

A warm, inviting living room scene. In the foreground, a light-colored sofa is adorned with several large, textured, cream-colored pillows and a matching throw blanket with a fringed edge. To the right, a round wooden side table holds a white ceramic bowl and a textured, white ceramic vase. In the background, a large window with a wooden frame offers a view of a mountainous landscape under a clear sky. Two cylindrical, fabric-covered pendant lamps hang from the ceiling. The overall atmosphere is bright and serene.

# WESTWING

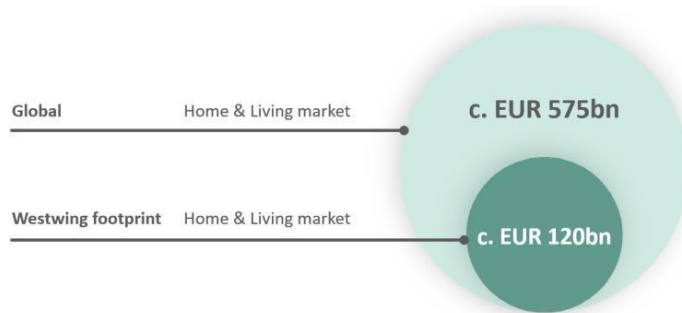
Accelerating and Enhancing  
SEO Content Creation with  
Large Language Models

September 2023

# Westwing: Leading Inspiration-based Home & eCommerce in Europe

## BASICS

- **Industry:** Home & Living eCommerce
- **Founded:** 2011 (listed since 2018)
- **GMV:** EUR 481m in FY 2022
- **Active Customers:** 1.3m<sup>(1)</sup>
- **Employees:** c. 1,800<sup>(1)</sup>
- **Headquarter:** Munich, Germany



## BUSINESS MODEL

- **Creativity and inspiration are at the very core** of Westwing - this is how we **differentiate**
- We sell **gorgeous products across all Home & Living categories**
- Our customer loyalty and love brand are based on our **unique Flywheel business model**



## OPERATIONAL PRESENCES

- We are active in **11 European countries** with **c. EUR 130bn<sup>(2)</sup> market volume**
- We are reporting in two segments, DACH and International
- **DACH at 55%** and **International at 45%** sales share<sup>(1)</sup>



# Challenge | Untapped potential with category pages

**WHAT**

Currently many of subcategory pages for filtered products either

- lack descriptive and keyword optimized content or
- have low performing thin content

**WHY**

Enriching these pages with high quality content will unlock more potential by

- Adding more SEO value to the pages
- Improving their visibility in search results
- Drive more revenue

**HOW**

Building an AI-based, high-quality content generation setup that is scalable across the platform and is cost-effective

The screenshot shows a Google search for 'badtextilien'. The search bar is at the top with filters for 'Bilder', 'Videos', 'News', and 'Maps'. Below the search bar, there are several sponsored ads (Gespensert) from 'MÖVE', 'Manufactum.de', 'Erwin Müller', and 'Galeria'. The ads feature images of towels and bath mats with prices and promotional text like 'Sale bei MÖVE' and 'Hochwertige Badmatten & Badteppiche kaufen'. Below the ads, there are organic search results. A callout box highlights the Westwing result, which is ranked #2 for the keyword 'badtextilien' with 320 monthly searches. The Westwing result shows a product page for 'Badtextilien online kaufen' with a navigation bar and a list of products. A large green arrow points from the Westwing result towards the right, where a screenshot of the Westwing website is shown. The website screenshot displays a grid of various bath towels and bath mats, with a navigation menu at the top and a footer at the bottom.

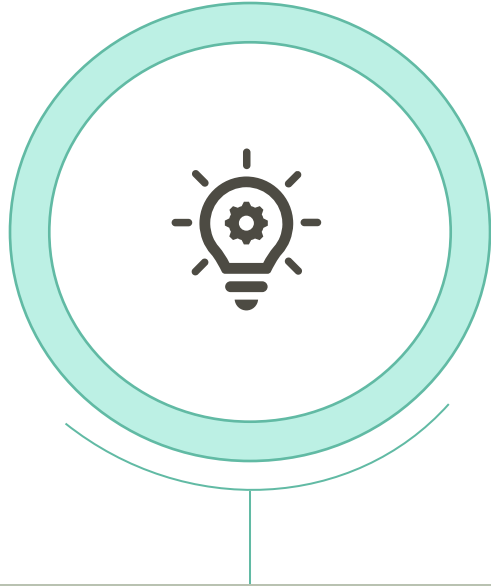
**Ads**

**#1**

**#14**

Westwing currently ranks on SERP page #2 for the KW 'badtextilien', with 320 monthly searches

# Core requirements | SEO Content Creation in Dynamic Ecommerce Landscapes



## HIGH QUALITY

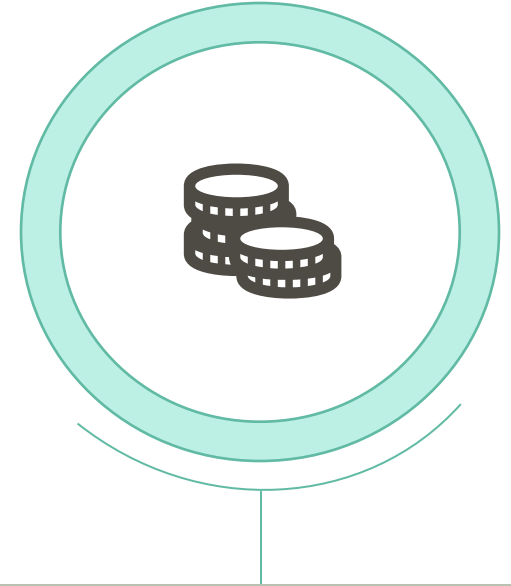
To drive SEO performance the generated content must

- be of **high-quality**
- **be at-par with current content standard level**
- meet **SEO best practices**



## SCALABLE

With **thousands of product listing pages across multiple countries and in different languages**, a scalable solution is a core requirement of the model



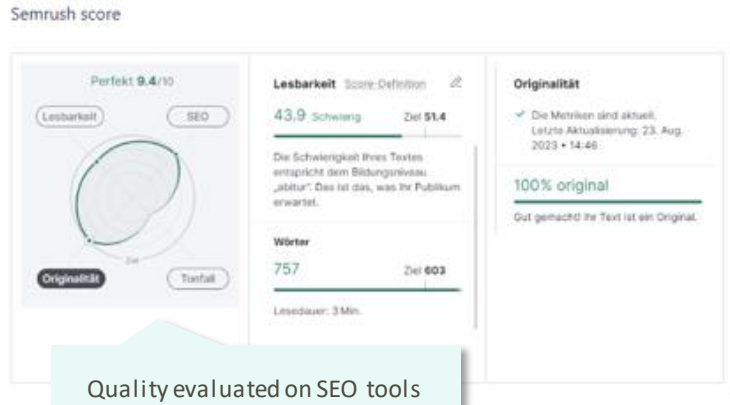
## COST EFFICIENT

The solution must be **cost-effective and resource-efficient** compared to the current setup to create an **impact on profitability**

# Impact | By highly tailoring the solution to Westwing's specifics, both operational efficiency is improved and content quality is at par with manually generated content

Deep dive next slide

## HIGH QUALITY



Quality evaluated on SEO tools like SEMRUSH highlight strong results at par with "human-written" content

### Generating high value outputs

- The generated content scored high on parameters like SEO quality, originality, readability
- It matched the quality levels of already existing "human-written" texts

## SCALABLE

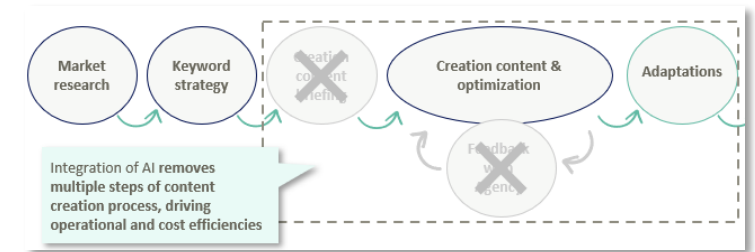
- 1 Selecting the "category"
- 2 Identifying the target keywords
- 3 Providing tone and further customized inputs
- 4 SEO optimized content generation

Simple step by step process enabling scalability and flexibility to adapt the input fields

### Content creation in four easy steps

- Quick generation of full content, much faster than current freelancer setup
- An intuitive setup ensuring wide applicability across teams
- The highly tailored setup ensures unique and consistent results

## COST EFFICIENT



### AI-generated text in HTML format

```
<h1>Tischsets: Das Highlight Deiner stilvollen Tischgestaltung</h1>  
<p>Stylische Tischsets sind ein absolutes Must-Have, wenn es darum geht, Deinen Esstisch exklusiv und einladend zu gestalten. Sie sind nicht
```

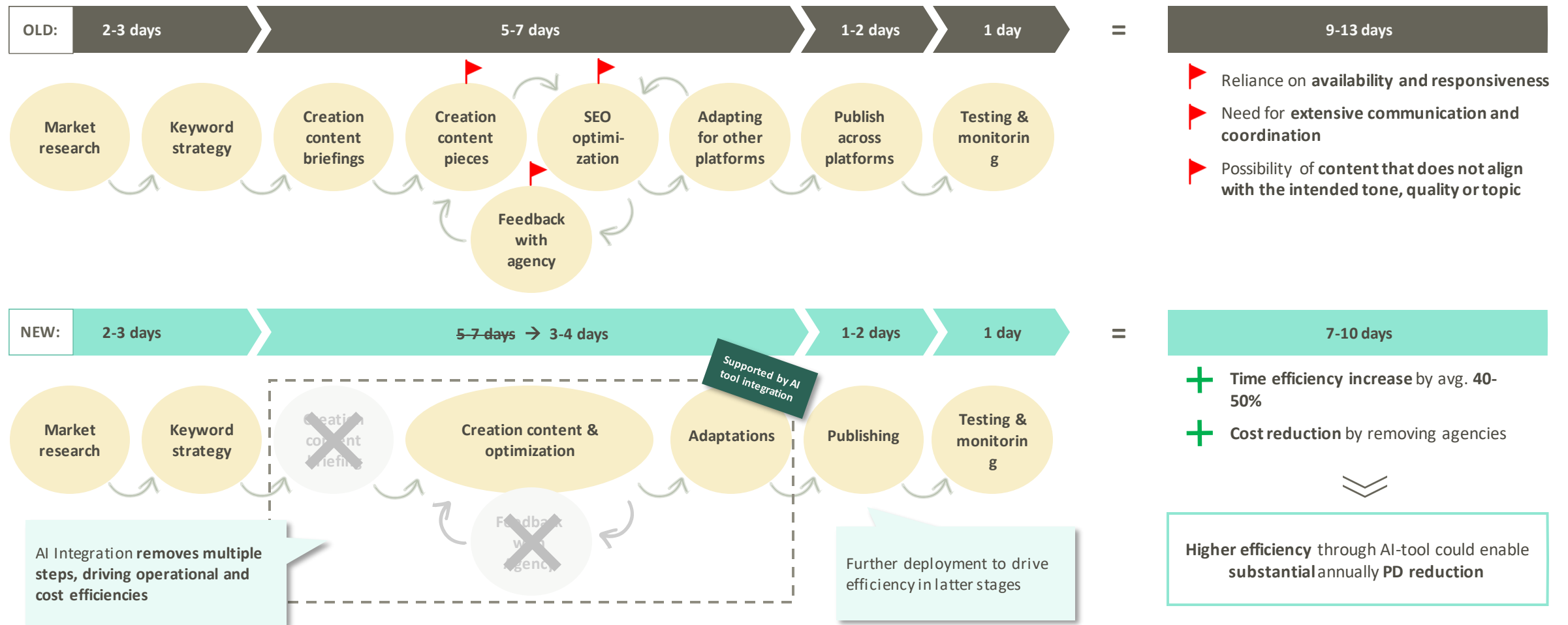
### Driving internal efficiencies

- An estimated 40-50% increment in efficiency
- Freelancer and FTE costs for content generation can be trimmed
- The output was customized to meet Westwing's operational requirements for further efficiencies

# Approach | Time savings utilizing semi-automated organic content generation

ILLUSTRATIVE

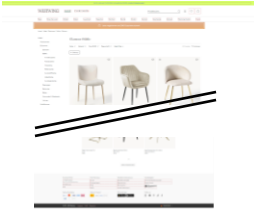
## Performance assets creation process - OMMAX estimates



# Solution | OMMAX built an AI-based MVP customized to Westwing's business, leveraging several data sources and tackling two high priority use cases

## PRIORITIZED USE CASES

**Case 1**  
Optimize pages with no content



**Case 2**  
Optimize pages with poor content

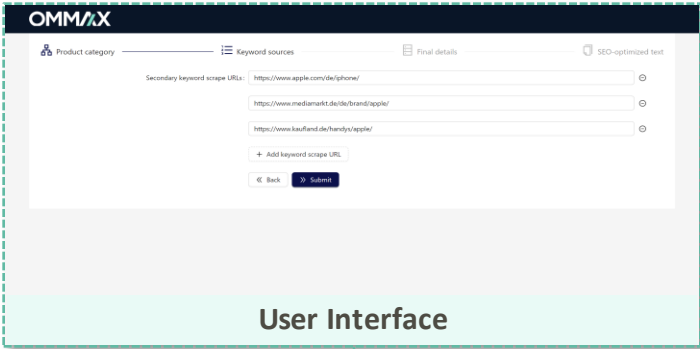


Automated creation of unique, descriptive SEO optimized content



Create content with AI based on pre-defined prompts including SEO on-page best-practice optimization for relevant languages

## SOLUTION



User Interface

**Backend with business logic**

- Process automations & data storage
- Customized prompts for target audience
- Competition insights via web intelligence
- Embedded SEO best practices
- Automated quality checks

**Large language model (LLM, GPT-4)**

LLM has **out-of-the box (generic) domain knowledge** and SEO best practices

### Configuration Parameters

- Category page
- Relevant keywords
- Competition
- Search intent
- Tonality
- Target audience
- Current content
- SEO best practices