syllabs

Solocal provides support to its writers by generating 26,000 business descriptions

Interview of **Monica SURANI**
Content Project Manager - Solocal

What were the content production issues at the beginning of the project?

Solocal offers services to thousands of professionals, aiming to improve their visibility on the internet, and in particular on the Pagesjaunes.fr website.
Our main challenge during our discussion with Syllabs was to find a solution to optimize the quality and volume of the descriptions that we display on our business pages. By offering attractive, high-quality content to a maximum of professionals referenced on Pagesjaunes.fr, we hope to benefit from additional conversion leverage towards our paid visibility offers.
The final objective was to offer SEO-friendly descriptions to our potential clients, which encourage Internet users visiting their pages to contact them, thanks to detailed information on their points of sale.

How did the project set-up go?

Syllabs' teams were available, attentive, reactive and provided excellent support throughout the project.
The team of computational linguists, using the descriptions already present on our website as inspiration, proposed an initial sample of texts conforming to our editorial style. To produce these texts, we had supplied Syllabs with a database containing all possible information about the services our prospects could offer (budget, specialties, types of service, brands sold etc.) which allowed Syllabs to integrate these details and keywords into the descriptions. After several stages of validation, we agreed on the final texts, which we are very satisfied with in-house!

What do you think of the Syllabs solution?

The content produced by Syllabs is of very high quality, both in terms of content (relevance of information presented in the descriptions) and form (good syntax and perfect spelling). We were very impressed by the fluidity of the texts, which really do resemble those produced by human writers.

How does the Syllabs solution complement your content offering?

Automatic content generation is very beneficial for producing descriptions at high volume. We can therefore refocus the efforts of our writing team on content more specific to each professional who wishes to promote their activity online.

Would you recommend Syllabs to others? Why?

Yes, I regularly speak about Syllabs at Solocal, and I encourage other branches to take advantage of this solution to address their content issues. In fact, our "advertisers" branch is already testing with Syllabs on a new project. For our "prospects" pages, we're currently working on a new delivery of descriptions for 30,000 businesses! Automatic content generation is a great opportunity to optimize processes and to offer quality content to our users.

A content issue or a specific need ?

Contact us !

www.syllabs.com/en
hello@syllabs.com