



Guide for ChatGPT/Gemini AI Content Generator for Magento 2

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Table Of Contents

- Table Of Contents..... 2
- User Guide: AI Product Content Module..... 3
 - 1. Detailed Overview: AI Product Content Module..... 3
 - 2. Integration of Gemini and ChatGPT AI.....4
 - 3. Purpose and Benefits.....5
 - 4. Enhancing SEO Performance:..... 5
 - 5. Customization Based on Attributes and Prompts.....5
 - 6. Customized Prompts:.....5
 - 7. Process of Content Generation.....5
 - 8. Impact on eCommerce Platforms.....6
 - 9. Accessing AI Configuration..... 6
 - Step-by-Step Guide.....6
 - 10. Navigating to the Products Section..... 12
 - Step-by-Step Guide.....15
 - 11. Import CSV data for AI content generation..... 20
 - 12. Conclusion..... 21

User Guide: ChatGPT/Gemini AI Content Generator for Magento 2

1. Detailed Overview

Accessing AI Content Generation:

- The Magento store admin panel should provide a dedicated section for AI content generation. This section might be named "Brainvire AI Content" or something similar.
- Upon accessing this section, users should see available options for generating content for different product elements:
 - **Product Descriptions:** Generate AI-powered descriptions based on product attributes and user-defined prompts.
 - **Meta Titles:** Generate compelling and informative meta titles optimized for search engines.
 - **Meta Descriptions:** Generate concise and engaging meta descriptions to entice users from search results.

Product Attribute Configuration (Optional):

- The system might offer an optional "Product Attribute Configuration" section where users can define relevant product attributes (e.g., color, size, material) that can be leveraged by the AI for content generation.
- Users should be able to add, edit, or remove product attributes as needed.

User Prompts and Content Guidance:

- Within each content generation option (descriptions, meta titles, meta descriptions), users should have a designated field to enter prompts or instructions for the AI.
- Prompts can guide the AI in generating content that aligns with the product's unique features and target audience.
- For example, a prompt for a product description might be "Create a compelling description highlighting the key benefits and functionalities of this product."

Initiating AI Content Generation:

- After defining any relevant product attributes and entering prompts, users should be able to initiate AI content generation for each element (description, title, meta description) by clicking a dedicated button (e.g., "Generate AI Content").

Content Display and Selection:

- Upon successful generation, the system should display the AI-generated content within the respective interface section (description, title, meta description).
- Users might be offered the option to choose between content generated by different AI engines (e.g., Gemini, ChatGPT) if supported by the system.

Editing and Refining Content:

- Users should have the ability to edit and refine the AI-generated content directly within the interface before finalizing it. This might include features like:
 - Text editing capabilities to modify, add, or remove content as needed.
 - Tools for formatting the content (e.g., bold, italics, bullet points) to enhance readability.

Integration with Product Pages:

- Once users finalize the content for descriptions, meta titles, and meta descriptions, the system should offer a seamless way to integrate this content with the corresponding product pages within the Magento store.

Success and Error Messages:

- The system should display clear messages upon successful generation and integration of AI-generated content.
- In case of any errors during generation (e.g., AI engine issues) or integration (e.g., database connectivity problems), the system should provide informative error messages and potential solutions for the user.

Additional Considerations:

- The system might offer options to track or manage past AI-generated content for future reference.
- The user interface should be intuitive and user-friendly to facilitate efficient content creation.

2. Integration of Gemini and ChatGPT AI

The AI Product Content Module is a sophisticated tool designed to enhance the content creation process for eCommerce platforms by leveraging the advanced capabilities of Gemini and ChatGPT AI. These cutting-edge AI technologies work together to generate customized and optimized content, specifically tailored for product descriptions and meta descriptions, which are crucial components for effective SEO.

• **Gemini AI:**

Gemini AI is renowned for its data analysis and content generation capabilities. It can process vast amounts of data to understand trends, customer preferences, and relevant keywords. By analyzing this data, Gemini AI helps in creating content that is not only engaging but also aligned with the latest SEO strategies.

• **ChatGPT AI:**

ChatGPT AI, developed by OpenAI, excels in natural language processing (NLP). It can generate human-like text based on prompts and predefined attributes. This AI can create detailed, coherent, and contextually relevant product descriptions and meta descriptions that enhance user engagement and improve search engine rankings.

3. Purpose and Benefits

Optimizing Content Creation:

The primary goal of integrating Gemini and ChatGPT AI is to streamline and optimize the content creation process for eCommerce platforms. By automating the generation of product and category descriptions, the module saves time and resources, allowing businesses to focus on other critical areas.

4. Enhancing SEO Performance:

Search Engine Optimization (SEO) is vital for the visibility and success of e-commerce platforms. The AI Product Content Module ensures that all generated content is optimized with relevant keywords and phrases, improving the likelihood of appearing higher in search engine results pages (SERPs). Enhanced SEO leads to increased organic traffic, which can translate into higher sales and revenue.

5. Customization Based on Attributes and Prompts

User-Selected Attributes:

The module allows users to input specific attributes that define the characteristics of the products or categories. These attributes might include product features, benefits, uses, materials, sizes, colors, and more. By providing detailed attributes, users guide the AI to focus on the most important aspects of the products, ensuring the generated descriptions are highly relevant.

6. Customized Prompts:

In addition to attributes, users can create prompts that direct the AI on the tone, style, and specific points to emphasize in the descriptions. Prompts might include instructions on highlighting unique selling points, targeting specific customer needs, or maintaining a particular brand voice. This level of customization ensures that the content aligns with the brand's identity and marketing strategy.

7. Process of Content Generation

- Configuration:
 - Users navigate to the AI configuration section and input their desired attributes and prompts.
 - These configurations can be saved and updated as needed to refine the content generation process.
- Content Generation:
 - Once the attributes and prompts are set, the AI processes the information to generate product descriptions and meta descriptions.
 - The AI takes into account the latest SEO trends and user preferences to create content that is not only engaging but also optimized for search engines.
 - Review and Edit:

- Users can review the generated content to ensure it meets their standards.
- If necessary, minor edits can be made to tailor the descriptions further, although the AI-generated content is designed to be as accurate and relevant as possible.

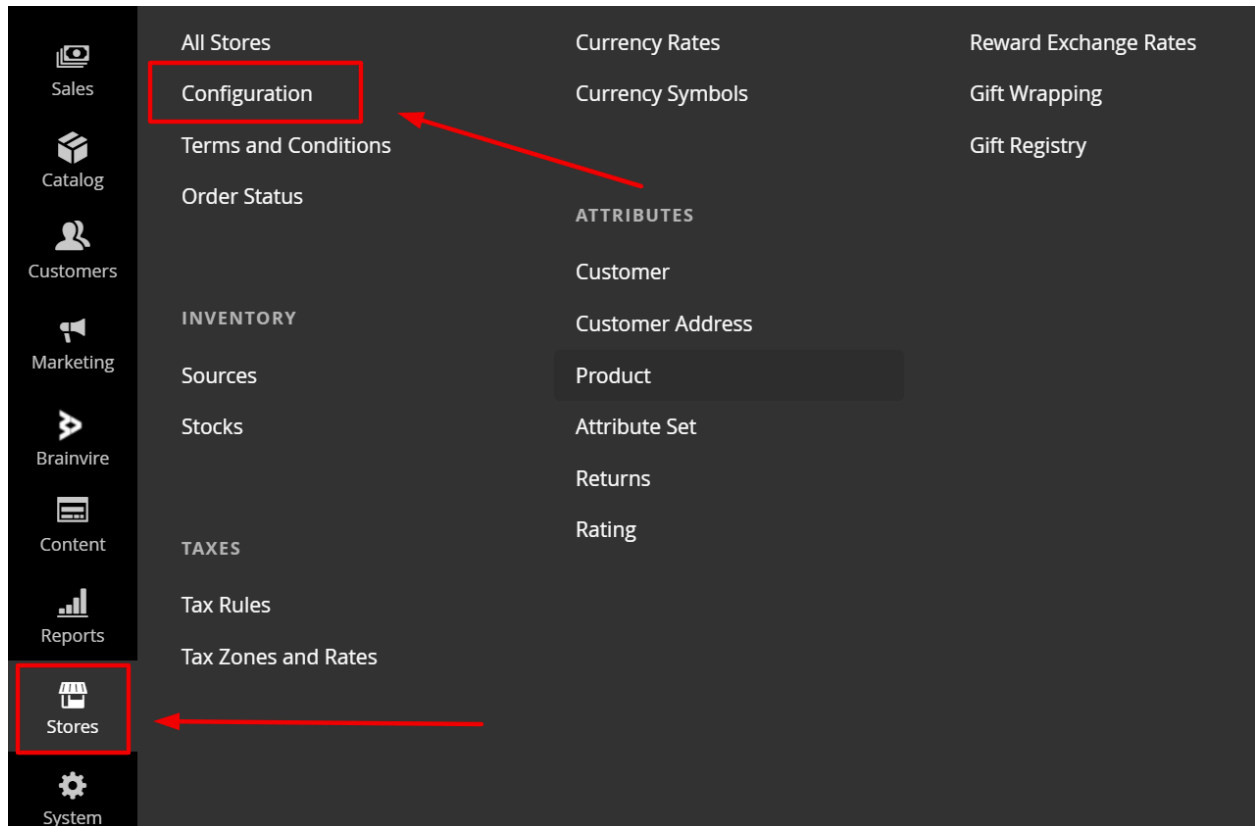
8. Impact on eCommerce Platforms

- **Improved User Experience:**
 - High-quality, relevant product descriptions enhance the shopping experience for customers. Detailed and engaging descriptions help customers make informed purchasing decisions, potentially reducing return rates and increasing customer satisfaction.
- **Increased Efficiency:**
 - Automating the content creation process significantly reduces the time and effort required to write product and category descriptions manually. This efficiency allows businesses to scale their operations and manage larger inventories without compromising on content quality.
- **Enhanced Brand Consistency:**
 - By using predefined attributes and prompts, businesses can ensure that all product descriptions maintain a consistent tone and style. This consistency reinforces brand identity and can help build trust and loyalty among customers.

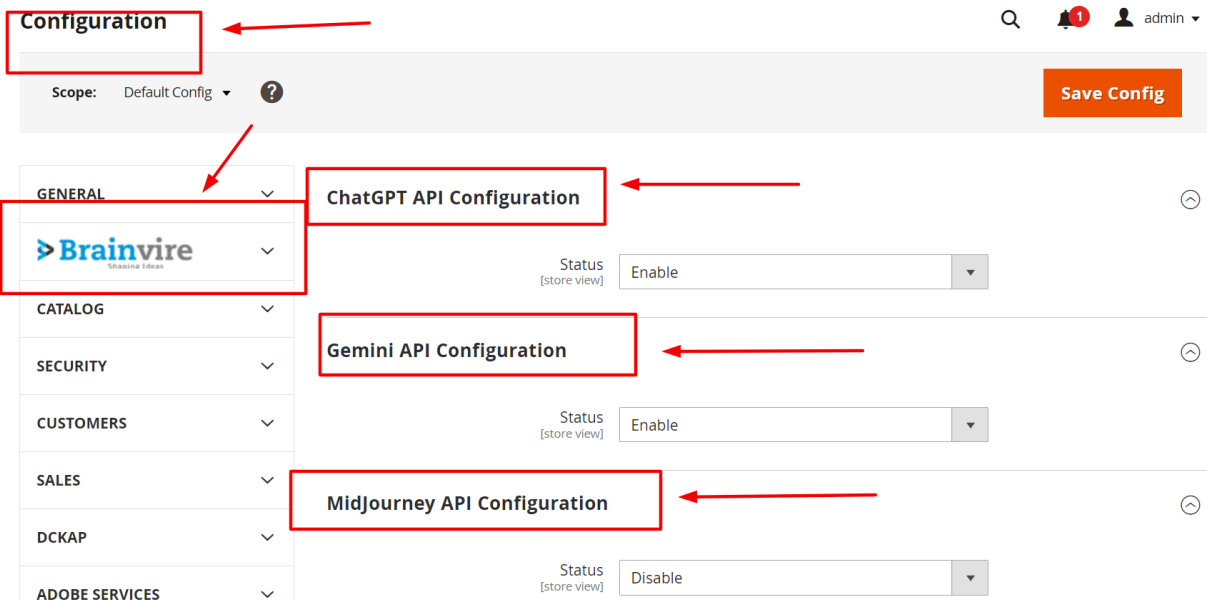
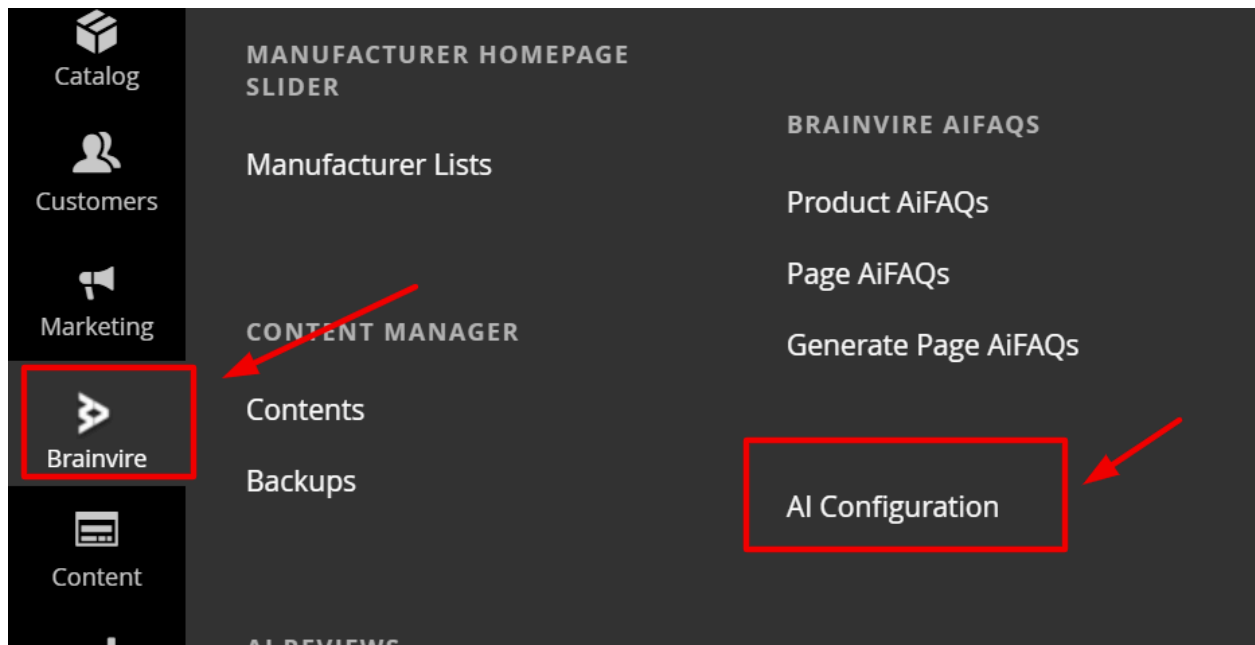
9. Accessing AI Configuration

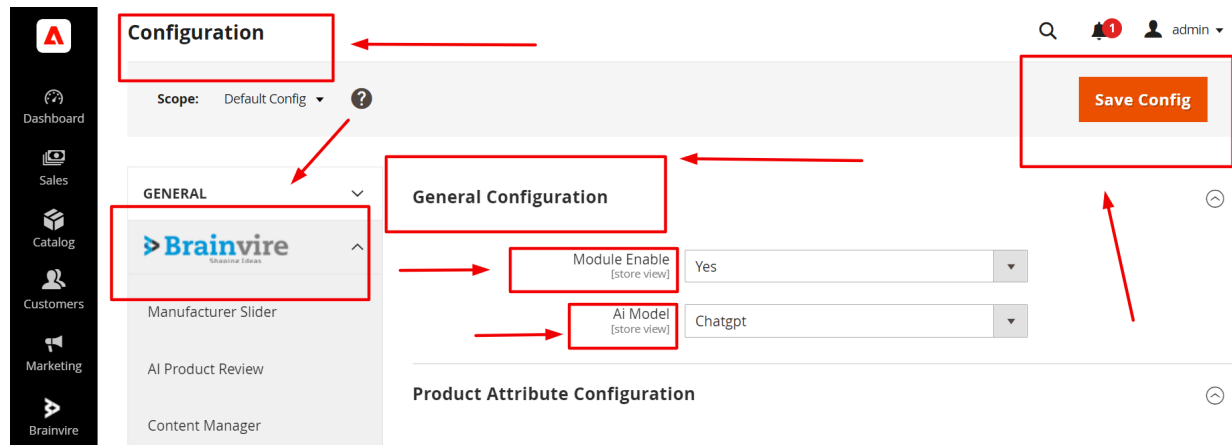
Step-by-Step Guide

- Open Admin Sidebar:
 - From your eCommerce platform's admin dashboard, navigate to the sidebar menu.
-
- Select Configuration:
 - Click on 'Stores' from the sidebar.
 - Within the 'Stores' menu, click on 'Configuration'.



- Access AI Configuration:
- In the Configuration tab, locate and click on 'Brainvire AI Configuration'.
- You will be redirected to the "Brainvire AI Configuration" section under the General settings.





- Explore Configuration Sections:
- Within the Brainvire AI Configuration framework, there are two main sections:
 - Product Attribute Configuration
 - Category Attribute Configuration

Product Attribute Configuration

Attribute Rows
[store view]

Attribute	Prompt	Action
<input type="text" value="description"/>	Generate description for {{produ	
<input type="text" value="short_description"/>	Generate short description for {{	
<input type="text" value="meta_title"/>	Generate meta title for {{(product	
<input type="text" value="meta_description"/>	Generate meta description for {{	
<input type="text" value="meta_keyword"/>	Generate comma separated met	
<input type="text" value="ai_content"/>	Generate specification for '{{(pro	
<div>Add Record</div>		

Add {{(product_name)} And {{(category_name)}} to Create Content Using Category and ProductName

Category Attribute Configuration

Attribute Rows
[store view]

Attribute	Prompt	Action
<input type="text" value="description"/>	Generate description for {{categ	
<input type="text" value="meta_title"/>	Generate meta title for {{categor	
<input type="text" value="meta_description"/>	Generate meta description for {{	
<input type="text" value="meta_keywords"/>	Generate meta keywords for {{ca	
<div>Add Record</div>		

Add {{(category_name)}} To Generate Content

-
- Each section allows users to add attributes and prompts specific to products or categories.

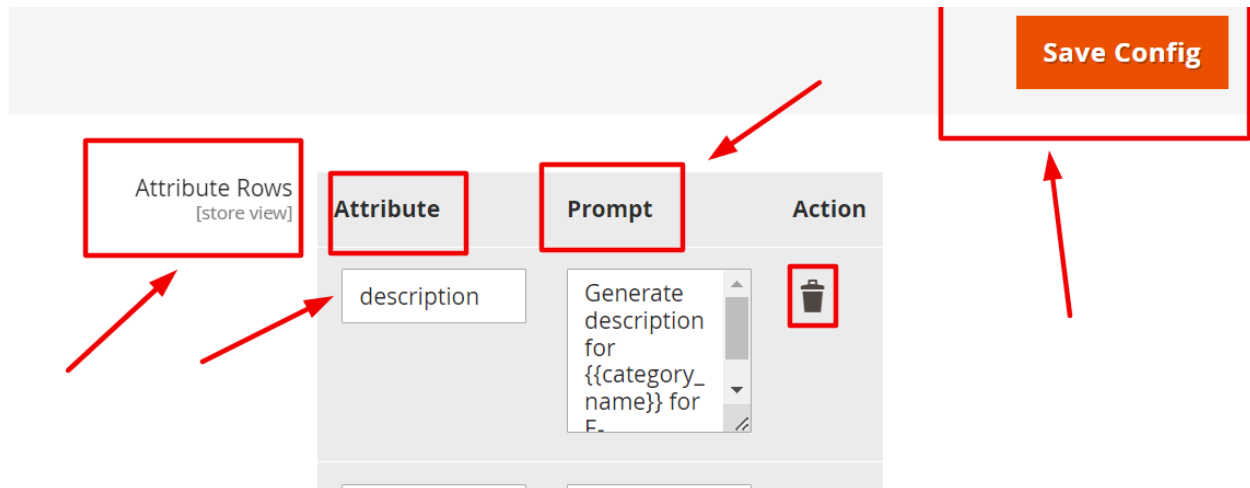
- Add Attributes and Prompts:
- Users can input the required attributes and prompts for content generation. These attributes and prompts guide the AI in creating content tailored to the products or categories.

Save Config

CMS Page Attribute Configuration

Attribute Rows
[store view]

Attribute	Prompt	Action
meta_keyworc	Generate meta keywords for {{page_title}} for E-	
content	Generate meta keywords for	



- Save Configuration:
- After entering all necessary details, click on "Save Config" at the top of the page.
- The page will refresh to apply the new settings.

10. Navigating to the Products Section

- The user has to go to the **Search engine optimization section**, in which the user has to select "**Generate AI Content**" into **Meta Keywords**.

Created At

05/29/2024

Description

TestProd is a powerful tool that can help you to improve the quality of your software. It allows you to test your software in a productionlike environment,

Meta Description

Please enable GEMINI from admin

Meta Keywords

Please enable GEMINI from admin

Meta Title

TestProd is an enterprisegrade test data management (TDM) platform that enab

Short Description

TestProd is a tool that helps you test your product code before merging it into the main branch. It does this by creating a temporary branch, running

Scope: All Store Views

?

← Back

Generate Ai Content

Add Attribute

Save

▼

Enable Product

Yes

Attribute Set

Default

Product Name

TestProd

SKU

TestProd

Price

\$ 100.00

Advanced Pricing

- Similarly, users can generate a **Meta Title** and **Meta Description** by clicking on "Generate AI Content."
 - As the user adds the attribute and prompt in the 'Configuration' section, the user will see the Keywords.

Scope: All Store Views

?

← Back

Generate Ai Content

Add Attribute

Save

▼

✓ AI Content Save SuccessFully

Search Engine Optimization

URL Key [store view] testprod ?

☒ Create Permanent Redirect for old URL

Meta Title [store view] Shop the Latest TestProd Collection from Adidas | Ecommerce

Generate AI Content Advance Generate AI Content ?

Meta Keywords [store view] Rate limit reached for gpt-3.5-turbo in organization org-NdOXR14GwSSfs6d74UY77Oe7 on requests per min (RPM): Limit 3, Used 3, ...

Generate AI Content Advance Generate AI Content ?

- Simultaneously, users will also have access to the **"Advance Generate AI Content"** tab.
 - This tab facilitates the generation of meta titles, wherein the product name and category name will be automatically retrieved and showcased within the section.
 - When the user **clicks on the tab**, a pop-up will appear, showcasing the details within.

Joust Duffle Bag ← Back Add Attribute Save

Search Engine Optimization

Custom Prompt

Generate meta title for Joust Duffle Bag of {{category_name}} for E-commerce

Generate AI Content

Meta Title [store view] Joust Duffle Bag: The Perfect Travel Companion for Adventure Lovers

Generate AI Content Advance Generate AI Content ?

Meta Keywords [store view] duffle bag, travel bag, gym bag, overnight bag, carryon bag, sports bag, weekender bag, overnight bag, workout bag, training bag, shoulder bag, duffel

Generate AI Content Advance Generate AI Content ?

Meta Description [store view] Experience unmatched durability and style with the Joust Duffle Bag. Its spacious interior and multiple compartments keep your essentials organized, while its ballistic nylon construction withstands the toughest adventures. Perfect for workouts, ...

Maximum 255 chars. Meta Description should optimally be between 150-160 characters

Generate AI Content Advance Generate AI Content ?

- After loading, users will see the content in that section fetched from the selected AI based on the prompt.

Joust Duffle Bag

Search Engine Optimization

URL Key
[store view]

 ?

☒ Create Permanent Redirect for old URL

Meta Title
[store view]

Generate AI Content

Advance Generate AI Content



Meta Keywords
[store view]

Generate AI Content

Advance Generate AI Content



Meta Description
[store view]

Maximum 255 chars. Meta Description should optimally be between 150-160 characters

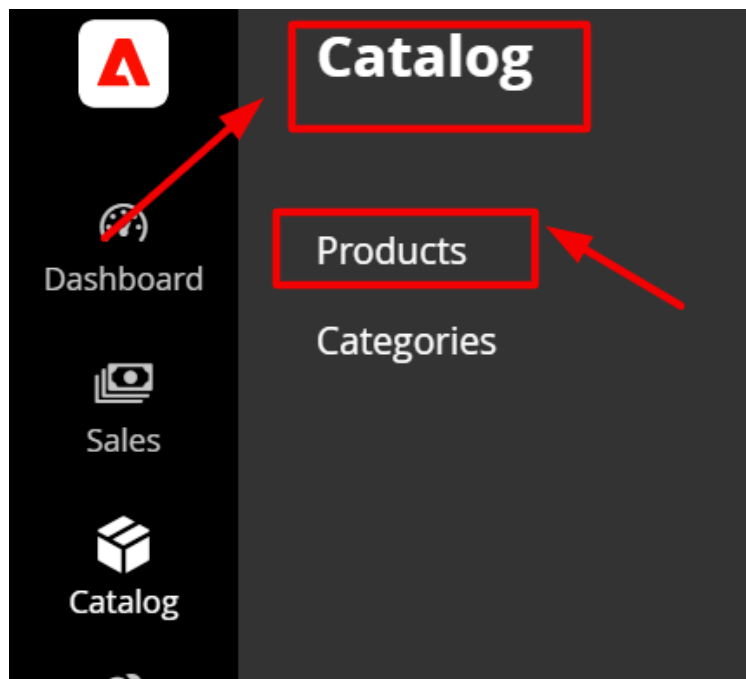
Generate AI Content

Advance Generate AI Content



Step-by-Step Guide

- Open Products Section:
- From the admin sidebar, navigate to 'Catalog'.
- Click on 'Products' to view the product listings.



Products

Add Product

Filters

Default View

Columns




Search by keyword

Actions

13 records found

20 per page

1 of 1

	ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Salable Quantity	Visibility	Status	Websites	Last Updated At	Action
<input type="checkbox"/>	1		TestProd	Simple Product	Default	TestProd	\$100.00	999.0000	Default Stock: 977	Catalog, Search	Enabled	Main Website	May 29, 2024 5:57:57 AM	Edit
<input type="checkbox"/>	2		Test Product	Simple Product	Default	TP-001	\$100.00	1000.0000	Default Stock: 995	Catalog, Search	Enabled	Main Website	May 29, 2024 12:25:26 AM	Edit
<input type="checkbox"/>	3		plazzo	Simple Product	Default	plazzo	\$130.00	0.0000	Default Stock: 0	Catalog, Search	Enabled	Main Website	May 20, 2024 3:24:58 AM	Edit

- Access SEO Settings:
- Within the Products section, locate and click on ‘Search engine optimization’.

Images And Videos

Search Engine Optimization

URL Key

testprod

?

☒ Create Permanent Redirect for old URL

Meta Title

Shop the Latest TestProd Collection from Adidas | Ecommerce

Generate AI Content

Advance Generate AI Content

?

Meta Keywords

Rate limit reached for gpt-3.5-turbo in organization org-

- Generate AI Content for SEO:
- In the SEO section, you have the option to generate AI-driven content:
- Meta Keywords: Select “Generate AI Content” to automatically generate meta keywords for the product.
- Meta Title and Meta Description: Similarly, click on "Generate AI Content" to create meta titles and descriptions.

Search Engine Optimization

URL Key

store view

testprod

?

☒ Create Permanent Redirect for old URL

Meta Title

store view

Shop the Latest TestProd Collection from Adidas | Ecommerce

Generate AI Content

Advance Generate AI Content

?

Meta Keywords

store view

Rate limit reached for gpt-3.5-turbo in organization org-NdOXR14GwSSfs6d74UY77Oe7 on requests per min (RPM): Limit 3, Used 3,
Reset at 2024-05-28 20:00:00 UTC+00:00

Generate AI Content

Advance Generate AI Content

?

Generated AI Content

Actions

1 records found

Filters

Default View

Columns

20 per page

1 of 1

	ID	Name	SKU	Store View	Created	Status	Action
<input type="checkbox"/>	1	TestProd	TestProd	Main Website Main Website Store Default Store View	May 28, 2024 5:00:00 PM	Pending	Select

- Utilize Configured Attributes and Prompts:
- The attributes and prompts configured in the 'Brainvire AI Configuration' section will be used by the AI to generate the keywords, titles, and descriptions.
- Users will see the generated keywords based on the specified attributes and prompts.

- Advanced AI Content Generation:
- Access the "Advance Generate AI Content" tab for more sophisticated content generation.
- This tab allows for the generation of meta titles that automatically include the product name and category name.

The screenshot shows the 'Search Engine Optimization' section of a web application. It includes several input fields and buttons, with red boxes and arrows highlighting specific elements:

- Search Engine Optimization**: The main section header, highlighted with a red box and an arrow.
- URL Key**: A text input field containing 'testprod', with a '[store view]' label below it. It is highlighted with a red box and an arrow.
- Create Permanent Redirect for old URL**: A checkbox that is checked, located below the URL Key field.
- Meta Title**: A text input field containing 'Shop the Latest TestProd Collection from Adidas | Ecommerce', with a '[store view]' label below it. It is highlighted with a red box and an arrow.
- Meta Keywords**: A text input field containing an error message: 'Rate limit reached for gpt-3.5-turbo in organization org-NdOXR14GwSSfs6d74UY77Oe7 on requests per min (RPM): Limit 3, Used 3, Requested 4. Please try again in 30s. Visit...'. It is highlighted with a red box and an arrow.
- Generate AI Content** and **Advance Generate AI Content**: Two orange buttons located below the Meta Title and Meta Keywords fields, respectively. Each button has a question mark icon to its right. They are highlighted with red boxes and arrows.

- View Generated Content:
- When you click on the tab, a pop-up will appear displaying the generated content details.

- The AI will fetch content based on the user-defined prompts and selected attributes, which will then be showcased in the designated sections.

← Back

Generate Ai Content

Add Attribute

Save

⌵

Filters

20 per page 1 of 1

us	Title	Nickname	Review	Visibility	Type	Product	SKU	Action
oved	Good Quality	ron whisely	I recently purchased a product from TestProd and I must say I am thoroughly impressed with the quality. The item exceeded my expectations and I am very satisfied with my purchase. The materials used are topnotch and the craftsmanship is excellent. I highly recommend TestProd for anyone looking for good quality products.	Main Website Main Website Store Default Store View	Guest	TestProd	TestProd	Edit
oved	Good worth buying	hermoine granger	Review for TestProd: Good worth buying I recently purchased TestProd and I must say it was worth every penny. The product exceeded my expectations and delivered great results. I highly recommend TestProd to anyone looking for a reliable and effective solution. Good worth buying!	Main Website Main Website Store Default Store View	Guest	TestProd	TestProd	Edit

11. Import CSV data for AI content generation

- Provide Sample CSV Files:
 - The system should provide sample CSV files that users can download and use as a template for their data. This ensures users know the required format and columns.
- CSV File Preparation:
 - The CSV file should include specific columns for product attributes such as name, category, description, and any other relevant details. Users should prepare their CSV files based on the provided template.
- Upload CSV File:
 - Users should be able to upload CSV files from the admin backend panel. This is the starting point for the data import and content generation process.
- CSV File Validation:
 - The system should validate the uploaded CSV file to ensure it meets the required format and data types.
 - Error messages should be displayed for any invalid data or formatting issues, allowing users to correct and re-upload the file if necessary.
- Specify Additional Options:
 - The system could allow users to specify additional options for content generation, such as desired length, tone, and target audience. These options help tailor the generated content to specific requirements.
- Initiate Cron Job:

12. Conclusion

The AI Product Content Module offers a robust solution for eCommerce platforms looking to enhance their content creation process. By utilizing advanced AI technologies, users can effortlessly generate highly relevant and optimized content for products and categories. This not only improves SEO performance but also ensures a more engaging and informative experience for potential customers.

For further assistance or more detailed instructions, please refer to the platform's help resources or contact support. Thank you for utilizing the AI Product Content Module to optimize your eCommerce content strategy.

The Acceptance Criteria for the AI Product Content Module from a developer's perspective ensure a comprehensive and user-friendly approach to leveraging AI for content generation. This includes seamless navigation, robust configuration options, and effective integration with Gemini and ChatGPT AI. Users will benefit from intuitive interfaces, such as the "Brainvire AI Configuration" for managing product and category attributes and prompts, and the "Search engine optimization" section for generating AI-driven meta content.

The module emphasizes flexibility in attribute management and prompt configuration, allowing for tailored content generation that enhances SEO performance. Key functionalities like CRUD operations for attributes, prompt fields validation, and advanced content generation tools are designed to streamline the workflow and enhance the user experience. The inclusion of features such as text editing, success and error messages, and content display options from different AI engines ensures that users can efficiently generate, review, and refine content.

Ultimately, this module aims to empower eCommerce platforms with AI-driven content capabilities, improving efficiency, consistency, and overall content quality.

