



AI Content Is Becoming the Internet’s Fast Fashion

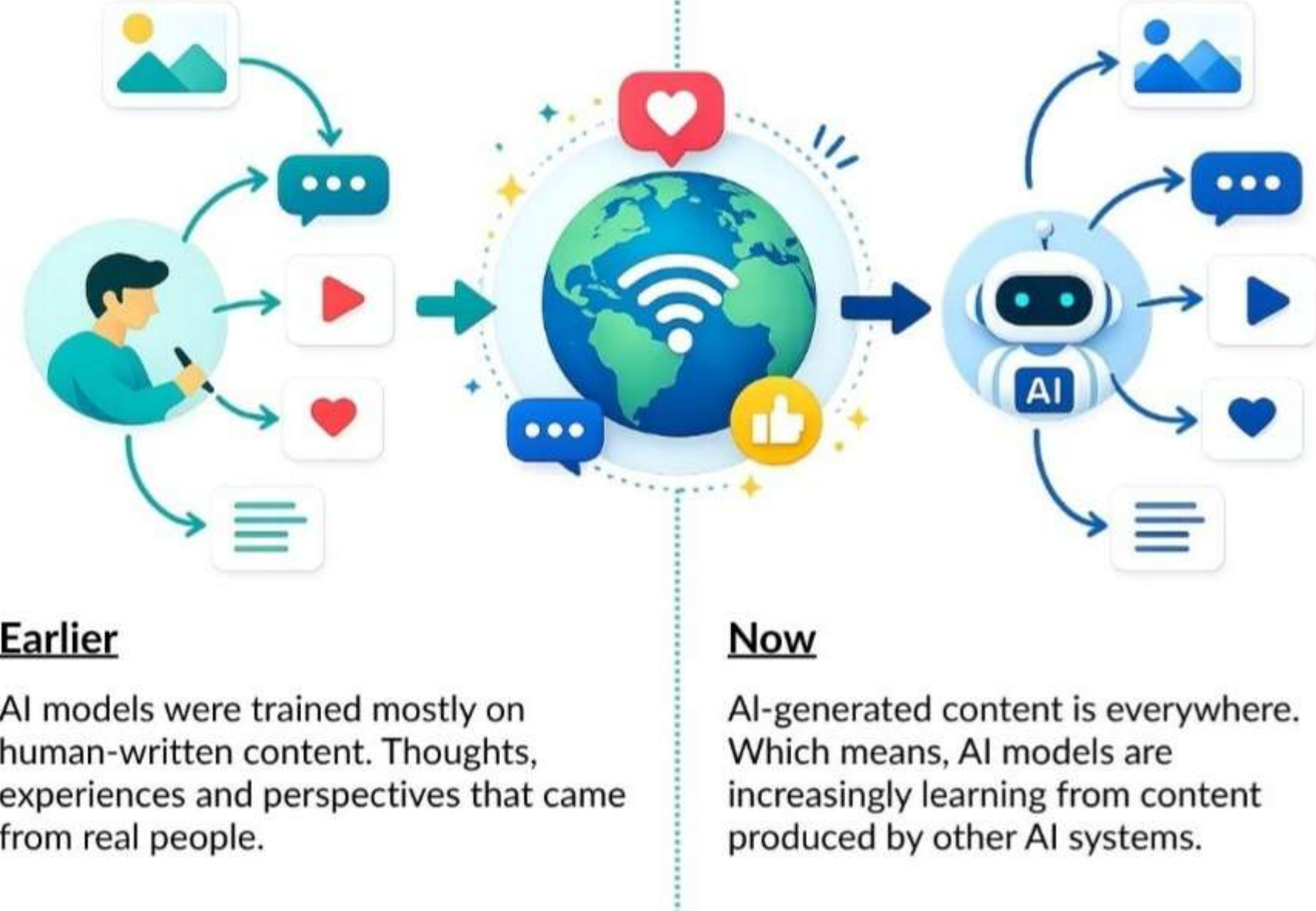
Hello

Did you notice that lately, the internet has been sounding strangely repetitive? Every blog feels like a rewritten version of another blog.

This is because somewhere on the internet right now, an AI is probably copying another AI’s homework. And that is exactly how everything slowly started sounding the same.

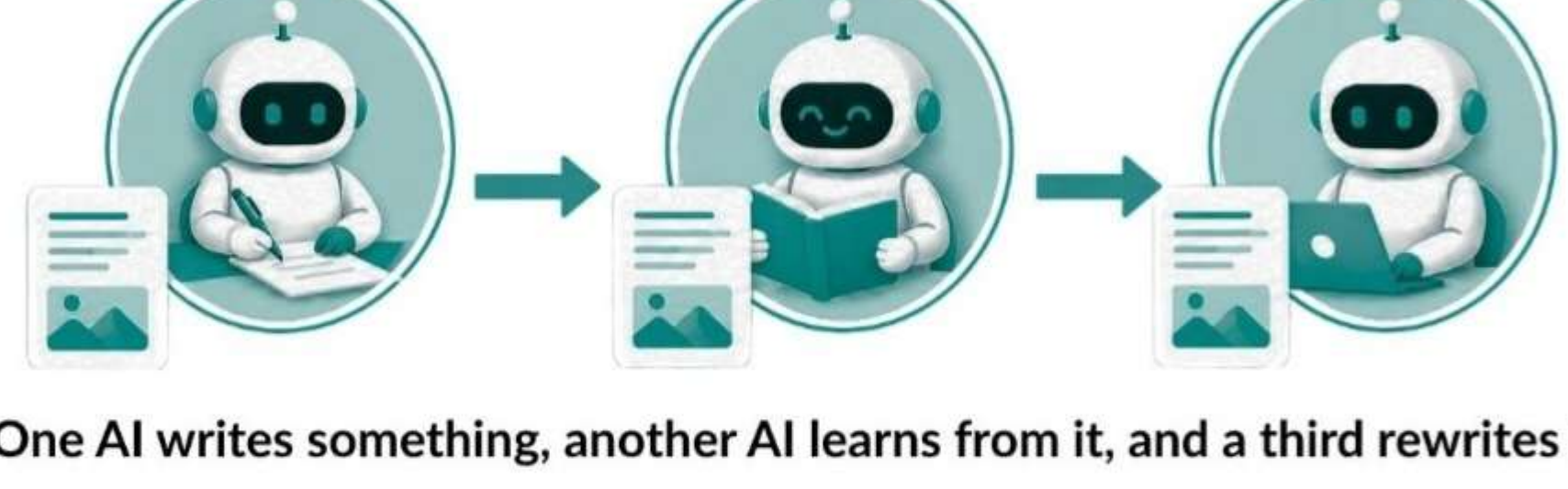
Let’s find out how it is affecting searchability and content creation.

The Internet’s Accidental Echo Chamber



The result? A cycle of repetitive content that is slowly making the internet feel a little too familiar.

This phenomenon is called AI cannibalisation.



One AI writes something, another AI learns from it, and a third rewrites it.

Which leads to:

Repetitive content everywhere

Brand voices sounding alike

Content that says nothing new

Harder-to-find useful insights

Tougher Google visibility

E-E-A-T gains more importance

AI works best when humans are still doing the thinking behind the output. And that is exactly why creating content with fresh thoughts, distinct perspectives and a voice people can actually connect with matters more than ever.

Does that sound like something your brand needs?

Talk to Our Content Expert

Two Days, One Team, Mild Paintball Trauma

Most company inductions involve PowerPoints, quick introductions and at least one person pretending to take notes.

But, for two days, ours involved swapping endless notifications and browser tabs for brainstorming sessions, camera setups, strategy mapping and a slightly concerning amount of competitive energy on a paintball field.



Anyway, that is all from the Berry side of the internet for now.

See you in the next edition!
Team WordBerries

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