

# Smile automates product descriptions for its client Grand Optical



Interview of **Rossitza MAVREAU & Baptiste TRAC**  
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## What were the content production challenges for your client Grand Optical ?

Our client was looking for a service provider capable of automating the production of some of the product sheets for its three e-commerce sites: Grand Optical, Grand Vision and Solaris.

The main challenge was to be able to generate texts optimized for SEO in order to increase organic traffic to these websites. So, we initially agreed to a delivery of 12,000 eyewear descriptions in order to test the effectiveness of the Syllabs solution.

## How did the project set-up go?

Syllabs quickly provided us with accurate and concise text samples, incorporating the main characteristics of the products. In collaboration with Grand Optical's product managers, they then enriched the texts further with information relating to materials used, frame styles and shapes etc., in order to propose original texts in conformance with the SEO challenges of our client.

## What do you think of the Syllabs solution?

We are pleasantly surprised by this first collaboration; the solution seems to work very well on an operational level. Syllabs has generated 18,000 product sheets for us, instead of the 12,000 initially planned!

We've been able to observe a significant increase in traffic in the three months following the implementation of the solution. The texts generated by Syllabs represent a real opportunity to position ourselves on large volume long-tail requests.

## How did the collaboration go?

As an agency, we have been very satisfied both with the customer care and the operational aspects. The project went very well, and the teams were responsive and efficient.

## What impact has there been on digital performance?

The implementation of the Syllabs solution has had a very positive effect on our client's website, which proves the effectiveness of your solution. In three months, we've noted an increase in daily web traffic of 27% on average.

## Would you recommend Syllabs to others? Why?

We're certain that automatic text generation could be beneficial in many different sectors. We wouldn't hesitate to recommend Syllabs for other projects with new clients.

**A content issue or a specific need ?**

**Contact us !**

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