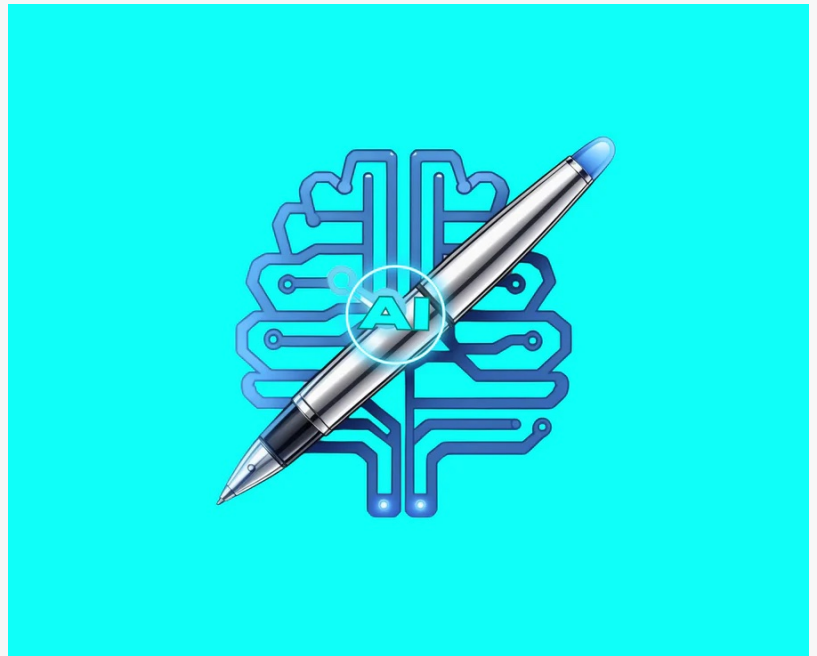


TheGenieLab Expands AI Rewrite App to Cover Shopify Articles, Pages and Products

Updated App Adds Content Health Scoring, Product Intelligence and Safer Publishing for Shopify Merchants

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TheGenieLab, a certified Shopify Plus Partner and leader in eCommerce development, today announced a major expansion of its [AI Rewrite App](#). Originally launched as a tool for refreshing blog content, the app now rewrites and scores articles, pages and products from a single Shopify dashboard, giving merchants one consistent way to keep their entire storefront current.



TGL AI Rewriter

Available via the Shopify App Store and its dedicated product page, the expanded AI Rewrite App scores every piece of content on a 0–100 health scale before and after each rewrite, so merchants can see exactly which articles, pages or products need attention — and confirm the improvement once a rewrite is published.

“When we launched, merchants told us their blog wasn't the only thing going stale — their product catalogs and landing pages were falling behind just as fast. Extending the app to pages and products, and giving every piece of content a clear health score, means merchants can finally see where to focus first instead of guessing.” — Fredy Dellis, CEO, TheGenieLab

The update introduces Product Intelligence, a catalogue-aware rewriting layer built specifically for product listings. Rather than generating generic marketing copy, it draws on a merchant's actual product data — variants, brand voice and customer reviews — so rewritten descriptions stay commercially accurate as well as SEO-friendly.

Alongside the new content modules, the app now detects search intent for a given article, page

or product and suggests internal links to related content, helping merchants build topical relevance across their store rather than optimizing pages in isolation. A new publish-safety layer protects against duplicate publishing, automatically creates redirects when a rewrite changes a URL handle, and flags when a live listing has drifted from its most recent rewritten draft.

“A lot of Shopify stores are sitting on product catalogs and page libraries that haven't been touched in years, simply because rewriting everything by hand isn't realistic. With scoring, catalogue-aware product rewrites and safe publishing built in, merchants can finally treat their whole site the way they've always treated their blog — as something worth keeping fresh.” — Christian Behier, Operations Manager, TheGenieLab

Key Features:

- AI-powered rewriting across articles, pages and products, from one Shopify dashboard
- Content health scoring (0–100) that shows merchants what to rewrite first, and confirms improvement afterward
- Product Intelligence: catalogue-aware product rewrites using variants, brand voice and review data
- Search intent detection with suggested internal links between related content
- Safe publishing: duplicate-publish protection, automatic redirects, and needs-republish detection
- Token-based pricing that scales with usage, across all three content types

Following the app's original blog-only launch, beta users reported up to a 35% increase in organic blog traffic on rewritten posts. With this release, TheGenieLab is extending that same rewrite-and-score approach to product and page content — typically the largest and most outdated content libraries a Shopify store carries.

Built with secure Shopify integration and scalable for any merchant size, the AI Rewrite App continues to meet Shopify's performance and data privacy standards. It remains free to install, with usage-based pricing designed to accommodate merchants from small startups to enterprise-scale content teams.

This release marks a strategic milestone for TheGenieLab as it broadens its AI product suite beyond blog content, with the aim of giving Shopify merchants of every size a practical way to keep their entire storefront — not just their blog — optimized for both traditional search and AI-driven discovery.

For more information, visit the app listing at: <https://apps.shopify.com/tgl-ai-rewriter>
Or view the detailed feature set at: <https://www.thegenielab.com/pages/ai-rewrite-app>

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