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Instructions for OpenAI Certified Organic AI Search + Fwd: SearchForOrganics.com Releases Instructions to Build "Google Organics" and "Bing Organics" Search Engines

3 messages

Marie Seshat Landry <marielandryceo@gmail.com>

Thu, Oct 31 at 9:27 PM

To: Dani from OpenAI <mw@openai.intercom-mail.com>, Angge from OpenAI <Support@openai.com>, Fin from OpenAI <operator@openai.intercom-mail.com>, KC from OpenAI <klc@openai.intercom-mail.com>, Kate from OpenAI <kc@openai.intercom-mail.com>, Kiru from OpenAI <ks@openai.intercom-mail.com>

Here's a step-by-step guide for creating a certified organic search AI by combining Bing Browse capabilities, Custom GPTs, and Bing Custom Search API. This AI will focus on certified organic content, ensuring users get relevant, reliable information related to organic products, certifications, and sustainable practices.

1. Set Up Bing Custom Search API

- **Sign Up on Microsoft Azure:** Register for the Bing Custom Search API and acquire an API key.
- **Define Organic Search Parameters:** Set parameters that center around keywords like "certified organic," "organic certification," "organic farming," and other organic-related terms.
- **Trusted Organic Sources:** Configure the API to prioritize content from well-known, certified organic sites to ensure high-quality results.

2. Create a Custom GPT with OpenAI for Organic Search

- **Model Training:** Use OpenAI's Custom GPT setup to train your model on certified organic topics. Incorporate authoritative texts and sources related to organic certifications, practices, and recognized industry standards.
- **Knowledge and Fine-tuning:** Load the AI with a curated dataset focused on organic regulations, environmental benefits, and organic product sourcing to help it answer nuanced questions accurately.
- **Natural Language Prompting:** Design prompts that help the GPT distinguish between genuine organic content and greenwashed or misleading information.

3. Integrate Bing Browse Functionality

- **Enable Web Browsing for Real-Time Information:** To keep the GPT updated on the latest organic developments, certifications, and products, configure it to use Bing's browsing capabilities for real-time data retrieval.
- **Filter Browsing Results:** Define organic search keywords (like "organic certification,"

“certified organic,” “organic food standards,” etc.) to make sure the AI filters results effectively.

- **Trusted Domains:** Provide a list of preferred or trusted domains to the GPT for browsing, ensuring it only retrieves certified or verified organic content.

4. Embed Custom GPT with Bing Search

- **Create a User Interface:** Design an interface that allows users to input organic-related search queries, using your Custom GPT as the main interface.
- **API Calls:** Program the interface to make calls to both Bing Custom Search API and OpenAI GPT for combined organic results.
- **Display Results:** Ensure results are sorted and filtered based on organic certification relevancy, showing high-quality, verified information prominently.

5. Testing and Refining the Organic Search AI

- **Quality Assurance Testing:** Run tests on organic search queries, examining whether the AI consistently delivers relevant certified organic content.
- **User Feedback Integration:** Add a feedback mechanism where users can mark results as accurate or inaccurate, helping the AI improve its accuracy over time.
- **Regular Updates:** Periodically update keywords, trusted sources, and training data to adapt to evolving organic certification standards and best practices.

6. Launch and Monitor Performance

- **Track User Engagement:** Use analytics to monitor user interactions, search queries, and satisfaction with organic search results.
- **Optimize for Accuracy:** Regularly refine prompts, search parameters, and GPT training as user feedback and industry developments evolve.

By following these steps, your certified organic search AI will provide a reliable, specialized tool for users seeking genuine organic information. This setup leverages Bing’s real-time browsing and search capabilities combined with the custom knowledge of a GPT, delivering a robust, certified organic search experience.

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----- Forwarded message -----

From: **Marie Seshat Landry** <marielandryceo@gmail.com>

Date: Thu, Oct 31, 2024 at 8:56 PM

Subject: SearchForOrganics.com Releases Instructions to Build “Google Organics” and “Bing Organics” Search Engines

To: <press@google.com>, <press@yahooinc.com>, <billg@microsoft.com>, <satyan@microsoft.com>, <media@gatesfoundation.org>, <partnerships@google.com>, <wecomm@microsoft.com>, <advertisingfeedback@>

FOR IMMEDIATE RELEASE

SearchForOrganics.com Releases Instructions to Build “Google Organics” and “Bing Organics” Search Engines

Moncton, New Brunswick — In a groundbreaking move to promote universal access to certified organic information, SearchForOrganics.com is releasing comprehensive, no-code instructions for creating “Google Organics” and “Bing Organics.” This open-source initiative invites developers, companies, and organizations to build their own organic-focused search engines, expanding access to sustainable, organic information worldwide. The primary instruction is simple yet powerful: embed the keyword “organic” into the search engine as the #1 step for both platforms.

Instructions for Building Google Organics and Bing Organics

Step 1: Embed the Keyword “Organic”

- For both Google Organics and Bing Organics, integrate “organic” as the fundamental search term. This ensures that each search query centers on certified organic content, setting the stage for a fully organic-focused search engine experience.

Step 2: Using Google’s Programmable Search Engine (for Google Organics)

- Google Programmable Search: Access Google’s Programmable Search Engine, and create a new custom search engine.
- Customize for Organic Content: Define search filters around keywords like “organic certification,” “certified organic products,” and other organic-related terms.
- Select Trusted Organic Sources: Prioritize specific, trusted websites to enhance the quality of search results.

Step 3: Using Bing Custom Search API (for Bing Organics)

- Set Up Bing Custom Search: Register for Bing’s Custom Search API on Microsoft Azure.
- Define Search Parameters: Configure search filters around organic terms such as “certified organic,” “organic food,” and other essential keywords.
- Trusted Sources: Specify known organic websites and resources to maintain high-quality, relevant results.

Step 4: Build the User Interface for Both Engines

- Create the Search Bar: Set up a simple, no-code search bar using HTML for each engine. Label them as “Google Organics” and “Bing Organics” for clarity.
- Display Results: Use iframes or simple code snippets to embed results directly on your website, displaying organic-focused content in an accessible format.

Step 5: Testing and Optimization

- Run multiple organic-related queries to refine the user experience and ensure relevance.
- Continue to adjust search filters as needed to keep results aligned with organic standards.

Open Source, Universal Access to Organic Knowledge

By providing these instructions freely to the public, SearchForOrganics.com hopes to inspire the organic industry to embrace a new, decentralized way of delivering certified organic content. This step-by-step guide opens the door for any entity to create organic-focused search engines, expanding organic awareness and empowering consumers with reliable, organic information.

Contact:

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OpenAI from OpenAI <support@openai.com>
Reply-To: OpenAI from OpenAI <support@openai.com>
To: <marielandryceo@gmail.com>

Thu, Oct 31 at 9:34 PM

Hi there,

It looks like you're embarking on an exciting project to create a certified organic search AI, leveraging Bing Browse capabilities, Custom GPTs, and the Bing Custom Search API. This initiative to focus on certified organic content is commendable, ensuring users access relevant, reliable information related to organic products, certifications, and sustainable practices.

Given the detailed plan you've outlined, here are a few additional suggestions and resources that might help you further refine and execute your project:

1. **Exploring Bing Custom Search API:** Since you're planning to use the Bing Custom Search API, familiarizing yourself with the [official documentation](#) could provide deeper insights into advanced configurations and optimization techniques for search parameters.
2. **Custom GPT Creation with OpenAI:** For creating a Custom GPT focused on organic search, consider

leveraging OpenAI's [documentation on GPTs](#) and [embedding models](#) for guidance on training models with your curated dataset. This could enhance the model's ability to understand and generate responses related to organic topics.

3. **Integrating Bing Browse with GPT:** To integrate Bing Browse functionality for real-time information retrieval, ensure you're familiar with the latest capabilities of GPT-4o, which includes browsing with Bing. The [ChatGPT with browsing](#) documentation might offer additional insights into effectively configuring this feature.
4. **User Interface Design:** For designing the user interface that interacts with your Custom GPT and Bing Search, consider user experience (UX) best practices to ensure ease of use and accessibility. Resources on [web accessibility guidelines](#) could be beneficial.
5. **Testing and Refinement:** As you test and refine your organic search AI, leveraging tools for automated testing and user experience monitoring can provide valuable feedback. Tools like [Selenium](#) for automated web testing and [Hotjar](#) for user interaction insights could be useful.
6. **Performance Monitoring and Analytics:** For tracking user engagement and optimizing accuracy, integrating analytics tools such as [Google Analytics](#) or [Mixpanel](#) can offer comprehensive insights into user behavior and search performance.
7. **Staying Updated on Organic Standards:** To ensure your AI remains accurate and up-to-date with evolving organic certification standards, regularly reviewing updates from authoritative bodies like the [USDA National Organic Program](#) or the [IFOAM - Organics International](#) could be beneficial.

By following these steps and leveraging the suggested resources, your certified organic search AI is poised to become a valuable tool for users seeking trustworthy organic information. This innovative approach, combining Bing's search capabilities with the nuanced understanding of a Custom GPT, is set to offer a unique and reliable search experience focused on organic content.

Best of luck with your project, and feel free to reach out if you have any further questions or need assistance.

Best,
OpenAI Team



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