

Automating Product Content Creation with AI for TireAgent.com

Overview

TireAgent.com is an online tyre and wheel retailer operating in the e-commerce automotive parts and tyre retail industry, offering customers a broad and continually growing online product catalogue for tyres and wheels.

Business Challenge

As TireAgent.com's product catalogue grew, manual description creation could not scale to match it, and quality and tone varied across listings, weakening brand consistency and customer trust. Incomplete manufacturer information required labour-intensive research, while inconsistent, non-optimised descriptions held back SEO visibility, organic traffic, and conversions.

- Manual description creation could not scale with the growing product catalogue
- Quality and tone varied across the catalogue, weakening brand consistency
- Incomplete manufacturer data forced labour-intensive research and direct outreach

The Solution

A multi-phase AI-driven solution was built to automate the collection, structuring, and generation of product content at scale, culminating in direct integration with TireAgent.com's e-commerce platform.

- Scrapes and structures product data from trusted OEM and web sources, filtering out competitor sites, into a centralised database
- Generates SEO-optimised, brand-aligned descriptions using trained AI models
- Reviewed and approved by the client before publishing
- Delivered in four phases over roughly five months, with ongoing support thereafter

Impact Delivered

The solution delivered strong operational and commercial impact for TireAgent.com, streamlining content operations, strengthening brand consistency, and supporting continued catalogue growth without added headcount.

- Automated data collection and writing freed the team for strategic work
- Enhanced scalability, supporting catalogue growth without additional headcount
- Uniform tone, style, and brand-guideline adherence across all descriptions
- Descriptions kept aligned with evolving SEO standards, improving organic visibility and conversions
- Reduced reliance on manual work lowered operating costs over time

Technology Stack

- Automated web scraping for product data collection
- Centralised product database with data cleanup, linkage, and chunking pipeline
- Trained AI models with predefined content templates
- E-commerce platform integration

Services Delivered

- Automated data collection and structuring
- AI-driven, SEO-optimised content generation
- Feedback and approval workflow implementation
- E-commerce platform integration
- Phased delivery with post-launch support

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