Issue #37

Hackmamba



TMM #37: Original Content Is Getting More Valuable, and Verification Is Too



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Hey there, welcome back to another edition of **The Markup Mindset**.

I don't know about y'all, but **Q3 flew by**. It feels like we were talking about the start of the quarter a few weeks ago, and somehow we're already in Q4.

In this edition, I'm talking about two things I've been thinking about a lot lately:

- **Why original information is getting more valuable as AI-generated content keeps growing**
- **Why verification is becoming a bigger part of the editorial process**

But first, let's hear from our sponsor for this week's edition.



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1. AI watermarking makes original information more valuable

Matt Henderson at Sentry wrote about AI watermarking last week, and it gave me another reason to care about original content. Google can already watermark text from its models through SynthID, and researchers have shown what happens when models keep learning from model-generated data (quality and diversity start to degrade). If labs can identify synthetic content, it gives them the option to filter some of it from future training sets. We don't know how far they'll take that, but I wouldn't build an AEO strategy assuming they won't. Matt's piece is worth reading →

The timing makes this more interesting. Sentry says AI went from **22% to 64%** of responses to its "how did you hear about us?" signup question in a year. We're seeing the same direction across clients like Zenrows and Databricks. So if AI is becoming one of the places people discover your company, I'd care a lot about what those models learn about you (and where that information originally came from).

My bet is that creating new information becomes a much bigger part of content marketing. Anyone can feed ten articles into an LLM and publish article eleven. I'd rather talk to the engineer, pull something from a customer call, run the benchmark, use product data, or document the thing that broke and how we fixed it. If ten companies summarize the same benchmark, there is still one company that ran it. That is the source I want our clients to become. AI can help us turn that information into content (we use it for plenty of that), but we still need to create something worth learning from first.

2. Verification is becoming more important in the editorial process

AI has made first drafts faster for everyone. I think the next thing content teams are going to spend more time on is verification. A draft can read fine and still carry an old price, a stale API reference, or product information that changed a few weeks ago.

One good example we have come across was with OpenRouter. In an early batch, one draft still said 2.5M users when they had already passed 5M, another referenced an old 5% markup, and a few had outdated SOC 2 information. Since then, we have been much stricter about checking live docs, running the workflow, and testing the code. One tutorial had us testing six examples across Python, TypeScript, and Bash, then sending 100 requests through the live API.

I think more editorial teams are going to work this way. AI helps you get to a draft faster, and some of that time now needs to go into making sure the thing is still true before you publish it.

PS: We added a full breakdown of what happened to the 39 articles we published for OpenRouter. Read here.

If you're new to The Markup Mindset, you can browse all the previous editions in our public archive.

That's it from me this week. If you have a take on anything I covered, reply to this email or find me on LinkedIn. I'd genuinely love to hear it.

And if someone in your team is working on developer marketing, send this edition their way.

See you soon,

Tahir

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