CASE STUDY

Worldwide Employment Website

Generative AI Content Verification and Editing in 13 Languages

argos **multi**lingual

The Challenge

An international employment platform found that its SEO rankings were substantially improved by the presence of job-seeker-oriented articles in multiple languages. When the process of creating these articles manually became too costly in terms of time and budget, Argos stepped in to help create a more effective solution.

Where the client had been hiring writers to craft articles manually, Argos helped design a process to produce the articles using generative AI backed by a comprehensive quality review.

The Solution

To address this challenge, the client designed automation scripts with pre-defined generative AI prompts tailored to the client's preferences, brand voice, and market regulations. This allowed the client to generate SEO-optimized content in 13 languages more efficiently.

These articles were then handed off to Argos for verification and editing. A rigorous quality verification process was implemented, including plagiarism checks and fact verification using pre-approved websites. Any articles failing to meet quality standards were promptly returned to the client. Argos provided regular feedback on the prompts, which helped the client continuously refine the output.

Argos' dedicated team of ten supported the program with project management, quality management, supply chain, SEO, and technology. The technology team also built a custom content platform that integrated seamlessly with the client's Content Management Systems (CMS): WordPress and Contentful.

Content in 13 Languages
German (Germany)
Spanish (Spain)
Spanish (Mexico)
French (France)
Italian (Italy)
Dutch (Netherlands)
Portuguese (Brazil)
English (Australia)
English (Canada)
English (UK)
English (US)
English (Singapore)
English (India)
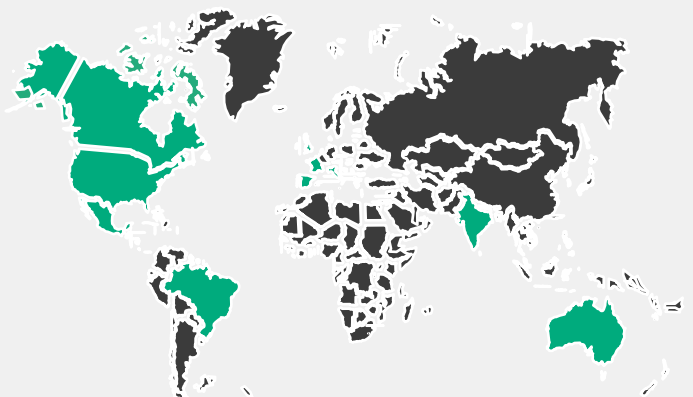
The Result

The implementation of the generative AI approach yielded significant results:

1 ▶ **Increased Output:** The client experienced a 114% increase in article production, delivering over 500 articles per week across 13 languages.

2 ▶ **Efficiency Gains:** Writing articles from scratch previously took approximately eight hours per article. With the generative AI and quality verification approach, new content could be produced in about two hours per article – a fourfold increase in output efficiency.

3 ▶ **Budget Savings:** The new generative AI workflow enabled the customer to reduce their budget by approximately 50% while producing close to 6,000 articles in one quarter.

4 ▶ **Maintained Quality:** Despite the shift to AI-generated content, quality remained high. Approximately 93% of articles met the established quality threshold, ensuring consistency across markets and languages.

5 ▶ **Continuous Improvement:** The client adopted a proactive approach to prompt refinement, generating initial articles for review and tweaking prompts based on feedback. This iterative process streamlined review and editing, further enhancing efficiency over time.

Key Results

500+
articles weekly

6,000
articles quarterly

10
dedicated Argos team members

130
content reviewers and editors

4X
more articles produced

50%
budget savings

What they say...

"Argos has been a strategic partner for us and an extension of our internal team, helping us set up a brand-new SEO and copywriting workflow in record times. Their account team is also extremely committed to helping us achieve our company goals, always willing to participate in new tests and pilots aimed at exploring new localization approaches and improving our localized content."

Contact Argos: info@argosmultilingual.com   www.argosmultilingual.com

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