protected with our expert car wash services. At [Your Company Name], we offer a wide range of eco-friendly, hand and automatic car washes tailored to give your car the care it deserves. Whether you need a quick exterior clean or a full-service wash with interior detailing, our team uses premium products and proven techniques to restore shine and remove dirt, grime, and road salt.

We cater to all types of vehicles, from compact cars to SUVs, with flexible packages designed for regular maintenance or deep seasonal cleaning. Trust our local professionals for the best car wash near you, combining convenience, value, and top-quality results.

Why Choose Our Car Wash?

- High-quality biodegradable soaps and waxes
- Fast and affordable service
- Touchless and soft-touch wash options
- Monthly car wash memberships available
- Convenient location with extended hours

Book your next car wash today and drive away with a shine that lasts!

Figure 7. Raw draft for car wash (ChatGPT 2025.)

There are a lot of cases where the problem has been found in the site, by using AI. Relevant content is one of the biggest keys for successful SEO rankings. In some cases where after analyzing the site with AI, the problem being the content, a good example to produce it is to create related blogs about the products or services that your company is providing. In these cases, for a weekly or monthly blogs the ChatGPT is a great tool. Blogs can bring possible customers to the site when they are searching for relevant information for the problem or need that they have, whereas your site provides an answer to by providing a service or a product. Creating a relevant and quality blog brings customers to the site for the answer, for example Google ranks high sites that provide relevant information, and where the searchers spend their time in, for example reading the blog.

5 OPPORTUNITIES AI OFFERS TO SMES

Artificial intelligence is opening a wide range of opportunities for small and medium-sized enterprises SMEs, especially in SEO. While AI was once considered something only large corporations could afford or understand, modern tools have made it more accessible and easier to implement for smaller companies with limited resources, or even for starting companies with no resources. When used correctly, AI can help SMEs work smarter, make better decisions, and improve their overall SEO performance.

5.1 Opportunities in SEO

One of the biggest strengths of AI is its ability to quickly analyze large amounts of data. For SMEs, this means gaining deeper insights into SEO data without needing a marketing team. AI can track how users interact with a website what content they respond to, how landing pages are performing, which keywords are driving traffic and identify what needs to be improved in real time.

In my case, a one-person business was trying to handle everything in SEO, website design, company operations and the service that it was providing. During all that, he noticed by using Dashboa that the content was struggling to get noticed online. The website wasn't even appearing in search results. After adopting AI tools, everything changed. AI analyzed keyword trends, highlighted weak points in the site structure, and suggested changes to improve visibility. Within two months of applying AI-driven insights, the site began attracting traffic and new customers. With AI, businesses can detect the exact keywords potential customers are using, optimize landing pages accordingly, and take immediate action to increase search visibility. It turns data into decisions fast. After adopting AI as a partner to the SEO project he managed to increase website traffic by 130% within a monthly period.

5.2 Opportunities in Google ADS

AI integration in Google Ads opens powerful opportunities for SMEs to run smarter and more effective AD campaigns with limited resources. It allows you to visualize your AD campaigns, what is the conversion rate for them, it gives you suggestions to them to improve them. Well optimized AD campaigns bring more conversions to the site, by minimizing the costs, that aren't bringing you conversions.

5.3 More Efficient Use of Time and Resources

For SMEs, time and money are always limited. AI offers the chance to automate repetitive tasks, new product content creation, or tracking ADS campaign performance. This allows business owners and staff to focus on more strategic work, like growing the business or developing new products. Even slight use of the AI tools can free up hours of work each week. Over time, this increased efficiency can lead to cost savings and better overall results in SEO.

An example of this in action is a company that launched over 4,000 products in a single campaign. Instead of manually writing thousands of product descriptions a huge and time-consuming task they used AI to generate the first draft of each one. While the team still needed to review and polish the texts of course, the bulk of the work was already done by the AI. This approach sped up their workflow and enabled them to meet their launch deadlines without expanding the team or compromising on quality. So instead of hiring new personal they took AI as the marketing companion to save time and expenses. It's a powerful reminder of how AI doesn't replace human creativity but enhances it, giving teams a head starts and freeing them to focus on fine tuning and strategy.

5.4 Competitive Advantage

Finally, by adopting AI early, SMEs can gain a competitive edge. Many small businesses are still not using AI to its full potential, meaning those that do have

a chance to stand out. Whether it's through more accurate targeting, better SEO, or faster content production, AI helps to level the playing field between small and larger companies.



Figure 8. How Can AI Help Small Businesses? (IdeaMaker 2024.)

6 CHALLENGES AND BARRIES TO AI ADOPTION IN SMES

Despite the promising advantages of AI in SEO, SMEs face several significant challenges in fully adopting and implementing AI technologies. These obstacles can hinder progress and prevent businesses from realizing the full potential of AI in enhancing marketing efficiency, customer engagement, and competitiveness.

6.1 Lack of expertise and resources

As referring to chapter 3.4, a significant challenge for SMEs is the shortage of in-house expertise to understand, manage, and optimize AI tools. Unlike large organizations with dedicated IT or marketing teams, many SMEs operate with lean structures where staff are required to multitask across different functions. This lack of specialization can lead to slow adoption, poor strategy alignment, and limited usage of AI.

Moreover, there is often limited awareness or understanding of how AI tools function, what benefits they can bring, and how to integrate them effectively into existing operations. Even when tools are user-friendly, knowing how to interpret the data and apply the insights requires a certain level of digital experience.

In some cases, business owners are skeptical or hesitant to trust AI tools due to fears of overreliance on automation, loss of control, or privacy issues related to data handling. This resistance to change is often because of unfamiliarity with technology or fear of making costly mistakes. By not utilizing AI also can be an costly mistake, as the other smaller enterprises are implementing AI into their marketing strategies, it gives them an advantage over your strategy, since AI is a crucial tool because of its ability to analyze data and produce content so fast.

6.2 Data quality and availability

AI systems rely heavily on data to function effectively. SMEs may struggle with insufficient or poor-quality data, which can limit the performance of AI. Unlike

large corporations that have access to vast customer databases and quality tracking systems, small businesses may not have enough historical or structured data for AI tools to analyze.

Inconsistent data collection practices, lack of integration across systems, and missing performance metrics can all undermine the effectiveness of AI-driven insights. Without quality data, the results produced by AI may be inaccurate, misleading, or not actionable, leading to bad decisions and wasted resources. For an example some websites are coded in that matter, where the AI is unable to access its data to analyze it clearly enough to perform reliable information, but in that case the tools will inform you of that.

6.3 Ethical concerns

As AI adoption grows data privacy regulations such as the GDPR General Data Protection Regulation in the European Union impose strict requirements on how customer data is collected, stored, and used. Many SMEs lack the legal guidance or frameworks to ensure compliance, which can create hesitation in adopting AI. Additionally, ethical concerns about AI including bias in algorithms, misuse of personal data, or the automation of human jobs are becoming increasingly important. SMEs must navigate these issues carefully to maintain customer trust and uphold responsible business practices.

7 CONCLUSION AND RECOMMENDATIONS

This thesis has examined how AI can be utilized by SMEs in the field of digital marketing, with a special focus on SEO and content creation. The findings have shown that AI presents a wide variety of opportunities for SMEs to become more competitive, efficient, and targeted in their marketing efforts even with limited resources.

AI tools such as Dashboa and ChatGPT demonstrate how automation and data-driven insights can drastically improve marketing outcomes. Dashboa supports strategic SEO enhancements by identifying optimization areas and competitor benchmarks, while ChatGPT enables the rapid creation of relevant, SEO-friendly content. These tools provide actionable insights, streamline content production, and allow SMEs to make informed decisions without requiring large marketing teams.

Despite the clear benefits, challenges remain. The most significant barriers include a lack of in-house expertise, limited availability of high-quality data, and ethical or regulatory concerns such as GDPR compliance. Many SMEs may feel overwhelmed by the volume of AI tools available and struggle to know where to begin. Without a proper understanding of the capabilities and limitations of AI, adoption may be inconsistent or underutilized.

7.1 Recommendations to start using AI with

To start with SMEs should begin AI with user-friendly and accessible tools such as ChatGPT for content creation or Dashboa for SEO analysis. Starting with a pilot project can help teams get comfortable with AI before scaling up. To overcome the lack of expertise, SMEs should consider investing in short courses or workshops to build internal understanding of how AI works. Even a fundamental knowledge of prompt engineering or keyword optimization can go a long way in enhancing the use of tools like ChatGPT and Dashboa.

While AI can automate and accelerate marketing processes in general, human input remains essential for final decisions, tone of voice, and brand alignment. SMEs should use AI as a creative partner not a replacement. AI tools are only as effective as the data they are given. SMEs should ensure their website and analytics tools are properly configured so that AI can access, analyze, and interpret performance data effectively.

Businesses should stay up to date with data privacy regulations and avoid inputting personal customer data into AI tools. Transparency, responsible use, and customer trust must remain a priority. Early adoption of AI can help SMEs stand out. Companies that implement AI to personalize marketing, improve SEO, and automate content production will gain an edge over competitors who are slower to adapt. AI should not be viewed as a one-time fix, but as a long-term strategic asset. Regular evaluation of AI tools and their impact on business performance will help ensure continued relevance and effectiveness.

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