

Commercial Proposal: AI-Powered Content Optimization for E-Commerce

Objective

Implementation of an AI-powered system for large-scale content optimization to increase search visibility, reduce manual labor costs, and accelerate time-to-index across thousands of product pages.

1. Project Scope

We offer a comprehensive AI automation solution designed to optimize all product descriptions, meta titles, and on-page SEO elements at scale. The system leverages proprietary algorithms for semantic clustering, keyword relevance mapping, and adaptive content rewriting, fully tailored to e-commerce websites with 10,000+ SKUs.

Key Deliverables:

- SEO-optimized product content for all listed items.
- Internal linking and content structure improvement.
- An adaptive system that continuously updates content based on ranking shifts or algorithm updates.

2. Advantages of Our Solution

- **Manual Copywriting Estimate:**
Average SEO optimization per SKU = 20 minutes.
Total for 10,000 SKUs = ~3,333 hours.
Writer hourly rate (average) = \$20–\$30/h.
Total cost (manual): \$66,660–\$99,990.
- **AI Automation Cost:**
One-time setup + processing = **\$8,000–\$12,000** depending on SKU volume and complexity.
- **Savings:**
Up to **90%** in operational cost and at least **5x faster** execution.
- **Data Safety Guarantee:**
Our AI operates on localized datasets. We do **not** store, transmit, or access your internal databases. All processing occurs within your infrastructure or via secure sandbox environments.

3. Package Options

Option A – Full-Service SEO Optimization

- SKU analysis and keyword grouping
- Automated content generation (meta + description)
- Human QA review for the first 100 products
- Integration support
- Timeline: 7–10 business days
- **Price:** \$9,800

Option B – System Setup + Team Training

- Custom AI model deployment
- Step-by-step internal training
- QA instructions and validation toolkit
- Timeline: 5–7 business days
- **Price:** \$6,500

4. Additional Value

- **Revenue Impact Forecast:**
Average uplift in traffic from SEO optimization: 15–30%.
If average order value = \$40 and conversion rate = 2%,
+5,000 additional visitors/month → +100 new orders → +\$4,000/month.
Annual impact: ~\$48,000.
- **Case Benchmark:**
E-commerce clients who implemented similar AI optimization saw **indexing time drop by 70%** and traffic increase in 60 days.

5. Clarifying Questions Before Starting

To provide maximum value and relevance, we require:

1. Number of SKUs to be optimized.
2. Access to current content samples.
3. Priority product categories (for phased optimization).
4. Target market and SEO goals (e.g., organic visibility vs. conversion-driven).
5. CMS used and export/import options available.

6. Contact & CTA

To proceed, confirm your preferred package or request a customized plan.

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