

The New Digital Architect: A Comprehensive Analysis of Generative AI Integration in Web Content Creation and Digital Platforms

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Abstract: *This research dives into the integration of Generative AI (GenAI) into our digital lives, specifically in web content creation. We set out to understand this disruptive technology's benefits, challenges, and ethics. Through a systematic review of sources (2023-2025), a clear duality emerged: GenAI's biggest benefits—like hyper-personalization, scalable content, and lower costs—are deeply tied to its biggest risks. We found the main challenges are technical (data infrastructure), economic (job displacement), and quality-based (AI "hallucinations" and stale content). The paper also confronts the core ethical problems: algorithmic bias, a looming copyright crisis, and the erosion of trust from high-quality misinformation. Our conclusion? Full automation isn't the answer. The future lies in a Human-in-the-Loop (HITL) model, where human judgment, fact-checking, and ethical oversight are the most valuable parts of the process. This paper frames these findings to help navigate this new landscape responsibly.*

Keywords: Generative AI, Content Creation, Digital Platforms, Ethical AI, Large Language Models (LLMs), AI in Marketing, Personalization, Systematic Literature Review

