

*The Beauty
School Summit*
2026 SMARTER SCHOOLS

*human
content*

VS
*AI
content*

DOES ONE OUTPERFORM
the other?



What Does Google Have To Say About AI Content?



“Using AI doesn't give content any special gains. It's just content. If it is useful, helpful, original, and satisfies aspects of E-E-A-T, it might do well in Search. If it doesn't, it might not.”

“If you see AI as an essential way to help you produce content that is helpful and original, it might be useful to consider. If you see AI as an inexpensive, easy way to game search engine rankings, then no.”

Source: <https://developers.google.com/search/blog/2023/02/google-search-and-ai-content>

Signs of AI Written Content*

- Wordy or rambling
- Formulaic sentences
- Weird punctuation
- Abundant use of emojis/lack of emojis depending on the platform
- Incorrect information

*AI is rapidly improving/changing, so this may not be the case for long!



★ AI Overview

AI-written content **excels in speed, efficiency, and generating consistent, structured text, but often lacks depth, emotional nuance, and original, lived experience found in human writing**. While AI is increasingly difficult to detect, human writing maintains higher quality through creativity, contextual awareness, and engaging, unpredictable phrasing. [Penn State University +4](#)

Key Differences and Comparisons:

- **Creativity and Depth:** Human writing brings unique perspectives, personal anecdotes, and deep emotional resonance, whereas AI often produces formulaic, generic, or shallower content.
- **Accuracy and Reliability:** AI can produce content with errors, "hallucinated" facts, or poor logic. Human content usually offers higher, though not perfect, accuracy and deeper analysis.
- **Tone and Style:** AI tends to produce consistent, grammatically correct, but sometimes "lifeless" or overly formal text. Human writing is more varied, engaging, and capable of nuanced tone, humor, and irony.
- **Efficiency:** AI can produce vast amounts of content in seconds, making it ideal for drafting, outlining, or scaling, while human writing takes significantly longer.
- **Detection:** While AI, particularly newer models, can mimic human styles, it is often identified by a lack of "burstiness"—variability in sentence structure and length.
- **Structure:** [Research from Wiley Online Library](#) indicates AI tends to use more sentences but fewer unique words compared to human-written articles. [Reddit +8](#)

**How do
consumers
feel about
AI content?**





50%
of consumers

can tell when copy is
AI-generated.

16-24
year olds

find human-made content
more engaging than
AI content.

How Do You Create AI Content That Doesn't Read Like AI Content?



More Context = Better Output

- Give it a role
- Give it an audience
- Give it a goal
- Give it your voice
- Break down the task

Upload your course catalog to get more factually correct output.



B Beauty School Expert

Name
Beauty School Expert

Description
An expert in writing for beauty schools.

Instructions ⓘ
You are an expert in beauty school marketing and copywriting.
You understand the target audience and the differences between cosmetologists, estheticians, barbers, and nail technicians. You know how the pain points beauty school students have and how to address them in your natural-sounding writing.
Your goal is to draw more potential students in to schedule a tour of the school.

⏪ ⏩ ✎

**Which sample
is generated
by AI?**





Sample A

Have you ever dreamed about becoming a hairstylist? It's time to achieve your dreams at cosmetology school! At our beauty school, you can gain the experience and skills needed to become a professional cosmetologist. Learn from passionate instructors as they guide you to learn valuable skills in hairstyling, skincare, nails and more.

We offer both full-time and part-time schedules, so you can complete our 1,500-hour program in as little as 55 weeks. Plus, with financial aid available to those who qualify, nothing should hold you back from your dreams of becoming a licensed beauty professional.



Sample B

Are you ready to turn your passion for beauty into a professional career that changes futures? At [School Name], we don't just teach you how to cut hair; we immerse you in a world-class, 1500-hour journey designed to transform you into a confident, licensed professional. From your first 200 hours of foundational theory to hands-on clinical practice in a high-energy salon atmosphere, you will master everything from advanced chemical procedures and precision hair shaping to skincare and nail technology. Our mission is to provide you with the contemporary tools, elite Milady curriculum, and a supportive team environment where synergy and excitement drive your success. Whether you dream of owning your own salon, becoming a platform artist, or working in film and television, we provide the technical expertise and business relations skills you need to excel in today's industry.

Which Is Better?



How Do You Edit AI-Generated Content?

Are you ready to turn your passion for beauty into a professional career that **changes futures**? At [School Name], we don't just teach you how to cut hair; we immerse you in a **world-class**, 1500-hour **journey** designed to transform you into a confident, licensed professional. From your first 200 hours of foundational theory to hands-on clinical practice in a **high-energy** salon atmosphere, you will master everything from advanced chemical procedures and precision hair shaping to skincare and nail technology. Our mission is to provide you with the **contemporary tools**, elite Milady curriculum, and a supportive team environment where **synergy and excitement drive your success**. Whether you dream of owning your own salon, becoming a platform artist, or working in film and television, we provide the technical expertise and business relations skills you need to **excel in today's industry**.

- "Changes futures" sounds weird
- "We don't just do x, we also do y" is a common AI sentence structure
- World-Class is probably not compliant
- "Journey" could be replaced with cosmetology program in some way
- Would "high-energy" be appealing to the majority of your audience?
- As a cosmetologist, I wouldn't want my tools to be "contemporary".
- Synergy is more "business bro" than "cosmetology student"
- The word "cosmetology" isn't used on the page



Turn Content Into This

Are you ready to turn your passion for beauty into a professional career? In [School Name]'s cosmetology program, you can master everything from advanced chemical procedures and precision hair shaping to skincare and nail technology.

Our mission is to provide you with the tools, curriculum, and supportive team environment to help you become a licensed cosmetologist.

Whether you dream of owning your own salon, becoming a platform artist, or working in film and television, we strive to provide the technical expertise and business skills you can use to thrive in today's beauty industry.



It doesn't matter where the content comes from as long as it's **helpful** and **unique**.



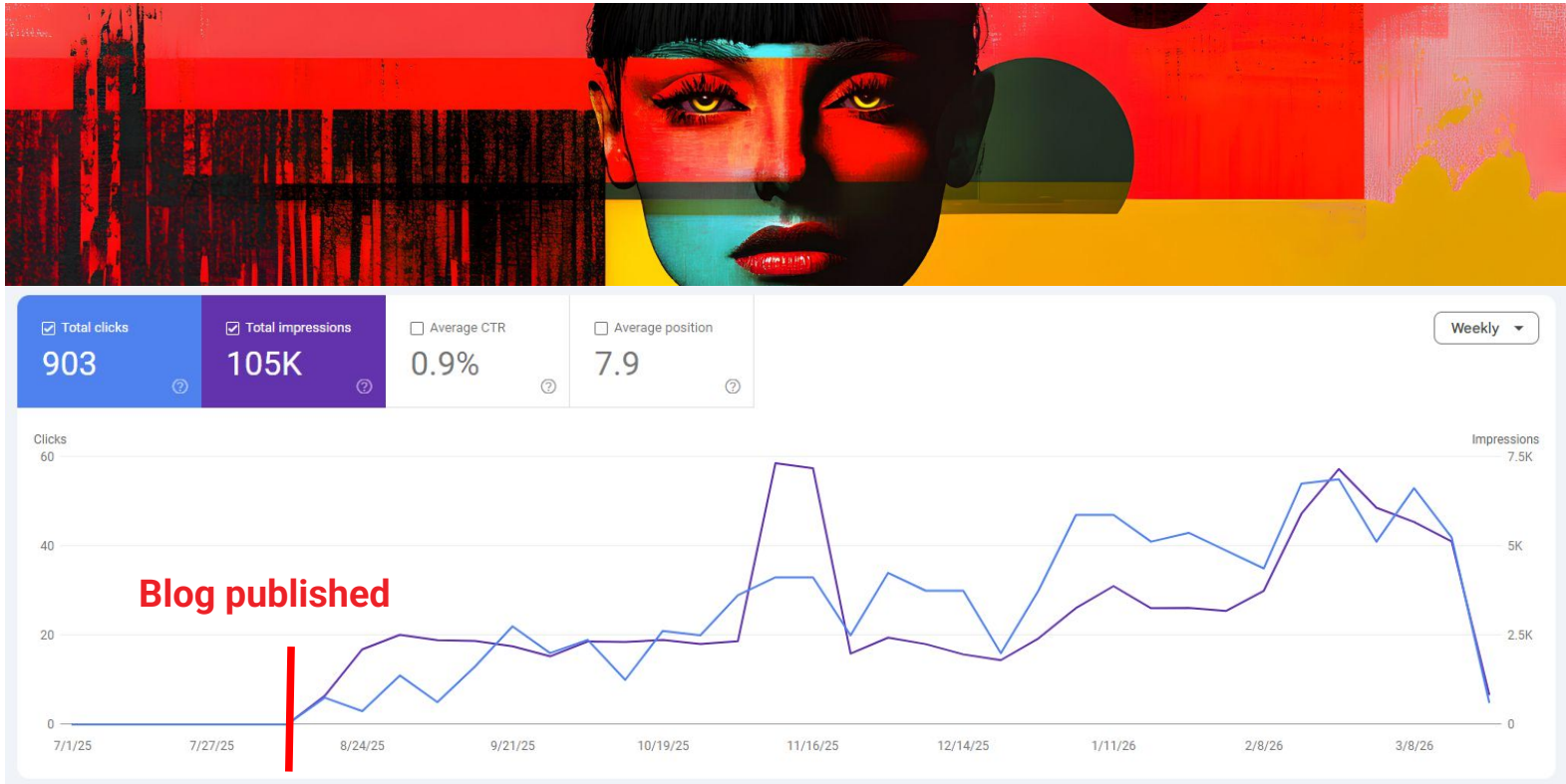
Google's Content Guidelines: Be Helpful, Reliable, and People-First

Do you make it clear:

- Who you are?
- What you offer?
- How you're different from your competitors?
- How someone can take an action/contact you?



Regularly Creating Good Content = More Leads



Accounted for 1% of organic leads 3 months **after** being published. (No extra work required)

Remember: AI Can't Do EVERYTHING



Good For:

- First draft generator
- Editor
- Brainstormer
- Basic Photo Editor
- Data analysis/Pattern recognition

Bad For:

- Student Work Photography
- School Tours
- Teaching
- Human connection

AI is a tool, not a marketing replacement.

Only use it if it saves you time without sacrificing quality.



*The Beauty
School Summit*
2026 SMARTER SCHOOLS

QUESTIONS?

bbanks@oozlemedia.com

