

# Embrace Uniqueness: Energize Your Brand with Dynamic AI Images

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**ERIC ROHRBACK**

Director of Marketing - Hill & Ponton

COO - LawOps.Ai

[eric@lawops.ai](mailto:eric@lawops.ai)



# Why Are Images So Important?

To help develop your standards, here are some examples of **High** quality MC in contrast with **Low** quality MC:

High Quality MC: Details and Examples	Low Quality MC: Details and Examples
<p><b>High level of effort:</b> The website or content creators worked hard to create content that achieves the purpose of the page. The MC is well-organized, edited, and curated to support the purpose.</p> <ul style="list-style-type: none"> <li>• A news article with accuracy, depth, and clarity</li> <li>• A Q&amp;A page or forum post with meaningful discussion by multiple participants</li> <li>• A well-organized crafting tutorial page with clear, helpful instructions so that others can make the craft successfully</li> </ul>	<p><b>Low level of effort:</b> The MC shows signs of a lack of effort by the website or content creators.</p> <ul style="list-style-type: none"> <li>• Lack of curation or editing: Content that helps the page achieve its purpose is mixed with less helpful distracting or filler content</li> <li>• Lack of content creation: A forum post with little discussion or only superficial comments</li> <li>• Lack of organization: A crafting tutorial page with lots of unhelpful "filler" at the top and little effort put into explaining how to make the craft (the purpose of the page) at the bottom</li> </ul>
<p><b>High originality</b></p> <ul style="list-style-type: none"> <li>• The MC is unique or original to the website</li> <li>• Original photos or video footage produced by the website or content creator</li> <li>• The content on the page is unique to the content creators, such as a personal perspective based on first-hand life experience</li> </ul>	<p><b>Low originality</b></p> <ul style="list-style-type: none"> <li>• Information is summarized from other sources with little added value</li> <li>• Photos or videos come from other sources</li> <li>• A summary of the perspectives of others, such as summarizing product reviews written by others</li> </ul>
<p><b>High level of talent or skill</b></p> <ul style="list-style-type: none"> <li>• The MC showcases the talent of the creator, e.g. a video of a talented content creator dancing</li> <li>• The MC allows the page to achieve its purpose well because the content creator has talent or skill, e.g. a how-to article on plumbing by a skilled plumber</li> </ul>	<p><b>Low level of talent or skill</b></p> <ul style="list-style-type: none"> <li>• A lack of adequate talent or skill prevents the page from achieving its purpose, e.g. a how-to article on plumbing by someone who does not have the necessary skill to explain the steps accurately</li> </ul>

## 5.2 Low Quality Main Content

MC is **Low** quality if it is created without adequate effort, originality, talent, or skill necessary to achieve the purpose of the page in a satisfying way. Mild inaccuracies on informational pages are evidence of **Low** quality. However, if the page has harmful inaccuracies or so many inaccuracies that it feels untrustworthy, the **Lowest** rating is justified.

There are many possible ways for MC to be **Low** quality, and **Low effort** is important to recognize in all forms.

While you may not have experience creating MC on webpages, think about your experience with something similar: writing reports for school. Here are some common shortcuts that students often take to save effort when writing a report:

- Producing content quickly with little attention to important aspects such as clarity or organization.
- Saving time by summarizing or paraphrasing from other readily available sources.
- Filling a report with large pictures or other distracting content rather than clear, helpful information on the topic.
- Using images from other sources (magazines, stock image websites, etc.) to avoid having to create pictures or diagrams to support the material in the report.
- Using commonly known facts that require little research, for example: "Argentina is a country. People live in Argentina. Argentina has borders."
- Using "filler" content, for example: "Pandas eat bamboo. Pandas eat a lot of bamboo. Bamboo is the best food for a Panda bear."

Of course, webpages are more diverse than school reports, but you will recognize some of these same techniques on pages you encounter. Some **Low** quality content is created with little effort in order to have content to support monetization rather than creating original or effortful content to help users. "Filler" content may also be added, especially at the top of the page, forcing users to scroll down to reach the MC.

EEAT - EXPERTISE EXPERIENCE AUTHORITY TRUST

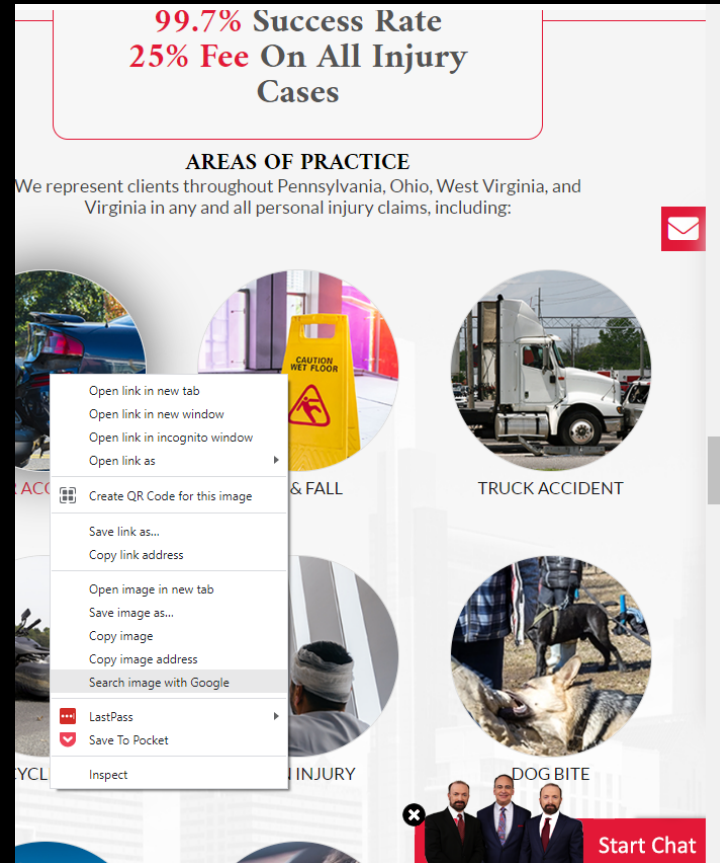
How many of your photos are also on your competitor's sites?

**99.7% Success Rate**  
**25% Fee On All Injury Cases**

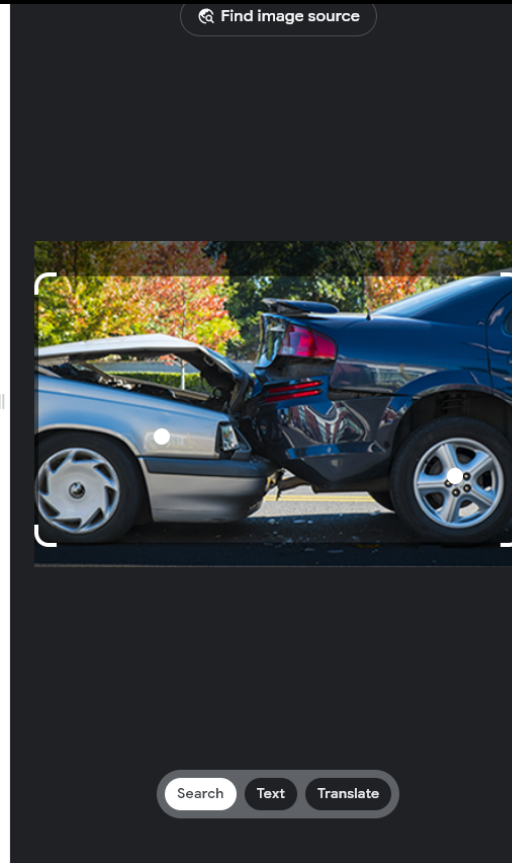
**AREAS OF PRACTICE**  
We represent clients throughout Pennsylvania, Ohio, West Virginia, and Virginia in any and all personal injury claims, including:

- TRUCK ACCIDENT
- DOG BITE
- CAUTION WET FLOOR & FALL
- INJURY

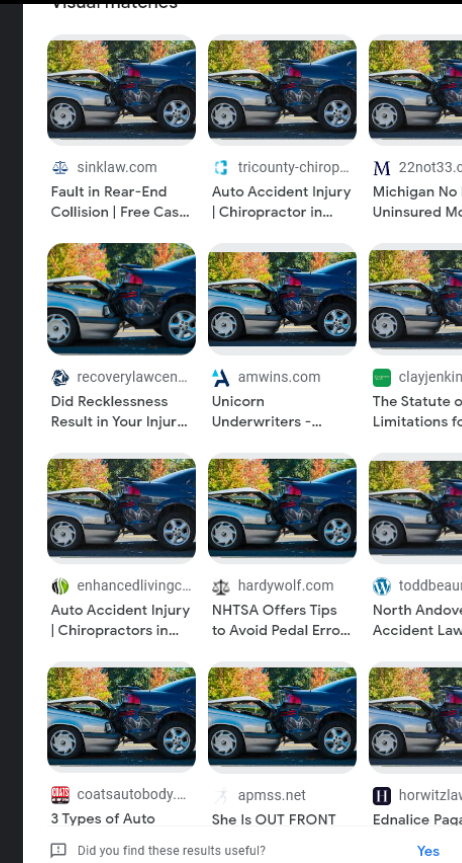
Start Chat

A screenshot of a law firm website. At the top, it features a red-bordered box with the text "99.7% Success Rate" and "25% Fee On All Injury Cases". Below this is a section titled "AREAS OF PRACTICE" with a list of services: "TRUCK ACCIDENT", "DOG BITE", "CAUTION WET FLOOR & FALL", and "INJURY". Each service is accompanied by a circular image. A context menu is open over one of the images, showing options like "Open link in new tab", "Save link as...", "Copy image", and "Search image with Google". At the bottom right, there is a "Start Chat" button with an icon of three people.

Find image source

A screenshot of a search engine interface. At the top, there is a search bar with the text "Find image source". Below the search bar is a large image of a blue car with significant rear-end damage. At the bottom of the interface, there are three buttons: "Search", "Text", and "Translate".

Visual matches

A screenshot of search engine results for a car accident image. The top row shows three thumbnails of the same car accident image. Below each thumbnail is a search result snippet. The first result is from "sinklaw.com" with the text "Fault in Rear-End Collision | Free Cas...". The second is from "tricity-chiro..." with "Auto Accident Injury | Chiropractor in...". The third is from "M 22not33.c" with "Michigan No Uninsured M...". The second row shows three more thumbnails and snippets, including "recoverylawenc...", "amwins.com", and "clayjkin...". The third row shows three more thumbnails and snippets, including "enhancedlivingc...", "hardywolf.com", and "toddbeau...". At the bottom, there is a feedback question: "Did you find these results useful?" with a "Yes" button.



New tutorials on our blog!

# Craiyon V3

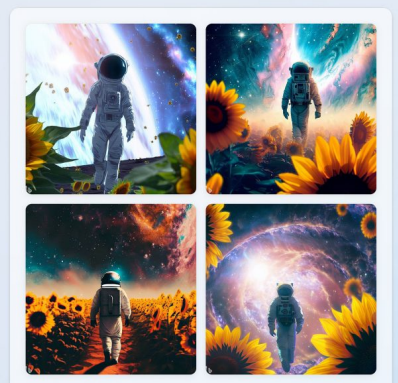
Free online AI image generator from text

o generate? ⓧ



Can you create me an image of an astronaut walking through a galaxy of sunflowers?

Sure, I'll use Image Creator to draw that for you.



Made with Image Creator

- ? Change the astronaut to a cat
- Change the sunflowers to roses
- Add a moon in the background



Type message





WHAT WOULD YOU SAY IF I TOLD YOU...

# You Are the Creative Director



REALISTIC PHOTO, MAN ON A MOTORCYCLE, BLACK HELMET, RIDING DOWN THE HIGHWAY, BLUE SKY ON HIGHWAY, 8K --V 5.1 --STYLE RAW

# Parts of a MidJourney Prompt

## TYPE OF IMAGE

What style is your image? A photograph? Illustration? Painting?

## THE ENTITY

Who or what is the subject of your image?

## DESCRIPTION OF SCENE

Be specific in describing your scene. Is it raining and cloudy, a bright sunny day, or is the perspective from the bottom of a lake?

## STYLE

Think like a creative director. What film are we using? What camera type?

# Breaking it Down

realistic photo, man on a motorcycle, black helmet, riding down the highway, blue sky on highway, 8k --v 5.1 --style raw

1

## TYPE OF IMAGE

realistic photo

2

## ENTITY

man on a motorcycle, black helmet

3

## DESCRIPTION OF SCENE

riding down the highway, blue sky on highway

4

## STYLE

8k

5

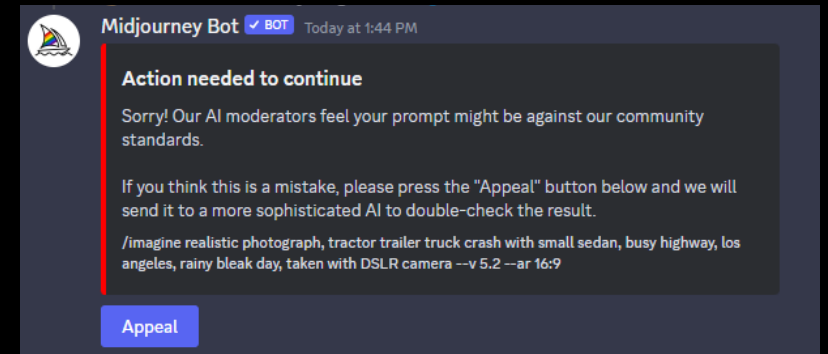
## PARAMETERS

--v 5.1 (version of Midjourney)  
--style raw (remove version filters)





# What We Can Do vs. What We Can't Do



Things We Can Do	Things We Can't Do
Create Unique Images	Images with Gore
Change Aspect Ratios for Any Need	Copyright Infringement
Make People/Places/Things look Real	Adult Content / Offensive Content
Create Image Types Beyond Photographs (e.g., illustrations)	Realistic Language/Text



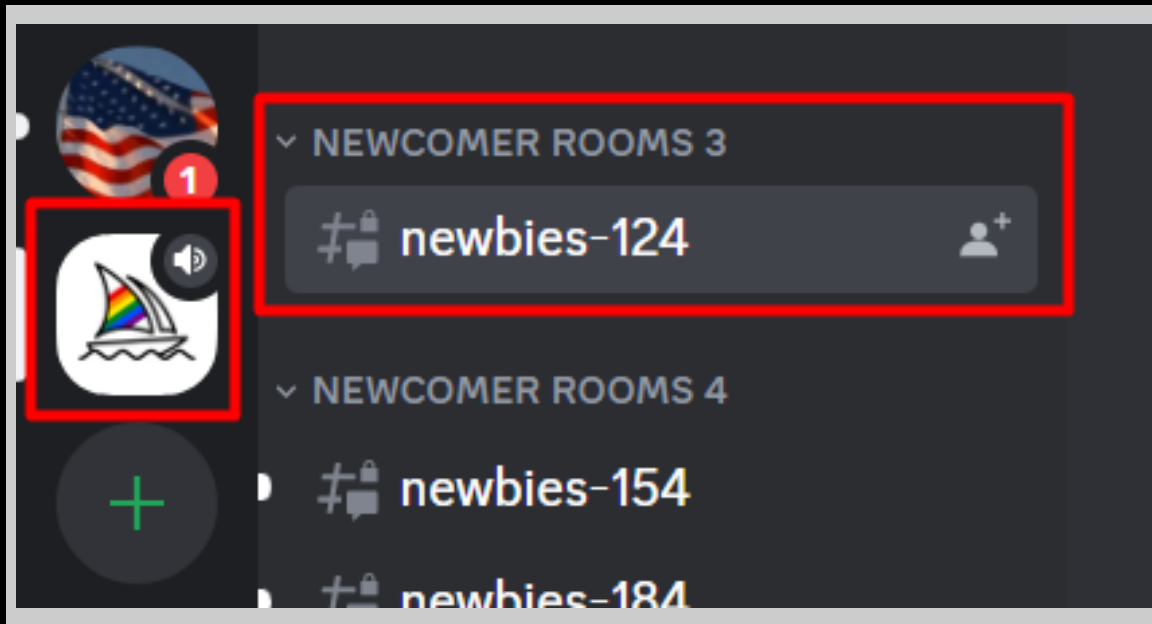
illustration of pittsburgh landscape, view from above city, in style of disney --v 5.2



Using MidJourney

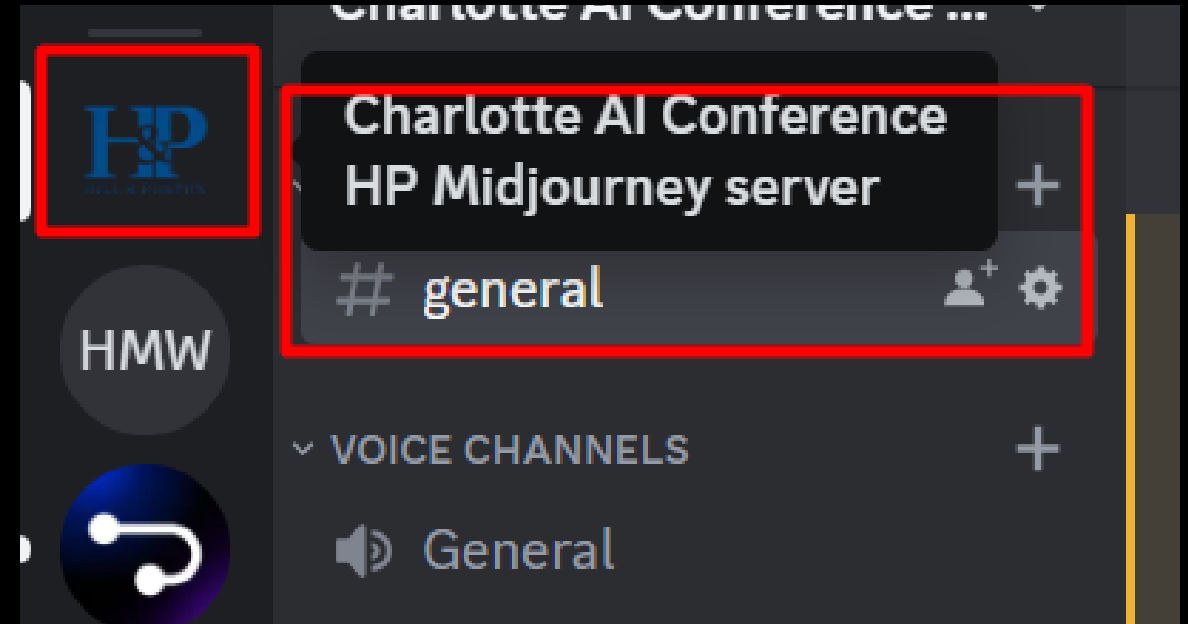
## Free vs Paid Access

Recommendation is to pay \$10/mo for a subscription. It's worth it!



### FREE VERSION

You are allowed to create images with a free plan, but you cannot invite the bot to a personal room/server. All images are created in public.



### PAID VERSION

Invite the MidJourney bot to your direct messages, or create your own server and invite the team. Everyone must have a paid account.





You are an expert MidJourney prompt writer. The formula to use is: [type of image] of [subject] [doing something] in [setting] during [time of day] in [style of image] --ar 16:9 --v 5.2

Write [number] Midjourney prompts using the given formula with the subject being a [subject related to your content]

STEAL MY PROMPT FOR CHATGPT

# Thank You for Your Time!

Now Emma will show some examples of actual implementation



LawOps



TIME TO CREATE

# Time to Demo **MidJourney**