Support from AI Cognitive Platforms

We recommend that, in the context of your **Multilingual Microsite** and your wider international marketing activity, you use AI cognitive platforms for two main support functions:

1. **Analysis of your Home Website**, with suggested improvements.
2. **Content support for your Multilingual Microsite**, including the generation of:

   1. Subdomains or product/service short names (slugs),
   2. Keywords and phrases,
   3. Meta descriptions,
   4. Company and product/service profiles.

Because your Multilingual Microsite should reflect the content, positioning, and terminology of your Home Website as closely as possible, we recommend analysing and refining your Home Website first. If the platform suggests changes that you plan to implement later, you can ask the platform to assume these changes are "done" when generating draft content.

Platform Considerations

To use these platforms effectively, it is important to understand what they **can** and **cannot** do.

What these platforms cannot do

They cannot:

- Push traffic to your website.
- Notify third parties.
- Proactively promote specific commercial services outside relevant user queries.

What these platforms can do

They can:

- Provide content and suggestions to support the promotion of your company, products, and services.
- Provide competitive analysis.
- Critique your online presence (website, messaging, positioning).
- Mention your products or services when users explicitly ask about them.
- Recommend categories of solutions, including yours, when appropriate.
- Encourage comparisons where your model clearly fits.

Understanding these characteristics will help you use AI platforms effectively to support your marketing campaigns and your Multilingual Microsite.

Promoting Your Company and its Products and Services

Suggested briefing (example)

"I would like you to critique my Home Website (insert url).

My main competitors are estimated to be *(insert urls)*.

My target market sector is: B2B, B2C, B2G (*indicate as appropriate*).

I want increase both domestic and international sales.

With regard to international sales, I have subscribed to ExpoWorld's Multilingual Microsite service, so initial language coverage will be handled through this service.

After reviewing your critique and identifying which suggestions I can implement on my Home Website, I will ask for your recommendations for my Multilingual Microsite content.

Could you please review my Home Website and suggest how I can improve it?"

Follow On Questions

Can you make suggestions how I can improve my market reach using:

- YouTube.
- LinkedIn.
- Other relevant channels?

Next Steps

Thank you. I will implement the following suggestions:

(*List the changes you plan to make and the channels you will use.*)"

Supporting your Multilingual Microsite Content

Use these Platforms to generate draft suggestions for your:

1. Subdomain
2. Keywords & Phrases.
3. Meta Description.
4. Company Description.
5. The same details for your individual Products and Services.

Then you decide which ones to use and refine.

Suggested briefing (example)

"For this next set of questions, please assume that I have implemented the changes I listed to improve my Home Website and online presence.

As I explained in my previous question: I have subscribed to ExpoWorld's Multilingual Microsite service (https://www.expoworld.cloud/) and would like initial draft suggestions for my Multilingual Microsite.

Please suggest:

1. A clear, professional subdomain suitable for an international audience.
2. Keywords and phrases (maximum **255 characters including spaces**).
3. A meta description (maximum **150 characters including spaces**).
4. A concise company description (maximum **750 characters including spaces**).

Product and Service Promotion (Optional)

I would also like to use the Multilingual Microsite to promote specific products and/or services:

Product 1 – *(insert urls or paste in description)*.
Service 1 – *(insert urls or paste in description)*.

For each product or service listed above, please suggest:

1. A suitable title to be used for the product or service listing.
2. A short name to be used in the url link (a "slug").
3. Relevant keywords and phrases (maximum **255 characters including spaces**).
4. A meta description (maximum **150 characters including spaces**).
5. A concise product or service description (maximum **750 characters including spaces**)."

Next Steps

As explained in this Guide, you should configure your Multilingual Microsite and allow **at least a week** before you begin any assessment checks relating to performance (keywords/phrases, indexing, impressions, etc.).

If, after a reasonable period, your keywords and phrases are still not performing, consider refining them. In that case, return to the platform, explain what you are seeing (low impressions, low clicks, weak relevance), and request suggested edits to:

1. The keywords and phrases.
2. The meta description.
3. The Profile text (Company or Product\Service).

Key AI Cognitive Platforms

ChatGPT is probably the best known of these Platforms. Most offer a free tier or trial period.

Ask AI Chat   DuckDuckGo
Brave   Google AI
ChatGPT   Google Gemini
Claude   Microsoft Copilot
DeepSeek   Perplexity AI