GenAI for Multilingual Content: Ventis automates SEO translations

Making Science has partnered with Ventis to leverage its proprietary Trust Generative AI technology. Powered by Google Cloud, this GenAI solution has been instrumental in accelerating description creation, leading to improved SEO and user experience.

The challenge
Maintaining SEO-friendly content for their vast product catalog across multiple languages. Their high product volume and frequent turnover meant constantly updating landing pages to optimize search engine ranking. This process was time-consuming, resource-intensive, and inconsistent across languages.

The solution
Ventis tackled its multilingual SEO hurdle with Trust Generative AI. This platform integrates Google Vertex AI vector embedding capabilities and Large Language Models (LLMs) to generate the translation of SEO-optimized content in three languages, improving search results, ensuring accuracy and brand alignment. This automated approach saved Ventis time and resources while boosting SEO.

The result
Trust Generative AI tackled the challenge by translating and optimizing over 11,000 landing pages in three different languages. This remarkable feat not only ensured consistent, SEO-friendly content but also yielded impressive results. Daily SEO revenue saw a significant 10% increase, while operational expenses dropped by a staggering 90%.

> **❝** Making Science's Trust Generative AI revolutionized our approach to SEO. We achieved multilingual content creation at scale, boosting traffic and revenue. **❞**
>
> Antonio Negro, Managing Director, Ventis

ventis

About Ventis
Ventis is an online marketplace for fashion, food, homeware, and experiences selling more than 70,000 products from more than 1000 brands.
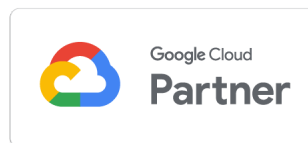
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Italy

making science

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