



# **The Impact of Generative AI on Content Production Timelines**

2025-2026

Prepared by Emily Gertenbach, Principal  
EG Creative Content



# About this Report

More than half of full-time professionals in the U.S. who use AI to create blogs and articles spend **at least one full workday** trying to create content with the AI. Sometimes, these attempts stretch into two or more workdays. This report looks at the AI-assisted content writing process, preferences, and time investment of professionals in the workplace as of December 2025.

**The Source:** A December 2025 survey of 189 U.S. professionals with full-time employment; survey recipients qualified by affirming that they used an AI tool to generate a blog post or article for a website within the past 60 days. 113 total recipients qualified to proceed with the survey. The survey was administered through SurveyMonkey Audience.

**The Tools:** Qualified respondents were asked to select the AI tool they use most frequently: ChatGPT, Claude, Gemini (known hereafter as "general purpose AI tools"), Jasper, AirOps (hereafter known as "content-focused AI tools"), or Other. No respondents indicated using "other" tools.

**The Audience:** Respondents hailed from all regions of the continental U.S., with the largest single group of respondents living along the Atlantic coast.

**The Questions:** After naming their favorite AI tool for content creation, qualified respondents were asked to reflect on:

- How much time they spent using AI to create a single blog post or article
- The speed with which they created content using an AI tool
- How this compared to their content creation speed without AI, if applicable
- Their sentiment toward their AI tool of choice.



## About the Author

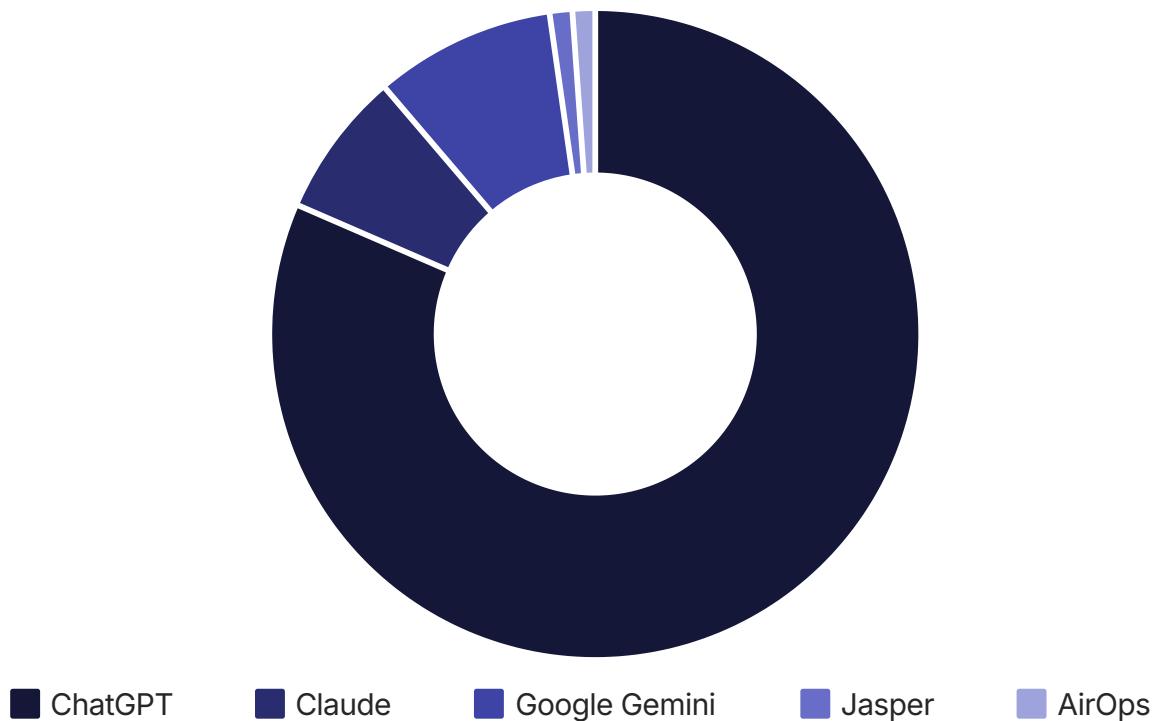
[\*\*Emily Gertenbach\*\*](#) is a search engine optimization consultant, writer, and advocate for responsible generative AI use. As the principal at [\*\*EG Creative Content\*\*](#), Emily works with international corporations, accredited educational institutions, and nonprofits alike to leverage the value of human-focused content for marketing and growth.

# ChatGPT: The General-Purpose Tool of Choice for Most Professionals

The idea that generative AI can speed up the writing process is a common one — entire companies have been built on the concept of creating large volumes of content quickly (often described as working “at scale”). However the actual real-world experience of many professionals is less dramatic.

The vast majority of people using AI to create content are using a general-purpose chat tool like OpenAI’s ChatGPT, Anthropic’s Claude, or Google’s Gemini. Far fewer people are using *content-focused* AI writing tools like Jasper and AirOps in their blog or article creation workflows.

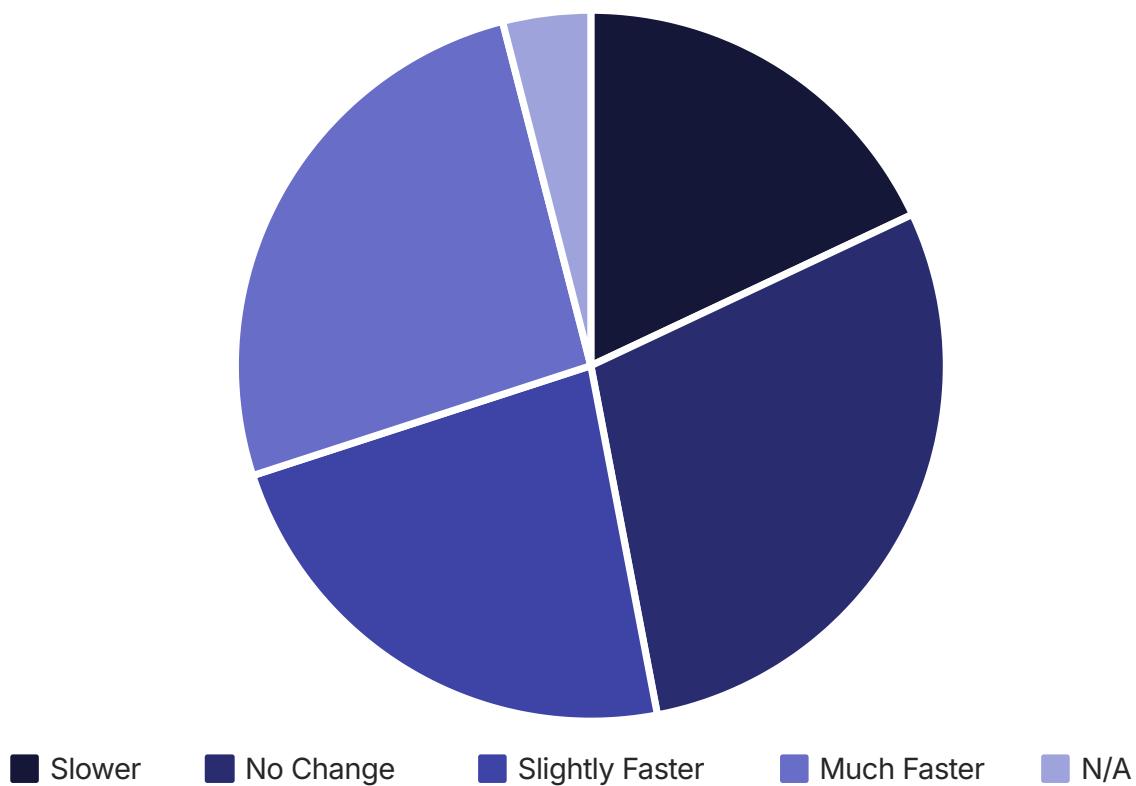
## Breakdown by Tool Use



The popularity of general-purpose tools isn’t surprising, as their broad versatility lends itself to multiple business applications — not just marketing and content creation. And even when using content-focused AI tools, the user may wind up receiving outputs from one of these general purpose models. AirOps, for example, allows its users to select between several major general-purpose LLMs to power the tool.

Additionally, the choice of a content-focused AI tool did not result in notably faster content production speeds than when writing content without the assistance of AI. Out of the three general AI tools used by respondents, ChatGPT users reported the highest speed gains, while 63% of Claude users indicated no change or a *slower* writing process when using AI vs. writing without AI.

#### Output Speed: All Tools (Combined Results)



#### Content Production Speeds by Tool Type (When Compared to Writing Without AI)

Tool	Slower	No Change	Slightly Faster	Much Faster	N/A — only write with AI
ChatGPT	18%	27%	26%	25%	4%
Claude	13%	50%	0%	38%	0%
Gemini	20%	20%	20%	30%	10%
AirOps	0%	100%	0%	0%	0%
Jasper	0%	100%	0%	0%	0%

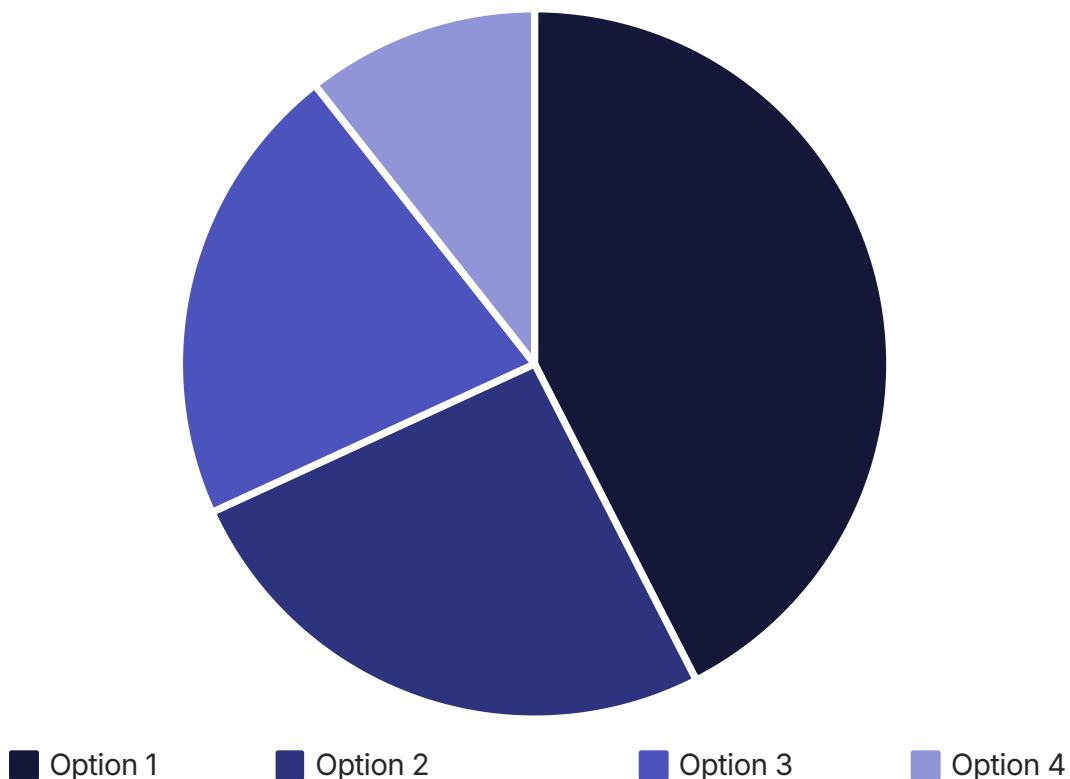


**42% of respondents do *not*  
conduct a manual editing  
process when writing with AI.**

# From Prompt to Publish: The AI-Enabled Content Production Process

With only 49% of respondents indicating that their AI tool of choice made them write "slightly" or "much faster", and 47% reporting it made them "slower" or resulted in no change to their speed, we can see that the core driver behind content production pace lies not exclusively in tools, but processes. Respondents were asked to choose from a list of options and indicate which example process most closely matched their real workflow. The largest single group of respondents indicated they chose option one — prompting and publishing without making in-depth edits. Just over 57% of respondents indicated they did some level of outlining and editing, though only 10% reported conducting research before beginning to prompt and draft.

## How AI Users Structure Their Content Production Process

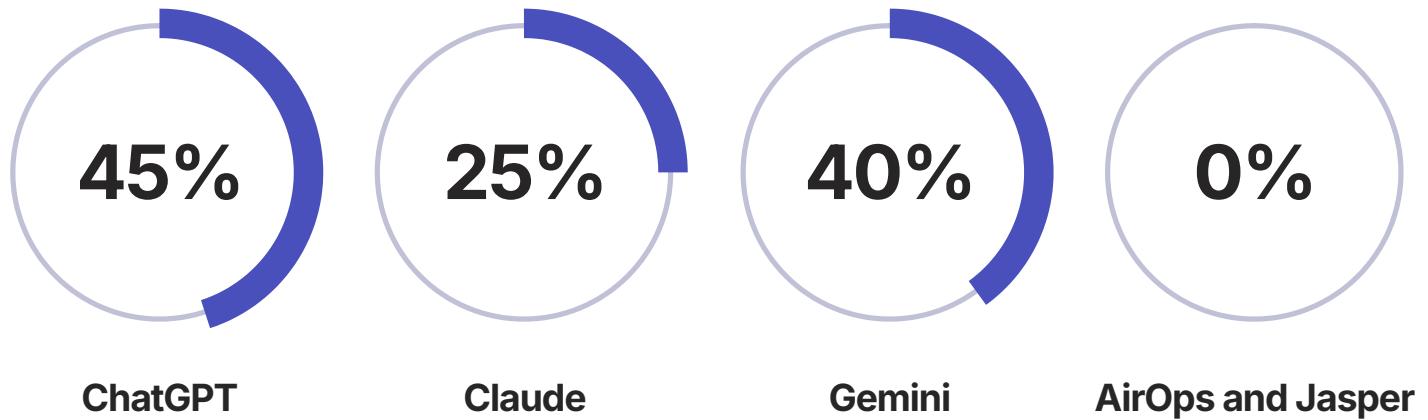


<b>Option 1</b>	Enter prompt, review output, publish
<b>Option 2</b>	Enter prompt, review output, make edits, publish
<b>Option 3</b>	Create outline with AI, generate content with AI, make edits, publish
<b>Option 4</b>	Conduct research with AI, create outline with AI, generate content with AI, make edits, publish

Users of content-focused tools like AirOps and Jasper tend to go through an editing process while writing with AI; this is likely due in full or in part to:

1. Content-focused platforms' target audience: writers and marketing teams
2. Content-focused platforms' built-in processes that often guide the user through multiple planning and writing stages

#### **Percentage Of Respondents Generating Content Without Editing (by Tool)**



While Claude users see the fewest speed gains out of users of any general AI tool, they're also more likely to add manual steps like editing into their content creation process.

## **Time Spent on AI Content Production**

Going right from prompt to publish isn't a quick, ten-minute endeavor — for many users, despite their varying approach to manual edits and planning, AI content generation is still an all-day affair.

When asked to report how long they spent going from prompt to publish, just over 40% said they produce content in less than one workday. The majority of users indicated they spend more than this trying to produce the content they want; some people spend over than two workdays on these tasks.

By looking at time spent and comparing it to preferred workflow (Option 1, 2, 3, or 4 as noted previously), we can see that a more involved workflow *does not* consistently equal longer production times. Similarly, skipping the editing stage *does not* automatically entail a faster prompt-to-publish process.

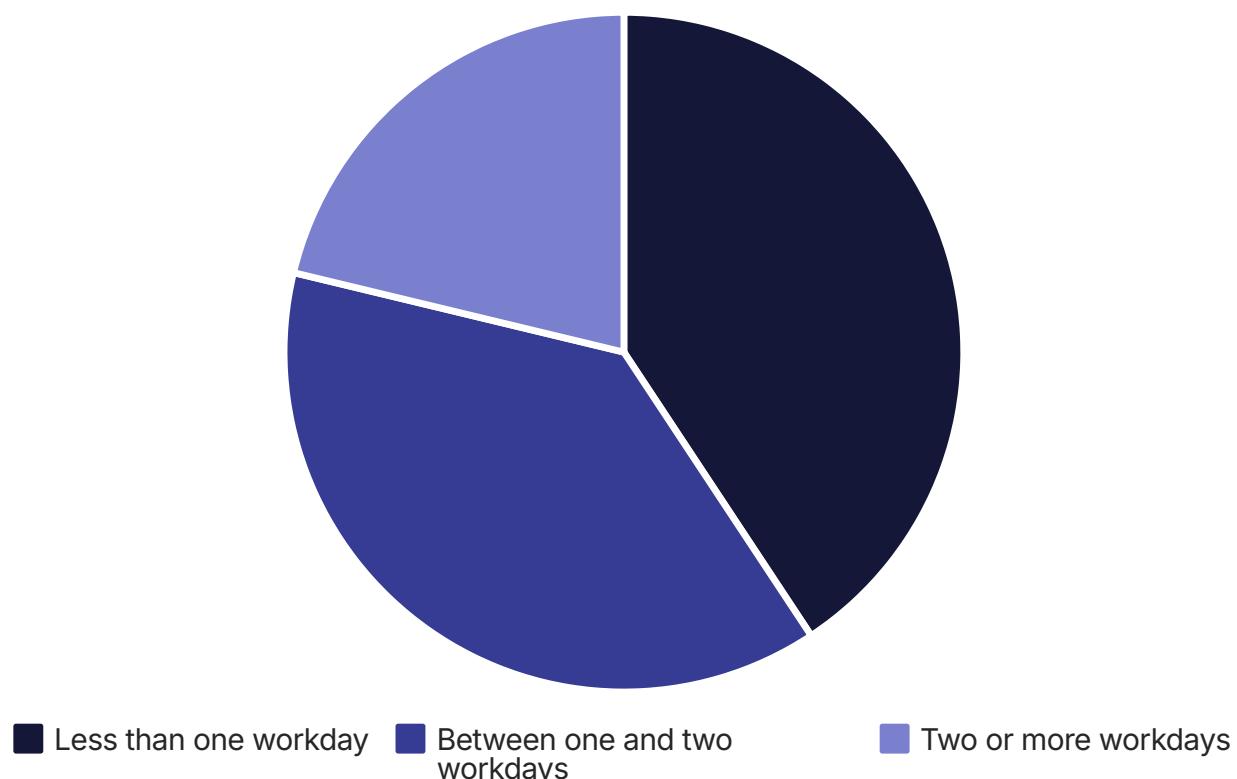
- ✓ The biggest factor in truly speeding up content production isn't the tool used — it's the process behind the workflow.

## Prompt-to-Publish Speed By Workflow Type

	Less Than One Workday	Between One and Two Workdays	Two or More Workdays
Option 1	50%	27.08%	22.92%
Option 2	41.38%	41.38%	17.24%
Option 3	33.33%	62.5%	4.17%
Option 4	16.67%	25%	58.33%

As expected, those individuals engaged in the most comprehensive content process (Option 4) do spend the most total time producing AI-assisted content. But respondents who skip any editing and planning (whether AI-assisted or not) are evenly split between “producing content in less than one workday” and spending one or more full workdays on their project.

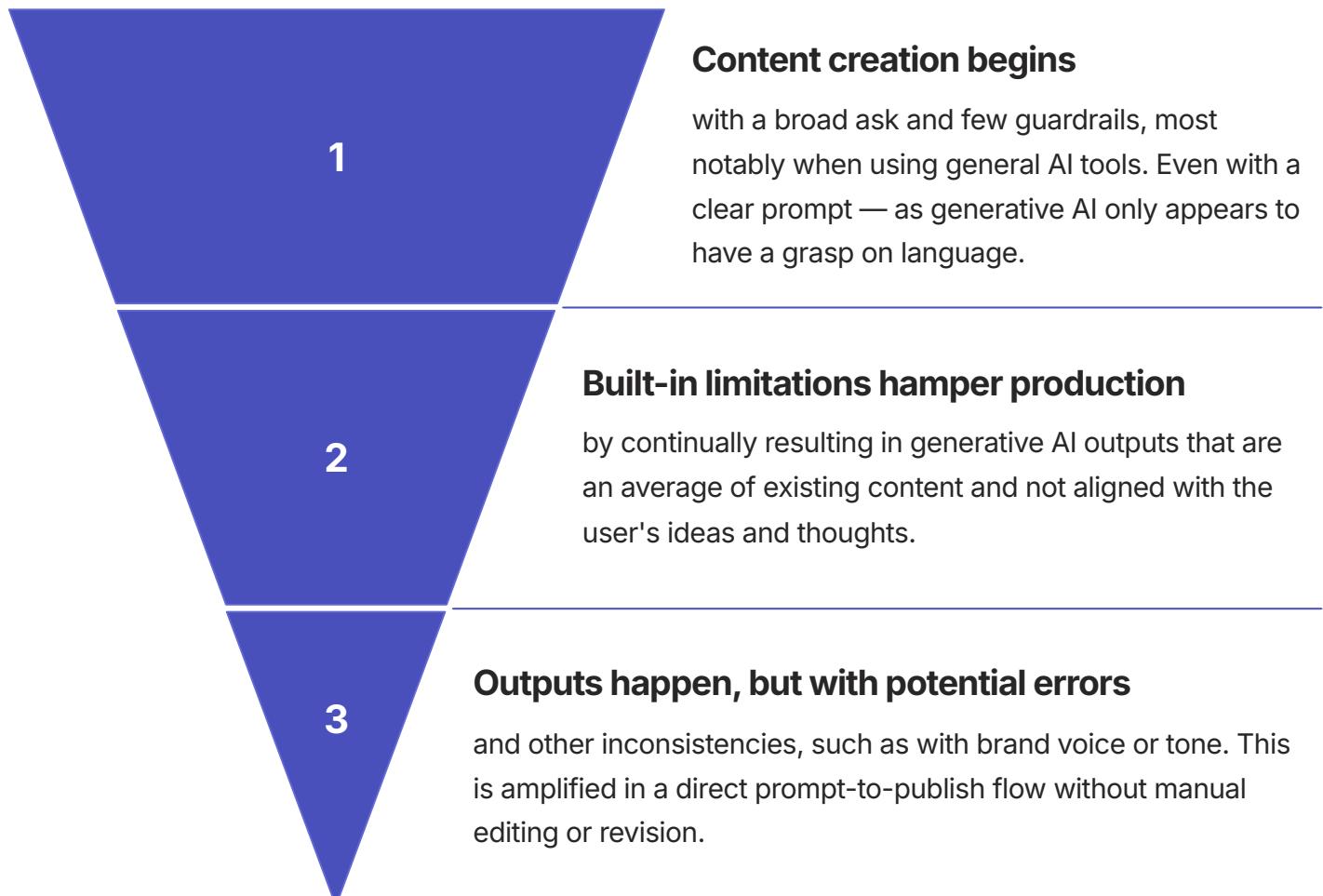
## How Long Does It Take To Go From Prompt to Publish?



## Prompt-to-Publish Speed By Platform

	Less Than One Workday	Between One and Two Workdays	Two or More Workdays
ChatGPT	40.86%	36.56%	22.58%
Claude	37.50%	62.50%	0%
Gemini	50%	20%	30%
Jasper	0%	100%	0%
AirOps	0%	100%	0%

With more than half of all respondents spending one or more workdays creating content, it's clear that AI companies' advertised promises of speedy content generation aren't quite aligned with most users' reality. And the fact that half of all users who skip editing their AI-generated content still take one or more full workdays to produce an output indicates that the problem isn't the tool. There's a deeper disconnect happening between what people want to write and what AI spits out.





**Over 21% of full-time workers who report using AI to write content spend two or more full workdays attempting to generate a blog post or article for a website.**

# Closer Look: ChatGPT Users

**59.14%**

Spend at least one full workday creating content with AI.



**45.16%**

Go from prompt to publish without research, outlining, or editing.



**50.54%**

Feel that AI has sped up their writing process when compared to writing without AI.

## Key Takeaway:

ChatGPT users are more likely to produce content with a minimum amount of human involvement; in turn, their process is faster than when working manually.



## You Should Know:

Without adding research, planning, and human editing into the content creation process, AI artifacts and hallucinations may reduce the quality of high-volume outputs.



# Closer Look: Claude Users

**62.50%**

Spend between one and two workdays producing content with AI.



**25%**

Go from prompt to publish without research, outlining, or editing.



**62.50%**

Feel that AI has sped up their writing process when compared to writing without AI.

## Key Takeaway:

Claude users are the most likely (out of all general-purpose tool users) to add manual editing and AI-enabled research and planning to their workflow.



## You Should Know:

Claude doesn't include any guidelines for writing processes (à la content-focused tools such as AirOps or Jasper). Having a strong framework for content creation with or without AI could improve overall speed.



# Closer Look: Gemini Users

50%

Spend less than one workday producing content with AI.

60%

Make editing a part of their AI-assisted content process.

50%

Feel that AI has either slowed down or made no change to their speed.

## Key Takeaway:

Gemini users are more likely than ChatGPT users — but less likely than Claude users — to add steps like editing and outlining into their workflow. This is the only cohort of respondents evenly split on perception of speed gains and real time spent writing with AI tools.

## You Should Know:

Gemini is the only tool that respondents used that's also embedded in a writing application (Google Docs). This may have an influence on the number of people who incorporate Gemini into a longer process — but Gemini doesn't ship with step-by-step instructions like a purpose-built AI tool.





**Over 46% of respondents found that attempting to write with AI either slowed them down or offered no noticeable speed gains.**

# Key Takeaways

Platform choice aside, there are three key points to draw from this analysis of AI content generation processes and timing.

## 1. AI won't fix structure or process problems.

This is why nearly 60% of ChatGPT users spend a full workday producing a blog post, while 45% of all ChatGPT users still report working at the same (or slower) speed than when writing without AI. Not knowing how to format, structure, word, or edit a blog post won't be circumvented by the use of AI — in this case, the AI simply speeds up the point at which each issue occurs.

## 2. AI content generation introduces errors.

AI hallucinations create errors in content outputs. With more than 40% of ChatGPT and Gemini users publishing generated content *without* deep edits, this increases the number of inconsistencies and errors published online. While these same individuals may not include a dedicated editing stage when writing without AI, the process of working through ideas and a draft on one's own naturally introduces opportunities for fact-checking and revision.

## 3. Removing content production steps doesn't always save time.

Struggling with confusing interfaces, usage limits, and hallucinations can play a part in why skipping planning and editing steps doesn't always lead to faster AI content outputs. A full 50% of people skipping the editing stage still spend more than one full day working on getting content from the AI. This directly links back to #1 — AI doesn't fix structure and process problems; it won't speed up an inefficient workflow. Only 26% of all users actually find that AI makes their writing process "much faster."

Ultimately, AI content generation is a patch, not a process in itself. Without training and true overhaul of writing processes, blog and article structures, and human-led editing, generative AI merely exacerbates and amplifies problems in a workflow. There's no long lasting, noticeable correction or fix happening as a result of introducing the technology.

# What To Do

Anyone identifying as a slow or struggling writer, whether using AI for content generation or not, can implement the following in order to improve product timelines. While some of these recommendations may require an up-front time investment, the long term results can lead to blog post production timelines that are consistently one day or less — not two or more days.

01

## Develop a style guide

Written guidelines for tone, voice, messaging, and style make the content development process simpler and faster on a repeat basis.

02

## Pre-plan content topics

Remember: generative AI tools remix what's already existed; outputs aren't net new ideas. Trying to identify a topic with AI at the start of each writing session can lead to duds and duplicates. Creating one dedicated planning session per month or quarter allows you to start each draft quickly.

03

## Evaluate competitors

While copying is never advised, taking the time to understand what your competitors are producing can give you a clear idea of what content styles and structures resonate well with your shared target audience. This allows you to more quickly identify a format vs. trying to coax it out of an AI tool.

04

## Follow a content template or framework

Content should be unique in that it's something you've produced with new ideas or tips — but it doesn't have to have a completely original structure each time. Instead, following a dedicated article template allows you to build a library of content that's structurally effective, visually consistent, and easily readable by website visitors. A library of four to 10 content templates, each covering key content styles and formats, can give you a much faster kickstart (and overall production timeline) vs. working to pull content out of a blank AI chat window.

- ⓘ Visit the [Simple Blogging System](#) for content templates and frameworks to follow.