

GUIDE

AI writing and SEO

Google's own guidance on generative AI content: scaled content abuse is a spam-policy risk, and every AI draft needs fact checking and human review before it ranks or publishes.

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Google's guidance on generative AI content is short and direct. Using AI to research a topic or add structure to original content can be useful. Using AI to generate many pages without adding value for users may violate Google's spam policy on scaled content abuse. The page was last updated 2026-10-01.

What Google actually says

Three points matter for anyone using an AI writing tool for SEO work.

1. Scaled content abuse is the risk. Generating many pages with little original value is a spam-policy violation whether a human or a machine wrote them. One well-edited AI-assisted article is a different thing from a thousand thin ones.
2. Hallucinations are real. Google notes that generative models do not retrieve facts; they predict likely sequences of words. Outputs can contain inaccuracies. It says it is critical to manually fact check and review all AI-generated content before publishing, including metadata like titles, meta descriptions, structured data and image alt text.
3. Context helps readers. Google suggests sharing how a piece of content was created when it makes sense for the audience.

What this means for your workflow

- Use the tool for structure and first drafts. Add the facts, examples and judgement only you have. Google's people-first content guidance asks whether content shows first-hand expertise and whether it provides original information, analysis or insight.
- Fact check every claim. Prices, statistics, product features and quotes are where AI drafts fail most often. Every number on your page should trace to a source you opened.
- Edit for your reader, not the algorithm. Google's helpful-content questions focus on usefulness: does the page substantially cover the topic, does it leave the reader better informed.
- Keep a human review step. The draft, the edit and the publish decision should all involve you. That review is also what makes the output yours to stand behind.

Where AI writing tools fit

An AI writing tool is a drafting assistant, not a publisher. Each listing on this site shows what the tool does, its category and its vendor home country, with a link to the vendor's own site; check price, languages, brand voice features, plagiarism checks and integrations there. Choose one that fits your workflow, then apply the review steps above to everything it produces.

Sources

All sources below were fetched and checked on 2026-11-13. That is the access date, not a claim about publication date.

- Google Search Central: Google Search's guidance on using generative AI content on your website, page last updated 2026-10-01, accessed 2026-11-13.
- Google Search Central: Creating helpful, reliable, people-first content, accessed 2026-11-13.

Frequently asked questions

Does Google penalize AI-written content?

Google says it does not penalize content for being AI-generated. It does say that generating many pages without added value for users may violate its scaled content abuse spam policy.

Can AI writing rank on Google?

Yes, if the page is accurate, useful and people-first. Google evaluates the content itself, not which tool wrote it.

Sources

developers.google.com — https://developers.google.com/search/docs/fundamentals/using-gen-ai-content
developers.google.com — https://developers.google.com/search/docs/fundamentals/creating-helpful-content