STOREIS. × LA SPORTIVA

Scaling SEO content production

WITH AN AI & HUMAN APPROACH



SCALING SEO CONTENT PRODUCTION
WITH AN AI & HUMAN APPROACH

KEY WINS

+180%	+8.63%	+167%	-7.8
Clicks	Impressions	CTR	Average position

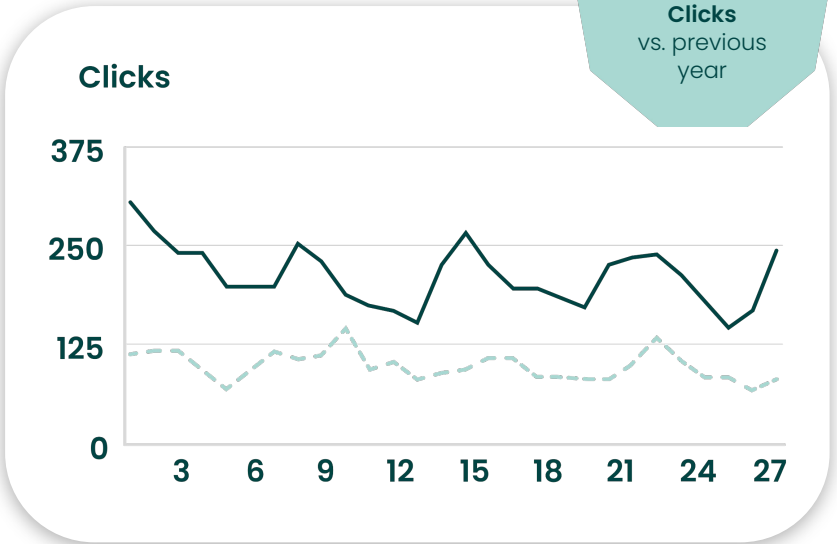
MAIN CHALLENGE

The **La Sportiva** category pages had missing or outdated text, limiting organic traffic.
The activity focused on three objectives: **optimizing time and resources through the use of AI to create content** (-30% operational effort), **improving semantic relevance** through naturally integrated keywords, and **strengthening internal linking** to support navigation and indexing.

HOW TO

The activity involved careful prompt engineering to provide the AI with the correct context: **La Sportiva's Tone of Voice, product characteristics, SEO keywords, and internal linking guidelines.** To speed up production, the AI generated texts already formatted in HTML, significantly reducing data entry time and facilitating large-scale system import. To ensure editorial quality, a Human-in-the-Loop approach was adopted: each piece of content was manually reviewed to verify accuracy, fluency, and consistency with the brand's standards.

+180%
Clicks
vs. previous year



WANT TO LEARN MORE?
LET'S TALK :)

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