

Web content enrichment for eCommerce

Introduction

In the competitive online retail space, web content enrichment and data quality auditing are crucial for retail and eCommerce companies.

High-quality product data can significantly impact conversion rates, customer satisfaction, brand reputation and help companies stay ahead of the game.

While enriched content provides detailed product descriptions, specifications and visual assets that help customers make informed purchasing decisions, regular data auditing maintains the

accuracy and consistency of this information across various platforms and channels. These processes ensure that product information is accurate, comprehensive and optimised for both customer experience and search engine visibility.

By investing in these practices, retailers and eCommerce companies can enhance customer satisfaction, reduce returns, build customer trust, improve their SEO performance and drive sales growth. As eCommerce continues to evolve, maintaining rich, accurate web content and product data has become not just an advantage, but a necessity for staying competitive in the digital marketplace.

Why NashTech



Bespoke outsourced service

- Tailored, people-based outsourced service
- Specialises in web content management for eCommerce
- Allows companies to focus on core business activities
- Recognised among the **top 500 Business Process Outsourcing firms worldwide**



Multi-language support

- Support in **28 languages**
- Ensures content reaches a global audience
- Enhances browsing experience for international customers



Cost and time efficiency

- Minimises the need for an in-house team
- Saves significant overhead costs
- Competitive rates for skilled data processing specialists
- Streamlines operations and reduces expenses



Enhanced customer engagement and data quality

- Improves website data quality timely, accurately and consistently
- Our comprehensive data qualification process ensures product information accuracy **exceeding 99%**
- Handles data at any volume or complexity
- Enhances customer engagement and satisfaction

Our services

Improving data quality and searchability



Data quality audit

Validate and qualify unstructured data of any online product to improve its accuracy and visibility to shoppers.



Image audit

Check and edit undetected images to improve the accuracy of image recognition technology on shopping platforms.



"Try-on" AI audit

Validate images generated by AI and detect inaccuracies for virtual try-on features to attract end-users.



Content enrichment

Check, and rate product content to make it more understandable and searchable by shoppers.



Enhancing visual content and user experience



Image quality

Evaluate the quality of non-detected images crawled from merchant websites for a better visual shopping experience.



Data labelling

- Label and classify user sentiment in reviews to detect fake reviews and improve shopper satisfaction.
- Label and validate product clusters for online shopping compliance with criteria. Manually identify and classify shopping offers and online page types for better visual shopping experiences.

Optimising policies and analytics



Return policy, shipping policy, shipping intelligence

Capture return and shipping policies to ensure compliance with criteria for a better online shopping experience.



Product behaviour web (PBW)

- Study marketing behaviour on merchant websites for better SEO efficiency.
- Support in preparing data for automation programs.



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