AIconography

AIconography is the AI built into IXO Commerce. It is developed in-house at Iconography, so there are no apps or plugins to add.

Some features help your team in the CMS; others help Customers on your website. Each one is shown in a short video below, and all of the videos are in the AIconography playlist on YouTube.

> AIconography is an optional extra and is not included as standard. There is a cost to add it to your site; please contact Iconography for details.

In the CMS

Generating product descriptions

Click "Generate with AI" and AIconography writes a Product Description in seconds, ready for you to review, edit and publish.

https://www.youtube.com/embed/Ru7rCQIFHfI

For more information, see Description.

Generating Meta Tags

AIconography writes the Meta Title and Meta Description in one click, so each page is ready for search engines.

https://www.youtube.com/embed/KxVwRTI3DkI

For more information, see Meta Tags.

Generating image alt text

AIconography looks at your product images and writes descriptive alt text in one click. Alt text helps with accessibility and SEO.

https://www.youtube.com/embed/HiRhxvpftqo

For more information, see Media.

Moderating Reviews

AIconography checks each new Review and flags anything harmful, such as harassment or violent language, so you can see which Reviews to leave unapproved and which are safe to publish.

https://www.youtube.com/embed/msWycTa8QHc

For more information, see Reviews.

On your website

Summarising Reviews

AIconography turns a Product's Reviews into a short, balanced summary on the Product Detail Page , covering what Customers liked and any reservations.

https://www.youtube.com/embed/RKo0h3Bt_zM

For more information, see Reviews.

Comparing Products

When a Customer compares Products, AIconography sums up the key differences in plain English.

https://www.youtube.com/embed/TbvHH1mfv7g

For more information, see Compare Products.

Conversational search

Customers can search the way they would ask someone in store, e.g. 'an oak king size bed frame I can get quickly', and then ask a follow-up question, such as asking for a mattress protector to fit.

https://www.youtube.com/embed/hqb4K-j5XJk

For more information, see How Site Search Works.

FAQs

Do I need to install an app or plugin?

No. AIconography is built into IXO Commerce.

Can I edit what AIconography writes?

Yes. Generated text, such as a Product Description, can be reviewed and edited before you publish it.

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