

Proposal – Slot Data Synchronization Across Multiple Websites

1. Centralized Data Management

To keep things scalable and manageable, the idea is to create **one central source of truth** for all slot-related content. This can be:

- A dedicated WordPress install
- Or, even better, a headless CMS

From here, we manage the essential data for each slot:

- Title
- Description
- Featured image
- Provider
- RTP
- Min/Max wager
- Star rating
- Unique ID or slug

Every other site (the mentioned 150 client sites) will **pull this data automatically** and stay in sync without any manual input.

Sync Strategy: Two Options

Option A – REST API Pull

Each satellite site runs a lightweight plugin that:

- Fetches slot data from the master site (REST API, JSON)
- Creates or updates local CPT entries (**slot**)
- Runs via scheduled WP Cron (hourly, daily...)
- Handles basic conflict resolution (e.g., title changes, deleted slots)

Pros: Simple to control from client sites. Pull when needed.

Option B – Webhook Push (Master-Controlled)

In this model, the master site sends out webhooks whenever a slot is added, edited, or removed. Client sites receive the payload and update their content accordingly.

Pros: Real-time updates. Better for high-frequency content changes.

Either method works—the choice depends on how much control we want at the master vs. client level.

2. AI-Generated Content Variants (Per-Site)

Once we sync the core slot data, we still want each site to **sound unique**. Same data, different tone.

The Flow

1. Core description is synced from the master site
2. On each site, a small AI engine runs locally (or centrally) to:
 - Generate localized or branded content variants
 - Use site-specific info like:
 - Audience tone (fun, editorial, premium)
 - CTA preferences
 - Site language
3. The AI-generated text is:
 - Saved as a draft
 - OR shown in a custom sidebar in the editor
 - Marked as “AI Suggested”
4. Editors can:
 - Approve as-is
 - Edit or rewrite
 - Reject entirely

Each action can be logged with a simple flag (`approved_by_editor`, `ai_generated`, etc.).

Sample Prompt

“Write a unique, friendly description (max 150 words) for the slot game `{{slot_title}}`, created by `{{provider}}`, with an RTP of `{{rtp}}%`. Use an informal tone for an audience aged 25–40. Mention features like `{{features}}`, and end with a clear CTA.”

This keeps descriptions consistent, but personalized per site.

3. How to Avoid AI Repetition

We want content that's unique across all 150 sites. To avoid AI repeating itself:

- Add **temperature/randomness** in prompts
- Vary prompt style based on **site persona** (e.g. fun vs. serious tone)
- Include metadata like **site name**, **target region**, or **language patterns**
- Save each generated description and **compare hashes or fingerprints** before accepting new ones
- Add a lightweight **similarity checker** as a final step before publishing