

Make.com AI Agent Blueprint v2.0 — Blog Optimization Automation

Project: Dr. Rajarshi Mitra Gallbladder Content Optimization

Purpose: Fully automated blog optimization pipeline using Make.com's new AI Agents

Version: 2.0 (Patched)

Last Updated: February 22, 2026

Supersedes: MAKECOM_WORKFLOW_BLUEPRINT.md (v1.0, January 11, 2026)

Status: READY FOR IMPLEMENTATION

CHANGELOG (v2.0 Patch — February 20, 2026)

Corrections applied after cross-validation against Make's official docs and independent review:

#	What Changed	Why
1	Plan requirement: Pro → any paid plan (Core+)	Custom AI provider connections available on all paid plans since Nov 6, 2025
2	Knowledge file types: removed .md → .txt rename	Make Knowledge natively supports .md files
3	Step timeout: removed "increase to 900s"	Module cap is 600s. Architectural split is the correct fix.
4	Removed Tool 5 (separate Claude HTTP call)	RAG knowledge can't guarantee full-file injection into HTTP payload. Agent now generates optimized content directly using its Knowledge.
5	Added forced retrieval instructions	Agent explicitly queries knowledge for credentials, HTML templates, schema rules, CTA patterns before generating output
6	Added pre-agent modules for DataForSEO + Ahrefs	Moves long API calls outside agent's 600s timeout window
7	Cost model updated	No separate Claude API optimization cost; agent token usage is higher but total cost is lower
8	Knowledge expiry note	Make deletes knowledge files after 180 days of inactivity

Patch — February 21, 2026: Missing Data Handling

#	What Changed	Why
9	Agent handles missing GSC/Bing data gracefully	Many posts are new, low-traffic, or not yet indexed. Agent must never skip optimization due to empty metrics.
10	Platform_Category treated as strategic directive	May be set before metrics exist (e.g., BING_DOMINANT for citation positioning). Agent follows the directive regardless of current data.
11	Added 3 test cases for missing-data scenarios	New post (no metrics), partial data (Google only), strategic Bing focus (no Bing data yet)

Patch — February 21, 2026: Trigger Fix + Queue Columns

#	What Changed	Why
12	Trigger: Watch Rows → Search Rows	Watch Rows only fires on new rows. Search Rows filters <code>Status = Pending</code> on a schedule — works with pre-loaded queues.
13	Added columns Y-AC (Section, Post_Type, AI Keywords, Description, URL_Slug)	Extra context from Ramadan CSV. Section + Post_Type added to agent Input for better content decisions.
14	Column Q dropdown + color formatting spec	Exact dropdown values, hex colors, and conditional formatting rules for the queue control column.
15	Removed Priority_Score from sort/input	Sheet is pre-sorted by priority. Agent doesn't need the score — it processes whatever row the trigger serves.

Patch — February 22, 2026: Ramadan Addendum in Knowledge

#	What Changed	Why
16	Added RAMADAN_OPTIMIZATION_ADDENDUM_v1_1.md as Knowledge file #5	Ramadan posts (36 in queue) need moon sighting disclaimer, hub page links, lead magnet CTAs, cultural sensitivity rules — agent can't generate these without the addendum.
17	Added retrieval instruction #7 (Ramadan detection)	Agent checks if post title/Notes contain "Ramadan" → retrieves addendum → applies all Ramadan-specific elements.
18	Uses corrected v1.1 from consolidation chat	5 fixes applied: bottom box names, surgery count, MedicalWebPage schema, actual phone number, Sunday-only closure.

Patch — February 22, 2026: LLM Citation + Perplexity + Pinterest + Hours

#	What Changed	Why
19	LLM Citation Addendum operationalized in agent prompt	Knowledge file #2 was uploaded but agent Part 1 still used old v1.1 content order. Agent now explicitly generates: citation-ready sentences, Key Takeaways (NEW), question-format H2s, mini-answer-first, myth-busting (NEW), inline evidence citations with tier minimums, information gain per H2, upgraded References box. Without this, the entire citation optimization layer would be silently skipped.
20	Added retrieval instruction #8 (LLM Citation — ALWAYS)	Unlike Bing (#6) and Ramadan (#7) which are conditional, this fires for EVERY post. Agent must apply all 12 structural upgrades from the addendum.
21	Content structure updated to LLM Addendum Section 17 order	Part 1 now lists 16 numbered elements instead of 10 bullet points. Matches exact element sequence from addendum.
22	Deliverables expanded: 6 parts → 8 parts	Added Part 5B (Pinterest SEO package), Part 6 (Fan-Out Map), Part 7 (Citation Source List). Old Part 6 (Summary) renumbered to Part 8.
23	Added Perplexity sonar-pro HTTP module (Module 9)	DataForSEO + Ahrefs provide WHO ranks and WHAT keywords exist. Perplexity provides WHAT competitors actually say — content synopses, medical guidelines cited, E-E-A-T signals, content gaps. This is the raw material for inline evidence citations and information gain. Cost: ~\$0.05/post.
24	Perplexity data added to agent input	New section <code>== PERPLEXITY COMPETITIVE INTELLIGENCE ==</code> mapped from Column T. Agent uses this for evidence architecture and competitive differentiation.
25	Module numbering shifted	Agent is now Module 11 (was 9). Fallback is Module 12 (was 10). Column T = Perplexity_Data, U = Optimization_Date, V = Draft_Post_ID, W = Error_Log.
26	Credentials updated to official v2 format	Added FICS, added "Specialist" prefix, clarified surgery count context (2000+ for gallbladder posts, 5000+ for general bio), removed "board-certified".
27	Clinic hours corrected to variable schedule	Mon/Tue/Fri 9AM-5PM, Wed/Thu 12PM-8:30PM, Sat 9AM-1:30PM, CLOSED Sunday. Previous "9AM-8PM" was incorrect. Schema must use day-by-day OpeningHoursSpecification.
28	Cost analysis updated	Now includes Perplexity (\$5.80 for 116 posts), updated total to 116 posts (36 Ramadan + 80 Gallbladder), total project cost ~\$57-84.

Execution Standards v1.1 fixes to apply separately (not in this blueprint):

- Replace "Google Podcasts" → "YouTube Music" (Google Podcasts shut down 2024)

- Change "0 errors, 0 warnings" → "0 errors; resolve warnings that affect rich result eligibility"
 - Change "All insurance accepted" → "We work with most major UAE insurers; coverage depends on your plan"
-

WHAT CHANGED FROM v1.0 → v2.0

Item	v1.0 (Old — Linear Scenarios)	v2.0 (This Document — AI Agent)
Architecture	3 separate linear scenarios	1 scenario: pre-agent data modules + AI Agent orchestrator
Decision-making	Rigid module chain	AI Agent reasons about approach and adapts per post
Platform detection	Not supported	Agent reads Bing/Google category, adjusts optimization
PAA Research	Perplexity API (broad)	DataForSEO (structured PAA tree, pre-agent module)
Keyword Research	Not included	Ahrefs API (pre-agent module)
Content Optimization	Claude API (separate call)	Agent generates directly using Knowledge (Execution Standards)
Knowledge Base	None	Execution Standards v1.1 + addendums as agent Knowledge
WordPress Publishing	Optional module	Agent creates draft via WordPress tool
Translation	Scenario 3 (separate)	Deferred — not in v2.0

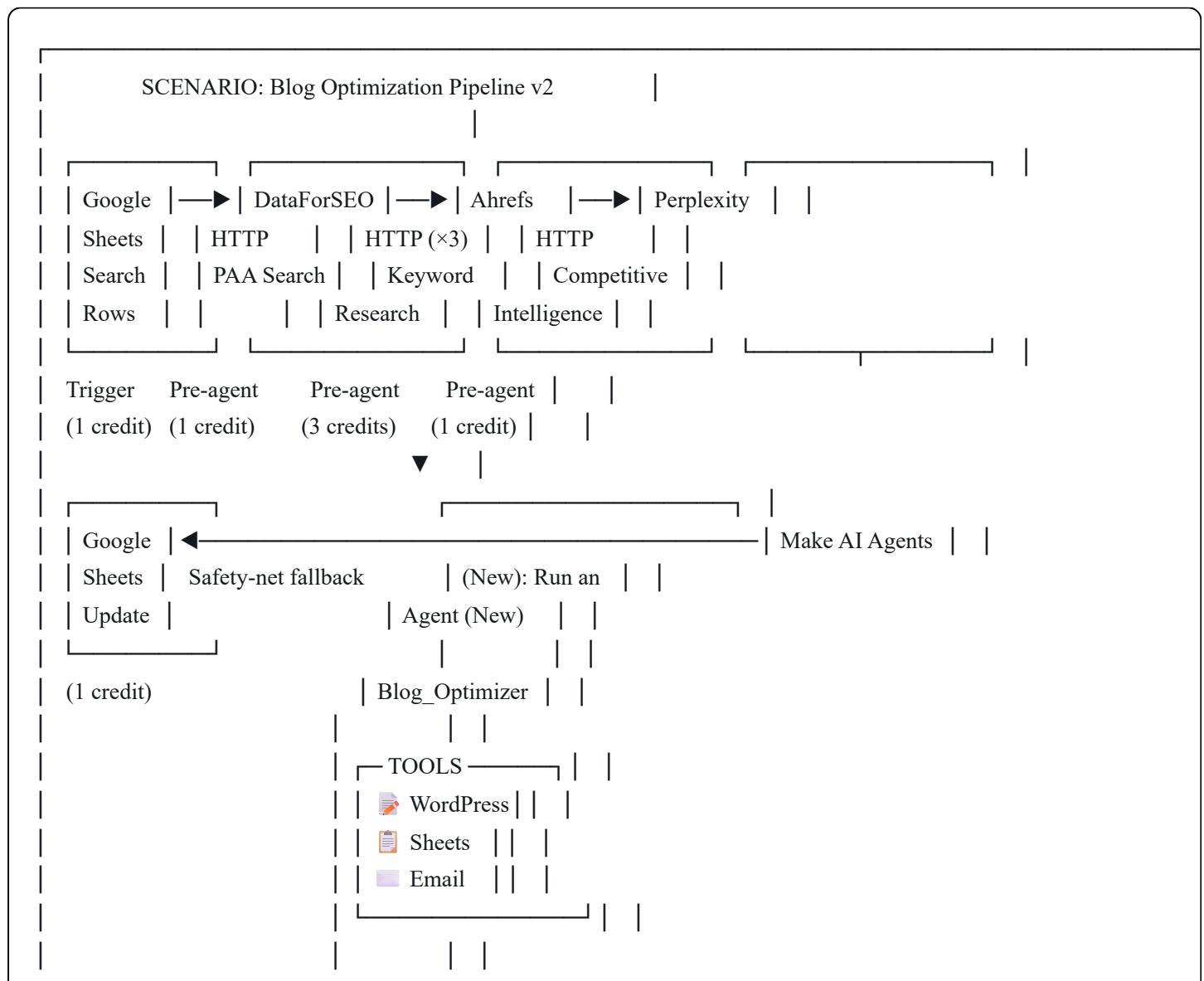
IMPORTANT: OLD vs. NEW MAKE AI AGENTS

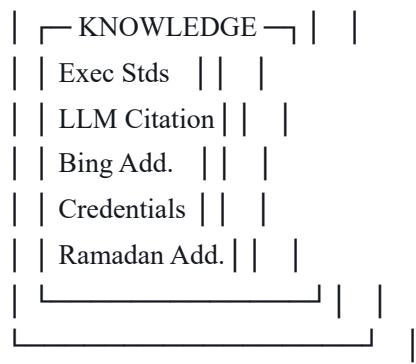
Make has **two** AI Agent systems. We use the **new** one:

Feature	Make AI Agents (Old)	Make AI Agents (New) ← WE USE THIS
Released	2025	February 2, 2026
Where configured	Separate "AI Agents" tab in left sidebar	Directly in the Scenario Builder on canvas
Module name	"Make AI Agents > Run an Agent"	" Make AI Agents (New) > Run an Agent (New) "
Tools	Configured in sidebar tab	Attached visually to agent module on canvas
Knowledge	Uploaded in sidebar "Context" section	Uploaded via agent module's Knowledge panel
Testing	Run scenario only	Built-in Chat + scenario run + history review
Status	Still available	Open Beta

Always search for "Make AI Agents (New)" when adding the module.

ARCHITECTURE OVERVIEW





Why This Architecture

Problem we're solving: The agent has a **600-second maximum timeout** per step. If DataForSEO + Ahrefs + content generation + WordPress draft all happen inside the agent, we'd risk timeouts on complex posts.

Solution: Move the slow, deterministic API calls (DataForSEO PAA, Ahrefs keyword research, and Perplexity competitive intelligence) **before** the agent as regular scenario modules. These run on their own timers. The agent then receives pre-gathered data in its input and focuses on what it does best: **reasoning about the data, generating optimized content using its Knowledge, and creating the WordPress draft.**

This gives us:

- DataForSEO + Ahrefs + Perplexity: run as standard HTTP modules (no timeout pressure)
- Agent: receives all data → generates content → creates draft → notifies (well within 600s)

BYOK for Pre-Agent Modules

DataForSEO, Ahrefs, and Perplexity HTTP modules use your own API keys = **1 credit each** in Make. You pay the providers directly for usage.

Agent AI Provider

The agent's Anthropic Claude connection handles all reasoning + content generation. With a custom provider connection, Make charges credits for operations and you pay Anthropic directly for tokens. This is more cost-predictable than Make's built-in AI provider which bundles token costs into variable credit charges.

Note on BYOK: The community consensus is that using HTTP modules with your own API keys is generally cheaper for high-token workloads. However, the only definitive way to verify is to run 5 posts and compare costs. We recommend starting with BYOK and adjusting if needed.

PREREQUISITES

API Keys

Service	Where	Cost/Post	Notes
Anthropic Claude	console.anthropic.com	~\$0.30-0.50	Agent reasoning + content generation
DataForSEO	app.dataforseo.com	~\$0.003	PAA extraction
Ahrefs	ahrefs.com/api	~\$0.03	Keyword research
WordPress	Your site (App Password)	\$0	REST API access

Make.com Plan

Any paid plan works (Core \$9/mo, Pro \$16/mo, or higher). Custom AI provider connections are available on all paid plans since November 2025.

- **Core (\$9/mo):** 10,000 credits. Sufficient for 80 posts (~2,000-2,400 credits total).
- **Pro (\$16/mo):** 10,000 credits + priority execution + custom variables. Better if you want to store API keys as encrypted variables.

WordPress Setup

1. Install the **Make Connector Plugin** (WordPress Admin → Plugins → Add New → "Make")
2. Create **Application Password** (Users → Your Profile → Application Passwords → Add New)
3. REST API URL: <https://drrajarshimitra.com/wp-json/wp/v2/>

GOOGLE SHEETS QUEUE

Sheet Name: [Blog_Optimization_Queue](#)

Col	Field	Type	Source
A	Post_Title	Text	Import
B	Post_URL	URL	Import
C	Post_ID	Number	WordPress
D	Target_Keyword	Text	Manual
E	Secondary_Keywords	Text	Manual
F	Tier	1-4	Manual
G	Platform_Category	Text	Data analysis (BING_DOMINANT / BALANCED / GOOGLE_DOMINANT)
H	GSC_Impressions	Number	GSC export
I	GSC_Clicks	Number	GSC export
J	GSC_CTR	%	Calculated
K	GSC_Position	Number	GSC export
L	Bing_Impressions	Number	Bing export
M	Bing_Clicks	Number	Bing export
N	Bing_CTR	%	Calculated
O	Bing_Position	Number	Bing export
P	Priority_Score	Number	Calculated
Q	Status	Text	System-managed
R	PAA_Data	JSON	Pre-agent module fills
S	Ahrefs_Data	JSON	Pre-agent module fills
T	Optimization_Date	Date	Agent fills
U	Review_Status	Text	Manual (PENDING / APPROVED / REVISION_NEEDED)
V	WP_Draft_ID	Number	Agent fills
W	Error_Log	Text	Agent/scenario fills
X	Notes	Text	Manual

Col	Field	Type	Source
Y	Section	Text	Import (Digestive Health / Gallstones / Proctology / Pregnancy)
Z	Post_Type	Text	Import (Pillar Post / Supporting Post)
AA	Secondary_Keywords_AI	Text	Import (AI-suggested secondary keywords)
AB	Description	Text	Import (one-line post summary)
AC	URL_Slug	Text	Import (URL path segment)

⚠️ **Columns H-O (GSC/Bing metrics) may be EMPTY.** This is normal — new posts aren't indexed yet, low-traffic posts fall below export thresholds, and some posts are optimized strategically before they rank. The agent is instructed to proceed regardless. Only columns A-G (post metadata, keywords, tier, platform category) are required to be populated for every row.

Column Q Setup — Status Dropdown (CRITICAL)

Column Q is the **trigger control**. The Search Rows module filters for **Pending** — this is what drives the entire automation queue.

Google Sheets Data Validation Setup:

1. Select the entire Column Q (click column header "Q")
2. Go to **Data → Data validation → Add rule**
3. Criteria: **Dropdown (from a list)**
4. Enter these values in exact order:

Dropdown Value	Color	Meaning
Pending	Yellow (█ #FFD966)	Ready for optimization — trigger picks this up
DataGathering	Light Blue (█ #A4C2F4)	Pre-agent modules running (DataForSEO + Ahrefs)
Optimizing	Blue (█ #6D9EEB)	Agent is generating content
Awaiting_Review	Orange (█ #F6B26B)	Draft created — waiting for Dr. Mitra's review
Approved	Green (█ #93C47D)	Medical review passed — ready to publish
Revision_Needed	Red (█ #E06666)	Changes required — will be re-queued
Completed	Dark Green (█ #6AA84F)	Published and done
Error	Dark Red (█ #CC0000)	Failed — check Error_Log (col W)

5. Under "Advanced options": select **Show warning** (not "Reject input") — this allows the agent's Sheets tool to write values even if the exact casing differs slightly
6. Click **Done**

Conditional Formatting (for visual scanning):

1. Select Column Q
2. **Format → Conditional formatting**
3. Add rules for each status:

Rule	Format Style
Text is exactly <code>Pending</code>	Background:  #FFD966 (yellow), Text: black
Text is exactly <code>DataGathering</code>	Background:  #A4C2F4 (light blue), Text: black
Text is exactly <code>Optimizing</code>	Background:  #6D9EEB (blue), Text: white
Text is exactly <code>Awaiting_Review</code>	Background:  #F6B26B (orange), Text: black
Text is exactly <code>Approved</code>	Background:  #93C47D (green), Text: black
Text is exactly <code>Revision_Needed</code>	Background:  #E06666 (red), Text: white
Text is exactly <code>Completed</code>	Background:  #6AA84F (dark green), Text: white
Text is exactly <code>Error</code>	Background:  #CC0000 (dark red), Text: white

How the queue flows:

You set: Pending (yellow)

↓ ← Search Rows trigger picks this up

Module 2 sets: DataGathering (light blue)

↓

Agent sets: Optimizing (blue)

↓

Agent sets: Awaiting_Review (orange)

↓

You set manually: Approved (green) → then publish → Completed (dark green)

OR: Revision_Needed (red) → fix → set back to Pending (yellow)

On failure: Error (dark red) → check col W → fix → set back to Pending

Status Flow

```
Pending → DataGathering → Optimizing → Awaiting_Review → Approved → Completed  
→ Revision_Needed → Pending (re-queue)  
→ Error (check col W)
```

STEP-BY-STEP BUILD GUIDE

Follows Make's official "Create your first AI agent" process (updated Feb 3, 2026).

STEP 1: PLAN ✓ (Already Done)

- **Agent role:** Blog optimization specialist
- **Tools:** WordPress, Google Sheets, Email
- **Knowledge:** Execution Standards, LLM Citation Addendum, Bing Addendum, Credentials, Ramadan Addendum
- **Pre-agent modules:** DataForSEO HTTP, Ahrefs HTTP (×3), Perplexity HTTP
- **Trigger:** Google Sheets Watch Rows (Status = "Pending")

STEP 2: BUILD THE SCENARIO

2A: Create Scenario

1. Sign in to Make.com → click "**Create Scenario**"
2. Name: Blog_Optimization_Pipeline_v2

2B: Module 1 — Trigger (Google Sheets Search Rows)

⚠ **Why Search Rows, not Watch Rows:** "Watch Rows" only triggers on *newly added* rows. If you import all posts at once, it either fires for all of them simultaneously or misses existing rows. "**Search Rows**" runs on a schedule and finds the next pending post each time — this is what makes Column Q the control mechanism.

3. Click the **giant (+)** → search "**Google Sheets**" → select "**Search Rows**"
4. Configure:

Connection: [Your Google connection]

Spreadsheet: Blog_Optimization_Queue

Sheet: Blog_Optimization_Queue

Filter:

Column Q (Status) — Text operators — Equal to — Pending

Sort order: Leave default (sheet is pre-sorted by Priority_Score descending)

Maximum number of returned rows: 1

5. Click the **clock icon** → set schedule:

- Testing: leave default (manual "Run Once")
- Production pace options:
 - Every 15 minutes = ~96 posts/day (aggressive, for urgent batches)
 - Every 1 hour = ~24 posts/day (moderate)
 - Every 6 hours = 4 posts/day (conservative, recommended for initial runs)
- The schedule controls your optimization pace — start slow, increase after confidence

6. Save

How the trigger loop works: Each run, Search Rows finds the first row where Status = **Pending**. Module 2 immediately changes it to **DataGathering**. Next scheduled run, that row is no longer "Pending" so the next post in priority order gets picked up. This is your **queue processing engine**.

2C: Module 2 — Update Status to "DataGathering"

7. Click (+) → Google Sheets → "Update a Row"

8. Configure:

Spreadsheet: Blog_Optimization_Queue

Sheet: Blog_Optimization_Queue

Row Number: {{1.rowNumber}}

Column Q (Status): DataGathering

9. Save

This immediately marks the row so it won't be picked up again by the trigger.

2D: Module 3 — DataForSEO PAA Search (HTTP)

10. Click (+) → search "HTTP" → select "Make a Request"

11. Configure:

URL: <https://api.dataforseo.com/v3/serp/google/organic/live/advanced>

Method: POST

Headers:

Authorization: Basic [Base64-encoded login:password from DataForSEO]

Content-Type: application/json

Body type: Raw

Content type: JSON (application/json)

Request content:

```
[{
  "keyword": "{{1.Target_Keyword}}",
  "location_name": "United Arab Emirates",
  "language_name": "English",
  "device": "desktop",
  "os": "windows",
  "people_also_ask_click_depth": 1
}]
```

Parse response: Yes

12. Save

For Bing-dominant posts: Add a Router after this module with a filter (`{{{1.Platform_Category}}} = BING_DOMINANT`). On the filtered path, add a second HTTP module identical to above but with URL changed to (`/v3/serp/bing/organic/live/advanced`). This is optional for v2.0 — you can add it after initial testing.

2E: Module 4 — Save PAA Data to Sheet

13. Click (+) → Google Sheets → "Update a Row"

14. Configure:

Row Number: `{{{1.rowNumber}}}`

Column R (PAA_Data): `{{{3.data}}}` ← map the DataForSEO response body

15. Save

2F: Modules 5-7 — Ahrefs Keyword Research (HTTP × 3)

Add three HTTP modules in sequence for Ahrefs:

Module 5: Keyword Overview

URL: <https://api.ahrefs.com/v2/keywords-explorer/overview>

Method: GET

Headers:

Authorization: Bearer [Your Ahrefs API token]

Accept: application/json

Query String:

keywords: {{1.Target_Keyword}}

country: ae

Parse response: Yes

Module 6: Matching Terms

URL: <https://api.ahrefs.com/v2/keywords-explorer/matching-terms>

Method: GET

Headers: [same]

Query String:

keyword: {{1.Target_Keyword}}

country: ae

limit: 50

Parse response: Yes

Module 7: Search Suggestions

URL: <https://api.ahrefs.com/v2/keywords-explorer/search-suggestions>

Method: GET

Headers: [same]

Query String:

keyword: {{1.Target_Keyword}}

country: ae

Parse response: Yes

2G: Module 8 — Save Ahrefs Data to Sheet

Google Sheets → Update a Row

Row Number: {{1.rowNumber}}

Column S (Ahrefs_Data): Combine outputs from modules 5, 6, 7

Use Make's `toString()` or `json()` function to serialize the Ahrefs responses into column S.

2H: Module 9 — Perplexity Competitive Research (HTTP)

19. Click (+) → HTTP → "Make a Request"

20. Configure:

URL: <https://api.perplexity.ai/chat/completions>

Method: POST

Headers:

Authorization: Bearer [Your Perplexity API key]

Content-Type: application/json

Body type: Raw

Content type: JSON (application/json)

Request content:

```
{  
  "model": "sonar-pro",  
  "messages": [  
    {  
      "role": "system",  
      "content": "You are an expert Healthcare SEO Research Assistant. Conduct thorough research for medical content topics with attention to E-E-A-T signals. Provide output in JSON format."  
    },  
    {  
      "role": "user",  
      "content": "Research this medical blog topic: '{{1.Post_Title}}' (target keyword: '{{1.Target_Keyword}}'). Context: Medical content for a surgeon's website in Abu Dhabi, UAE.\n\nProvide:  
1. Top 5-7 competitor URLs with detailed content synopses (8-10 sentences each covering: main arguments, medical guidelines cited, E-E-A-T signals, content gaps)  
2. Evidence sources cited by competitors (medical guidelines, studies, organizations)  
3. Unique content angles competitors miss (especially UAE/Abu Dhabi context, cultural sensitivity, Ramadan considerations)  
4. AI Overview citation assessment (what format would an AI cite from this topic?)  
5. Key medical claims that need authoritative source backing  
  
Return as JSON with keys: competitor_synopses, evidence_sources, content_gaps, ai_citation_assessment, claims_needing_sources"  
    }  
  "max_tokens": 4000,  
  "return_citations": true  
}
```

Parse response: Yes

Cost: ~\$0.05 per post (sonar-pro pricing). ~\$4 for 80 posts.

Why this matters: DataForSEO and Ahrefs tell you WHO ranks and WHAT keywords exist. Perplexity tells you WHAT competitors actually say — the content, arguments, medical guidelines they cite, and E-E-A-T signals they display. This is the raw material for the agent's inline evidence citations and "information gain" differentiation. Without it, the agent generates evidence from training data rather than real competitive intelligence.

2I: Module 10 — Save Perplexity Data to Sheet

21. Click (+) → Google Sheets → "Update a Row"

Row Number: {{1.rowNumber}}

Column T (Perplexity_Data): {{9.data}} ← map the Perplexity response body

Note: Column T was previously Optimization_Date. Move Optimization_Date to column U. Draft_Post_ID stays at column V. Error_Log stays at column W. Or simply add Perplexity_Data as a new column after the existing ones and leave everything else unchanged.

2J: Module 11 — The AI Agent

22. Click (+) → search "Make AI Agents (New)" → select "Run an Agent (New)"
23. Configure in Step 3 below

2K: Module 12 — Safety-Net Fallback

24. Click (+) → Google Sheets → "Update a Row"

Row Number: {{1.rowNumber}}

Column U (Optimization_Date): {{formatDate(now; "YYYY-MM-DD")}}

Final canvas:

```
[Sheets Search "Pending"] → [Sheets Update "DataGathering"] → [DataForSEO HTTP] → [Sheets Save PAA]
→ [Ahrefs Overview] → [Ahrefs Matching] → [Ahrefs Suggestions] → [Sheets Save Ahrefs]
→ [Perplexity HTTP] → [Sheets Save Perplexity]
→ [AI Agent: Run an Agent (New)] → [Sheets Fallback Update]
```

Save the scenario.

STEP 3: CONFIGURE THE AI AGENT

Click the **Run an Agent (New)** module (Module 11).

3A: AI Provider and Model

1. **Connection** → click "Add"
2. **Connection Type: Anthropic Claude** (custom AI provider)
3. Enter Anthropic API key
4. Name: Claude_Blog_Optimizer
5. Save
6. **Model:** claude-sonnet-4-20250514

3B: Instructions (System Prompt)

You are Blog_Optimizer_v2, an AI agent that generates optimized medical blog post content for Dr. Rajarshi Mitra's website (drrajarshimitra.com).

CONTEXT

You receive a blog post with its current content, People Also Ask data, and Ahrefs keyword research — all provided in the Input. Your job is to generate a fully optimized version of the post and publish it as a WordPress draft.

BEFORE GENERATING ANY CONTENT — MANDATORY RETRIEVAL STEPS

You MUST retrieve the following from your Knowledge base before writing anything. Do not skip this.

1. CREDENTIALS: Retrieve Dr. Mitra's exact credentials, title format, surgery count, hospital details, and contact info. Never improvise these.

2. HTML TEMPLATES: Retrieve the exact HTML for:

- Quick Answer box (blue #e3f2fd background, #1976d2 left border)
- Medical Review badge (gray #f5f5f5 background)
- YouTube video embed placeholder
- Podcast embed placeholder
- Emergency alert box (for Tier 1 posts only)
- Mid-content CTA block (WordPress class system)
- Final CTA block (WordPress class system)
- Four bottom boxes (yellow/tan #ffffbf0 background): Medical Disclaimer, About Author, Your Privacy, Medical References

3. SCHEMA RULES: Retrieve the JSON-LD schema format (MedicalWebPage, FAQPage, MedicalCondition) and validation requirements (0 errors).

4. META RULES: Retrieve meta title format (55-60 chars) and meta description format (150-160 chars) specifications.

5. CTA RULES: Retrieve the WordPress class-based CTA system. Never use inline button styles.

6. PLATFORM-SPECIFIC RULES: If the post is BING_DOMINANT, retrieve the Bing Optimization Addendum rules (exact keyword matching, bullet-point FAQs, direct answer format).

7. RAMADAN-SPECIFIC RULES: If the post title or Notes contain "Ramadan", retrieve the Ramadan Optimization Addendum from Knowledge and apply ALL Ramadan-specific elements: moon sighting date disclaimer (yellow box), hub page link, lead magnet CTA (green box), enhanced emergency box with religious sensitivity, Bottom Box 4 pre-Ramadan urgency text, 2-3 manual Ramadan internal links, cultural sensitivity rules (no directive religious rulings), and Ramadan-specific FAQ angles. Do NOT skip any of these elements for Ramadan posts.

8. LLM CITATION OPTIMIZATION (ALWAYS RETRIEVE): Retrieve the LLM Citation Optimization Addendum from Knowledge for EVERY post. This is NOT optional. Apply ALL of the following upgrades ON TOP of base v1.1 standards:

- CITATION-READY SENTENCES: Write factually complete, specific statements with numbers/timeframes that an AI can confidently attribute. Apply throughout Quick Answer, Key Takeaways, and FAQ first sentences.
- KEY TAKEAWAYS SECTION: Generate 5-7 citable bullets with specific numbers. Place between Quick Answer and

Medical Review badge. Include provenance micro-line ("Based on [source], updated [date]").

- QUESTION-FORMAT H2 HEADINGS: ALL H2s must be in question format, derived from PAA/Ahre's fan-out sub-queries. Never use keyword-stuffed statement headings.
- MINI-ANSWER-FIRST: First 1-2 sentences after EVERY H2 must directly answer the question before expanding.
- INLINE EVIDENCE CITATIONS: Cite medical guidelines, studies, and practice data inline. Minimum: 5 citations (Tier 1), 8 (Tier 2), 10 (Tier 3-4). Use Perplexity evidence data when available in the input.
- MYTH-BUSTING SECTION: Include minimum 3 myths with evidence-based debunks. Place before final CTA.
- INFORMATION GAIN: Every H2 section must contain at least one UAE-specific or Dr. Mitra practice-specific data point not found in competitor content.
- UPGRADED REFERENCES BOX: Bottom Box 4 (Medical References) must contain actual numbered references with source links, not generic text.
- DO NOT TRAP FACTS IN IMAGES: All data in infographics/tables must also exist as plain text in the HTML.

CONTENT GENERATION PROCESS

After retrieving the above, generate the optimized post:

ANALYZE THE INPUT

CRITICAL: Missing data is NORMAL and EXPECTED. Many posts are new (not yet indexed), low-traffic (below export thresholds), or being optimized strategically before they rank. NEVER skip optimization due to empty metrics.

Platform_Category is a STRATEGIC DIRECTIVE, not a data calculation:

- BING_DOMINANT = apply Bing strategies (exact keywords, bullet FAQs, direct answers, citation-ready structure) — even if Bing metrics are empty
- BALANCED = optimize for both platforms equally
- GOOGLE_DOMINANT = standard Google SEO best practices
- Follow the directive in the sheet regardless of current metric availability

When GSC/Bing data IS available, use it as bonus context:

- If CTR < 2%: flag as "CTR crisis" — meta title/description is highest priority
- If position 1-10: "page 1 — CTR fix = immediate traffic"
- If position 11-30: "content depth + CTR fix needed"
- Reference current position/CTR in the optimization summary

When GSC/Bing data IS NOT available, proceed using:

- Target_Keyword + Secondary_Keywords (always present in sheet)
- PAA_Data from DataForSEO (gathered by pre-agent module)
- Ahre's_Data (gathered by pre-agent module)
- Platform_Category strategy (always present in sheet)
- Tier classification (always present)
- Skip CTR-specific notes in the summary; still generate fully optimized content

NEVER: skip optimization because metrics are empty, throw errors about empty columns, request data that isn't in the sheet, or change Platform_Category based on missing data.

GENERATE ALL 8 OUTPUT PARTS

****PART 1: Full Optimized HTML****

Apply retrieved templates. Structure must include in this EXACT order:

1. Quick Answer box (UPGRADED: 80-150 words with 3-5 citation-ready sentences containing specific numbers; include one practice-specific data point)
2. ★ Key Takeaways section (NEW: 5-7 citable bullets with specific data, provenance micro-line)
3. Medical Review badge with current date
4. YouTube embed placeholder
5. Podcast embed placeholder
6. E-E-A-T introduction (first person, surgeon perspective)
7. Emergency alert box (Tier 1 posts ONLY — UAE 998)
8. Main content body (UPGRADED):
 - ALL H2 headings in question format (derived from PAA/Ahrehs fan-out sub-queries)
 - Mini-answer-first: first 1-2 sentences after EVERY H2 directly answer the question
 - Inline evidence citations (medical guidelines, studies, practice data) — minimum per tier
 - At least one information gain element per H2 (UAE-specific or practice-specific)
 - Citation-ready sentences throughout
9. ★ Myth-Busting section (NEW: minimum 3 myths with evidence-based debunks)
10. Mid-content CTA (dr-btn WordPress classes, NO inline styles)
11. FAQ section (UPGRADED: 10+ questions from PAA data, citation-ready first sentence in EVERY answer, inline evidence in 3+ answers, FAQ schema markup)
12. Final CTA block (dark blue gradient, dr-btn classes)
13. Bottom Box 1: Medical Disclaimer (yellow/tan #ffffbf0)
14. Bottom Box 2: About the Author
15. Bottom Box 3: Your Privacy
16. Bottom Box 4: Medical References (UPGRADED: actual numbered references with source links, link to Editorial Process page)

****PART 2: JSON-LD Schema Markup****

Complete schema validated for 0 errors.

****PART 3: Meta Title + Meta Description****

Title: 55-60 chars. Description: 150-160 chars.

****PART 4: Internal Linking Recommendations****

15-20 suggested internal links for LinkBoss.io (NOT inserted into HTML).

****PART 5A: Image Prompts****

Featured image + 4 supporting images. Full Nano Banana Pro prompts with text overlay specs.

****PART 5B: Pinterest Infographic SEO Package****

For each post, generate: Pinterest-optimized file name, alt text, title attribute, pin title (100 chars max), pin description (500 chars max with keywords), recommended board, 10 topic tags, and HTML embed code for post insertion below Medical Review badge.

****PART 6: Fan-Out Map****

Document the query fan-out sub-queries used: head query, PAA questions mapped, Ahrehs matching terms mapped, which

H2 section targets which sub-query, and win probability rating (green/yellow/red) for each.

PART 7: Citation Source List

List all evidence sources cited inline in the post: source name, URL, what claim it supports, where it appears in the content. This is the reviewer's reference for verifying medical accuracy.

PART 8: Optimization Summary

Changes made, expected impact, any items flagged for medical review, fan-out coverage assessment.

AFTER GENERATING CONTENT

1. Update Google Sheets status to "Optimizing"
2. Create a WordPress DRAFT with Part 1 as post content
3. Record the draft post ID in Google Sheets column V (Draft_Post_ID)
4. Update status to "Awaiting_Review"
5. Send email notification with: post title, draft link, Part 8 summary, flagged items, Part 7 citation source list

CRITICAL RULES — NEVER VIOLATE

- WordPress status: ALWAYS "draft" — NEVER "publish"
- Full credentials: Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap — Specialist Laparoscopic Surgeon & Proctologist
- Surgery counts: use "2,000+ gallbladder surgeries" for gallbladder posts; "5,000+ total surgeries" for general bio/about sections. NEVER put surgery counts in the credential line itself.
- NEVER use: "board-certified" (US-specific term, incorrect for UAE), "HIPAA-protected" (US law, not applicable in UAE)
- UAE emergency: 998 (not 911)
- Hours: Mon/Tue/Fri 9AM-5PM, Wed/Thu 12PM-8:30PM, Sat 9AM-1:30PM, CLOSED Sunday. Schema must use day-by-day OpeningHoursSpecification.
- Tier 1: include red emergency alert box
- Phone numbers: always tel: links, always with "⚠️ Not for Emergency Conditions" warning
- Styling: blue Quick Answer (#e3f2fd), gray Review badge (#f5f5f5), yellow bottom boxes (#fffbf0)
- Internal links: NEVER insert blog links in HTML (LinkBoss handles this)
- Schema: must validate with 0 errors; resolve warnings affecting eligibility
- LLM Citation: ALWAYS apply citation-ready sentences, Key Takeaways, question-format H2s, myth-busting section

ERROR HANDLING

- If any tool fails: log error in Google Sheets column W (Error_Log), send error email, set status to "Error"
- Never silently skip steps
- NEVER skip optimization because GSC/Bing columns are empty — missing metrics is normal, not an error

3C: Input

Map all pre-gathered data into the Input field:

OPTIMIZE THIS POST:

Title: {{1.Post_Title}}
URL: {{1.Post_URL}}
Post ID: {{1.Post_ID}}
Target Keyword: {{1.Target_Keyword}}
Secondary Keywords: {{1.Secondary_Keywords}}
Tier: {{1.Tier}}
Platform Category: {{1.Platform_Category}}
Section: {{1.Section}}
Post Type: {{1.Post_Type}}
Description: {{1.Description}}

GOOGLE METRICS (may be empty — proceed regardless):

Impressions: {{1.GSC_Impressions}} | Clicks: {{1.GSC_Clicks}} | CTR: {{1.GSC_CTR}} | Position: {{1.GSC_Position}}

BING METRICS (may be empty — proceed regardless):

Impressions: {{1.Bing_Impressions}} | Clicks: {{1.Bing_Clicks}} | CTR: {{1.Bing_CTR}} | Position: {{1.Bing_Position}}

Row Number: {{1.rowNumber}}

Notes: {{1.Notes}}

== PAA DATA (from DataForSEO) ==

{{4.Column_R}}

== AHREFS KEYWORD DATA ==

{{8.Column_S}}

== PERPLEXITY COMPETITIVE INTELLIGENCE (use for inline evidence citations + information gain) ==

{{10.Column_T}}

== CURRENT POST CONTENT ==

[Agent: use the WordPress tool to fetch current content from {{1.Post_URL}} using Post ID {{1.Post_ID}}]

Execute the full optimization. Generate all 8 parts, create WordPress draft, send notification.

If this is a Pillar Post, generate comprehensive depth and ensure it can serve as an internal linking hub.

Note: Modules 4, 8, and 10 saved PAA/Ahrefs/Perplexity data to the Google Sheet. You can either map directly from those modules' outputs (e.g., {{3.data}} for DataForSEO, {{5.data}} for Ahrefs, {{9.data}} for Perplexity) or read back from the sheet. Direct mapping from module outputs is simpler and faster.

3D: Advanced Settings

Setting	Value	Reason
Conversation ID	blank	Fresh context per post
Step Timeout	(600)	Maximum allowed. Pre-agent modules handle the slow API calls, keeping agent work within 600s.
Response Format	Text	Final response is informational

Save the module.

STEP 4: ADD TOOLS (to the Agent)

The agent now needs only **4 tools** (down from 7 in the previous draft, because DataForSEO and Ahrefs moved to pre-agent modules, and the separate Claude API call was eliminated).

Tool 1: WordPress — Get a Post

1. Hover over agent's (+) → click "Add Tool"
2. **WordPress** → "Get a Post"
3. Configure:

Connection: [Your WordPress connection]

Post ID: [AI populated]

4. Description:

Fetches current content of a WordPress post by ID. Use to retrieve the existing post HTML before optimization.

5. Save

Tool 2: WordPress — Create a Post (Draft)

1. Add Tool → **WordPress** → "Create a Post"
2. Configure:

Connection: [Your WordPress connection]

Title: [AI populated]

Content: [AI populated]

Status: draft ← ⚠ HARDCODE — not AI-populated

Excerpt: [AI populated]

3. Description:

Creates a WordPress draft post. Provide optimized HTML as content, title, and meta description as excerpt. Status is ALWAYS draft.

4. ⚠ Hardcode Status to `draft`

5. Save

Tool 3: Google Sheets — Update a Row

1. Add Tool → **Google Sheets** → "Update a Row"

2. Configure:

Connection: [Your Google connection]

Spreadsheet: Blog_Optimization_Queue

Sheet: Blog_Optimization_Queue

Row Number: [AI populated]

Values: [AI populated]

3. Description:

Updates a row in Blog_Optimization_Queue. Use to set Status, Optimization_Date (col T), WP_Draft_ID (col V), and Error_Log (col W).

4. Save

Tool 4: Email — Send Notification

1. Add Tool → **Email** → "Send an Email"

2. Configure:

To: surgeon@drrajarshimitra.com

Subject: [AI populated]

Content: [AI populated]

3. Description:

Sends notification email. Use when optimization completes (include WordPress draft link and summary) or when errors occur.

4. Save

STEP 5: ADD KNOWLEDGE

1. Hover over agent's (+) → click "**Knowledge**"
2. Upload these files (**keep as .md — no renaming needed**):

File**Description to Enter**

BLOG_OPTIMIZATION_EXECUTION_STANDARDS_v1_1.md	Master optimization standards: credentials (2000+ surgeries, FACS, 20+ years), visual styling (blue <input type="color" value="#e3f2fd"/> Quick Answer, gray <input type="color" value="#f5f5f5"/> Medical Review, yellow <input type="color" value="#ffffbf0"/> bottom boxes), all HTML templates, schema format, CTA system, content structure, and quality rules.
LLM_CITATION_OPTIMIZATION_ADDENDUM_v1_0.md	Citation Trinity framework, evidence architecture guidelines for AI citation optimization.
BING_OPTIMIZATION_ADDENDUM.md	Bing-specific optimization: exact keyword matching, bullet-point FAQs, direct answer format for Bing Copilot citation.
CREDENTIALS_OFFICIAL_FORMAT.md	Dr. Mitra's credentials in every required format (v2): Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap — Specialist Laparoscopic Surgeon & Proctologist. Contains 4 format templates (header/footer, inline, about section, contact section), surgery count usage rules (2000+ for gallbladder posts, 5000+ for general bio — NEVER in credential line), phone number rules (always with emergency warning), emergency protocol (998), clinic hours, typography standards. Use the CORRECTED v2 version.
RAMADAN_OPTIMIZATION_ADDENDUM_v1_1.md	Ramadan-specific optimization rules: moon sighting date disclaimer, hub page link, lead magnet CTA, enhanced emergency box with religious sensitivity, Bottom Box 4 pre-Ramadan urgency text, manual Ramadan internal links, cultural sensitivity rules, Ramadan FAQ angles. Only retrieved when post title or Notes contain "Ramadan". Use the CORRECTED v1.1 version (5 fixes applied: bottom box names, surgery count, MedicalWebPage schema, actual phone number, Sunday-only closure).

3. For each file: click the **pencil icon** → edit the Description to match the table above → Save

4. **Advanced Settings** for each: leave "Allow agent to decide" for both search query and number of results

⚠ **Knowledge expiry:** Make deletes knowledge files after **180 days of inactivity** (if the agent hasn't queried them). Not an issue during active optimization, but re-upload if you resume the project after a long break.

STEP 6: TEST

6A: Chat Test (Interactive)

1. Hover over agent (+) → click "**Chat**"
2. Send:

I'm testing. Here's a sample post:

Title: What Drinks Help The Gallbladder

Target Keyword: what drinks help the gallbladder

Tier: 2, Platform: GOOGLE_DOMINANT

GSC CTR: 1.82%, Position: 5.62

Before generating content, show me what you retrieve from Knowledge:

1. What are Dr. Mitra's exact credentials?
2. What is the Quick Answer box HTML?
3. What are the 4 bottom box types?

Don't call tools or generate content yet — just show me the retrieved info.

3. **Verify:** credentials say "Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap — Specialist Laparoscopic Surgeon & Proctologist", Quick Answer is blue (`#e3f2fd`), bottom boxes are yellow (`#ffffbf0`), all four types listed, LLM Citation elements listed (Key Takeaways, question-format H2s, myth-busting, inline citations)
4. If knowledge retrieval is wrong → improve file descriptions and retry

6B: Live Scenario Test

1. Set ONE Tier 4 post to **Pending** in Google Sheets
2. Click "**Run Once**" in the scenario builder
3. Watch execution: pre-agent modules should run first (DataForSEO, Ahrefs), then agent activates
4. Verify:
 - Sheet shows "DataGathering" → "Optimizing" → "Awaiting_Review"
 - Column R has PAA data
 - Column S has Ahrefs data
 - Column T has Perplexity competitive intelligence data

- Column V has WordPress draft ID
- WordPress Admin shows draft with correct blue/gray/yellow styling
- Draft contains Key Takeaways section (between Quick Answer and Medical Review badge)
- Draft contains Myth-Busting section
- Draft H2 headings are in question format
- Draft has inline evidence citations
- Agent output contains all 8 parts (including Pinterest 5B, Fan-Out Map, Citation Source List)
- Email notification received
- Total execution < 600 seconds (check agent module timing)

6C: Missing Data Test Cases

Run these three scenarios to verify the agent handles incomplete metrics gracefully:

Test 1: New Post — No Metrics At All Set a row with all GSC and Bing columns EMPTY, Platform_Category = (BALANCED), Tier = 2.

- Agent proceeds and creates a WordPress draft
- No errors about missing columns
- Agent must NOT skip optimization or request missing data

Test 2: Partial Data — Google Only, No Bing Set a row with GSC data filled (Impressions: 2847, CTR: 1.82%, Position: 5.62) but all Bing columns EMPTY, Platform_Category = (GOOGLE_DOMINANT).

- Agent uses GSC data for CTR optimization notes
- Agent doesn't error on empty Bing columns

Test 3: Strategic Bing Focus — No Bing Data Yet Set a row with ALL metrics EMPTY but Platform_Category = (BING_DOMINANT), Tier = 1.

- Agent applies Bing strategies (exact keywords, bullet FAQs, direct answers, citation-ready structure)
- Agent ALSO applies LLM citation elements (Key Takeaways, question-format H2s, myth-busting) — these apply to ALL posts regardless of platform
- Agent does NOT downgrade to BALANCED or skip Bing optimization because metrics are missing

6D: Review History

1. Scenario builder → back arrow → **History** → click test run **Details**
2. Check agent's **Reasoning Tab** for decision quality
3. Check tool outputs for errors

STEP 7: PRODUCTION

1. Toggle scheduling ON
 2. Start with **5 posts** set to **Pending**
 3. Monitor History panel for first batch
 4. Review each WordPress draft before manual publish
 5. Scale up gradually
-

ERROR HANDLING

Scenario-Level

Right-click the agent module → **"Add Error Handler"** → add:

1. **Google Sheets Update:** Row {{1.rowNumber}}, Column Q = "Error", Column W = {{error.message}}
2. **Email Send:** Subject "[ERROR] {{1.Post_Title}}", Body with error details

Pre-Agent Module Errors

Add error handlers to the DataForSEO and Ahrefs HTTP modules as well:

- On error: update Sheet status to "Error", log the specific module that failed
- This prevents the agent from running with missing data

Common Issues

Error	Fix
DataForSEO 403	Check Base64 credentials
Ahrefs 401	Regenerate API token
Agent timeout (600s)	Check if post content is unusually large; consider summarizing before passing to agent
WordPress 401	Regenerate Application Password
Poor content quality	Improve Knowledge file descriptions; add more explicit retrieval instructions
Missing HTML templates	Knowledge RAG didn't return the right chunks → improve descriptions, test with Chat

COST ESTIMATION

Per Post

Step	Make Credits	External API
Trigger (Sheets Search)	1	—
Status update to DataGathering	1	—
DataForSEO PAA	1	\$0.003
Save PAA to sheet	1	—
Ahrefs ×3	3	~\$0.03
Save Ahrefs to sheet	1	—
Perplexity sonar-pro	1	~\$0.05
Save Perplexity to sheet	1	—
Agent (reasoning + generation + tool calls)	~8-15	~\$0.30-0.50 tokens
Fallback sheet update	1	—
TOTAL	~20-26	~\$0.38-0.58

Full Project (116 Posts: 36 Ramadan + 80 Gallbladder)

Item	Cost
Make.com plan (Core or Pro, 1 month)	\$9-16
Make credits (~2,320-3,016 of 10,000)	\$0 (within plan)
Anthropic tokens (agent reasoning + content)	~\$38-58
DataForSEO	~\$0.35
Ahrefs	~\$3.48
Perplexity	~\$5.80
TOTAL	~\$57-84
Time saved vs. manual	~135 hours

REFERENCE LINKS

Resource	URL
AI Agents (New) Intro	https://help.make.com/introduction-to-make-ai-agents-new
Create Your First Agent	https://help.make.com/create-your-first-ai-agent
App Reference	https://help.make.com/make-ai-agents-new-app
Knowledge Files	https://help.make.com/knowledge
Best Practices	https://help.make.com/make-ai-agents-new-best-practices
Credits	https://help.make.com/credits
Make Academy Course	https://academy.make.com/bundles/automation-to-ai-agents-foundation

VERSION CONTROL

Version	Date	Changes
1.0	Jan 11, 2026	Original 3-scenario linear blueprint
2.0	Feb 19, 2026	Rewrite for Make AI Agents (New)
2.0 patch	Feb 20, 2026	Fixed: Core+ plan, .md knowledge support, 600s timeout cap, removed separate Claude HTTP call, added pre-agent modules, forced retrieval instructions
2.0 patch 2	Feb 21, 2026	Added: missing data handling (agent proceeds with empty GSC/Bing columns), Platform_Category as strategic directive, 3 missing-data test cases, queue notes on empty fields
2.0 patch 3	Feb 21, 2026	Fixed: trigger Watch Rows → Search Rows (filters Status=Pending), added columns Y-AC from CSV, Column Q dropdown/color spec, Section+Post_Type in agent input
2.0 patch 4	Feb 22, 2026	Added: RAMADAN_OPTIMIZATION_ADDENDUM_v1_1.md as Knowledge file #5, retrieval instruction #7 for Ramadan detection, uses corrected v1.1 with 5 fixes

Version	Date	Changes
	2026	
2.0 patch 5	Feb 22, 2026	MAJOR: (1) LLM Citation Addendum operationalized — retrieval instruction #8 (ALWAYS), Part 1 updated to 16-element structure per Addendum Section 17; (2) Perplexity sonar-pro HTTP module added as pre-agent Module 9 for competitive intelligence; (3) Deliverables expanded 6→8 parts with Pinterest 5B, Fan-Out Map, Citation Source List; (4) Credentials updated to official v2 (FICS, Specialist prefix, surgery count context); (5) Clinic hours corrected to variable schedule (Mon/Tue/Fri 9-5, Wed/Thu 12-8:30, Sat 9-1:30)

Maintained By: Dr. Rajarshi Mitra SEO Project

END OF MAKE.COM AI AGENT BLUEPRINT v2.0 (PATCHED)