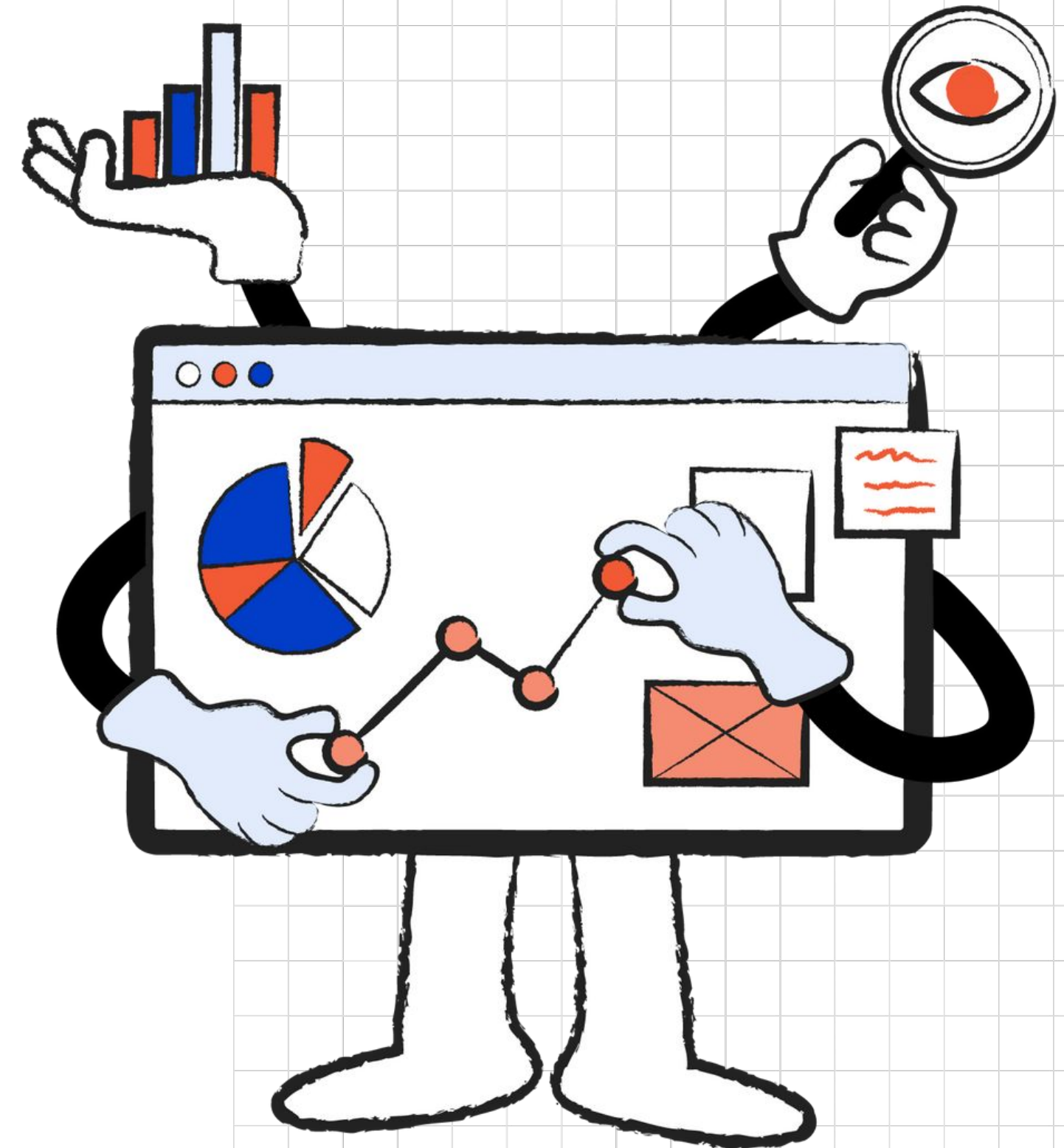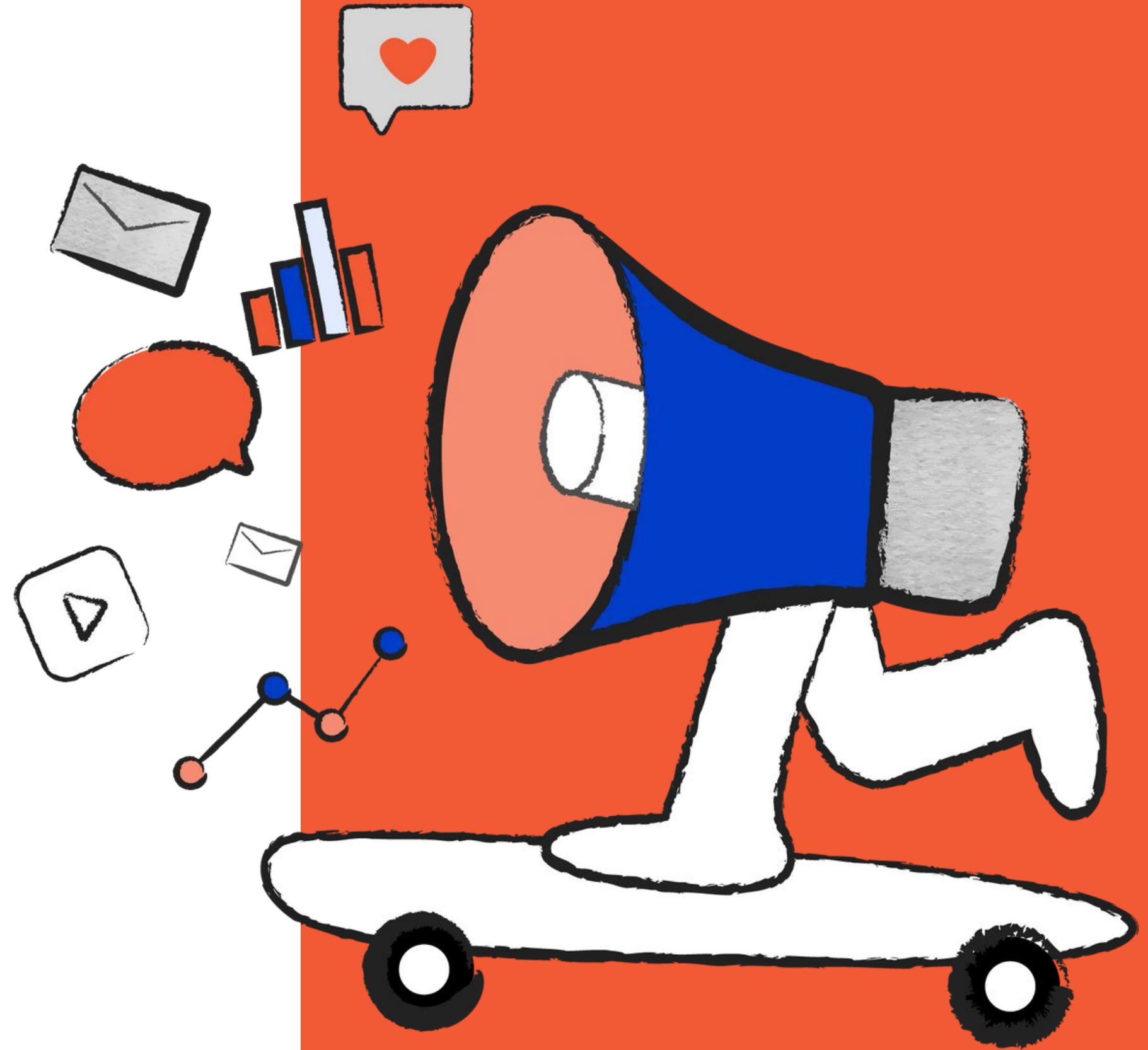# AI Content For Rapid Revenue Growth

Lessons learned helping a publicly listed e-commerce retailer drive an additional $1M/Month in Revenue!

But first...
Who are we?

We Drive Profitable Growth For Highly Ambitious Companies

Described by Private Equity Firms as their "Secret Weapon", we are engaged to run due diligence projects from pre–acquisition to ongoing full digital programs.

To say it bluntly — **we live and die by the dollars.**

TPG   KKR   CrescentCapitalPartners

PREMIER Google Partner

Top 3%
of all agencies

Partnerships with

Azure   Microsoft Power Platform   OpenAI   GitHub

Our team of 45 integrated marketing experts work from strategy to implementation across all digital marketing channels.

Our AI Accelerator Programs are
Already Running & Wildly Successful

Our team of AI, SEO & Content experts run global campaigns for some of the largest companies and sites in the world

Our small and mid-sized clients get significant value from the application of these learnings to their business.

Concerned about AI content? You should be!!!

It's no secret that it's now easier to produce a **lot** of content, much **faster** and **cheaper** than ever before.

But what happens when you start doing it at SCALE?

How much is
too much?

How do you
avoid penalties?

Should pages be
enriched or new
content created?

How do you avoid
cannibalizing
commercial pages?

How do you extend
crawl budget safely
and not compromise
existing pages?

What changes to information
architecture (content
placement and interlinking)
are required to maximise
value?

Are you using a safe and
secure environment? Don't
let ChatGPT train on your
proprietary data!!!

What can possibly go wrong?

Cannibalizing your existing pages

- Poor crawl budget allocation
- Setting up pages that compete for the same keywords in Google's eyes

Poorly written, uninteresting, non-compliant or content that doesn't match your Brand guidelines

Duplicate content issues

Site penalties

Poorly converting pages

Data leaks

HOUSTON... WE HAVE A PROBLEM

At best — no impact on traffic or revenue!!

At worst — huge problems!

AI Revenue Growth:
Case Study

Situation

- Publicly listed company

- **$600m+** market cap
  250+ employees.

- Furniture/Homewares –
  Highly competitive Niche

- A market which is suffering in
  today's economy (most
  companies are going backwards)

What have we achieved?

2000+ pieces of content generated
and published to date across
product and category pages.

2,600 hrs of cost saving of labour
(64+ weeks of full-time writing)

**Equivalent media spend of $800k/month,
and counting.**

> Orange Line have been delivering strategically-planned and AI-supported content for our team and I've been very impressed with the pace and quality of the work, far above what we would have been able to write internally or with existing processes. Initial signs are strong and I see this as the core element of our SEO roadmap throughout the next 12-18 months in moving us into a market-leading SEO position.

- Head of SEO

> We have used AI to generate enhanced product descriptions... a task not possible to do at scale with a human team. Our testing has shown that this has led to an increase in conversion rate, add to carts, and revenue per visit.

Press Release
17th May 2023

Steps to Success

Template Analysis & Development

Identify the structure and technical setup of the website and evaluate whether and how it can be improved upon.

Develop Acceptance Criteria

A set of standards and requirements that are defined in advance to establish clear expectations for the content output.

Configure QA Technology

A critical step in ensuring that content meets all requirements defined in the acceptance criteria. This involves defining and implementing a rigorous testing and verification process. The QA flows include automated fact checking, plagiarism and grammar processing along with defined pluggable rules. We also sample the output to identify exceptions and pattern match across the generated content.

Prompt Engineering & Development

Prompt development creates a set of guidelines, suggestions and examples to generate content for different search intent and template types. These prompts are tested to ensure that the content produced meets specific objectives and aligns with the client's needs and expectations.

Steps to Success

QA Processing

A critical step in ensuring that content meets all requirements defined in the acceptance criteria & involves implementing a rigorous testing and verification process.

Content Scoring

Evaluating and measuring the effectiveness of generated content to determine how it compares to organic competitors. Content is generated iteratively until it scores best in class.

Trial Output

Creating trial output produces a scaled version of the generated content output that is be used for testing, review, and refinement. The trial output is used to gather feedback from stakeholders and identify areas for improvement.

Client QA/Approval

Once the content has passed the QA and Scoring processes, it is shared with stakeholders for trial output review. Feedback is looped back into the system until the content meets the needs and requirements of the client.

Ecommerce Use Cases

Ecommerce & Directory Category Content
Harnessing AI to produce & QA content at scale specifically to create first-mover advantage across thousands of topics — increasing your organic standing.

Short Form Content Production
Facilitates the speedy and automated production of short-form content for various channels such as on-site, social & paid media.

Ecommerce Process Automation
Leveraging generative AI to improve efficiency across admin and data entry tasks, including product upload, content variation, category identification and data synthesis.

Acceleration of Niche Sites
GAI allows creation of hyper-focused sites & brands — rapidly creating content variations of a subset of products or categories, and populating niche long tail content.

De-risking Generative AI Output
Our tools and processes for content evaluation and compliance de-risk AI output, while our legal and ethical AI frameworks allow your business to make the right informed decision.
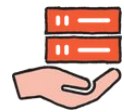
Outreach Automation
GAI multiplying the authority delivered to clients by automating email outreach and 3rd-party content generation for outreach, allowing us to deliver additional value.

This is a
MUST-HAVE
for every e-commerce site

Using Customer Reviews to enhance product descriptions

Collect and preprocess data from the website and other sources including product descriptions, customer reviews etc.

Train a model to perform semantic analysis and context understanding.

Implement the model to analyse the website content and provide insights and improvements.

Generate enhanced content and A/B test performance.

Continue to monitor customer feedback and react to emerging trends by continuously iterating content.

Breeders Choice Cat Litter 30L Petbarn

Current product description:

Breeders Choice Cat Litter Pellets are superior cat litter made from 99% recycled paper with no additives or chemicals. Acts as a natural odour control, these cat litter pellets are highly absorbent, biodegradable and last long, proven to be environmentally friendly. They are also lightweight and easy to handle which also contribute in reducing transport emission. Comes with easy pour sprout, which make them easier to lift, carry and use. Loyal pet owners, breeders and veterinarians agree that other litters are simply "left in the dust!" Breeders Choice Cat Litter is suitable for all cat breeds. The easiest choice for all cat owners.If your pet does not readily accept the new pellets, sprinkle some over existing litter, & increase new pellets daily.For best results, remove waste (solid and urine) regularly & stir pellets to aerate. Top up with fresh pellets as needed, & completely replace at least once a week.Waste can be used as a surface mulch. Breeders Choice is a registered trademarks of FibreCycle Pty Ltd/ the company originally collected and processed paper and cardboard for paper mills. This company's original technology and process was refined to create a uniquely formulated pelleted litter which is made from 99% recycled paper, with no additives or chemicals, and which exceeds the properties of traditional products. Product launches have demonstrated an overwhelming acceptance of this recycled paper product. This support from pet owners, breeders, veterinarians, pet shops and supermarket chains, has seen FibreCycle evolve from a local Australian business to a worldwide success. • Natural Odour Control • Recycled Paper Pellets - Natural Cellulose Fiber With No Additives or Chemicals • Highly Absorbent - Superior Performance • Virtually Dust-Free - Reduces Tracking and Will Not Mark Floors • Lightweight - Easy to Handle

Enhanced product description:

Final: Introducing Breeders Choice Cat Litter, the high-quality and affordable litter solution for your feline friend. Made from 99% recycled paper, these allergy-friendly pellets provide a comfortable and environmentally friendly option for your cat. With natural odour control and superior absorption, this litter is highly recommended by pet owners, breeders, and even the RSPCA. Experience easy clean-up without the mess, as these pellets are virtually dust-free and won't stick to your cat's fur. Petbarn offers the best prices on Breeders Choice Cat Litter, making it the perfect choice for your cat's needs. Don't just take our word for it - customers rave about its great absorption, minimal odour, and reasonable price. Make the switch to Breeders Choice Cat Litter today and see the difference for yourself. Visit your local Petbarn store or shop online now to take advantage of our unbeatable prices on this highly recommended cat litter.

Critique: The first draft is too long and repetitive, with some information not being relevant to the customer. It lacks a persuasive tone and a clear call to action. The review feedback is not incorporated effectively.

Watch Out!

Bias Management

AI can magnify biases from skewed data. Ensuring diverse and representative data inputs is key.

Active User Engagement

AI isn't "set and forget". Continuous user interaction and feedback are vital for improving content relevance and effectiveness.

Data Quality and Trends

AI content tools rely on quality training data. Regular updates and diversification of data sources are essential to maintain content accuracy and stay ahead of emerging trends.

Key Takeaways

AI is just a tool – Use it to leverage deep expertise in order to elevate your work and deliver more with less.

Security is paramount – Don't allow your corporate sensitive information to become publicly available. AI is much more than just ChatGPT.

Google rewards high quality content, however it is produced.

Orange Line

We will rapidly grow your business with our AI Content Accelerator — **Schedule your FREE Strategy session today**

CONTACT US