

American manufacturer and distributor of automotive mirrors

Overview

Burco, Inc. is a leader in the automotive industry who provides high quality replacement side view mirrors for 70,000+ vehicle applications which are encompassed in their 4300+ products. The large differentiation in application to product ratio created a unique challenge for Burco to provide both product specific data as well as application information in their product descriptions. Due to this issue, their only feasible solution was to create a generic description for all their products, which made for a bland and uninformative user experience. This created Zorang with a unique challenge that shows the strength and enterprise capabilities of ContentHubGPT.

Solution

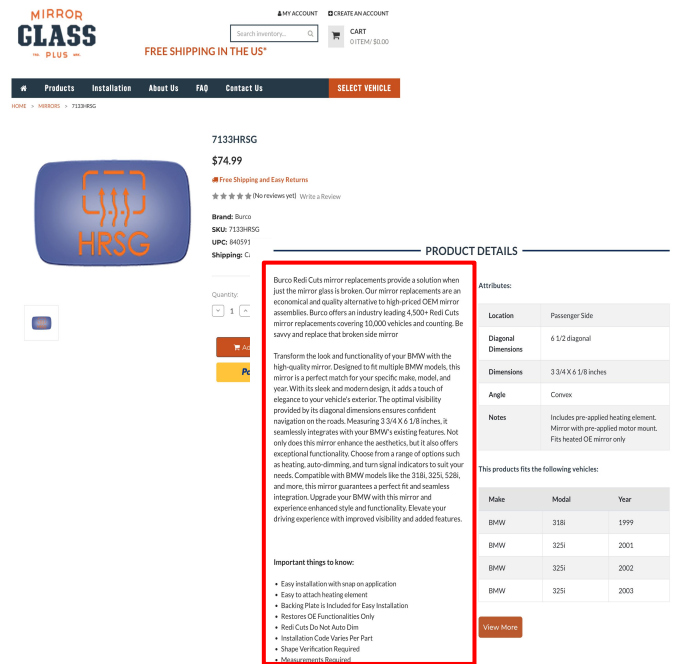
Once we provided ContentHubGPT with their existing product data and industry training, we were able to create 4600+ unique product descriptions that called forth the majority of applications within their product descriptions.

Unique story like descriptions for each product

ContentHubGPT provided each product's unique details into their product description using the information from product and car fitment data.

Product pages became more engaging and the use of SEO keywords resulted in increased traffic

This both made the product more engaging as well as provided plenty of informative details about the product using targeted SEO keywords. Overall the client has been very pleased with the results, since this task would have been nearly impossible to tackle with a content writer.



Testimonial

Burco Awesome story like descriptions created for over 4300 parts and applied quickly. It's amazing what a wonderful output this product can provide. I'm glad we decided to try it.

Holli Verhovsek
Mirror Glass Plus / Burco, Inc.

