

# Quick Connect 21-03-2024

Meeting started: Mar 21, 2024, 9:01:04 PM

Meeting duration: 18 minutes

Meeting participants: Amanda Rae, Jeremiah Jeschke

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## Transcript

00:00 Amanda R.: Hey. Hey. I'm just making a cup of tea. I'm in the background.

00:07 Jeremiah J.: I can't see here you one sec.

02:39 Jeremiah J.: Okay, I'll start the transcript ready going.

02:42 Amanda R.: Okay. So today we're going to write an article. Guidelines for the article I needed to be between 700 and 1000 words. I wanted it a seventh grade reading level. Key phrase, so we're gonna pick a key phrase it needs to be for SEO.

The screenshot shows a Zoom meeting interface. The main window displays a Google Docs document titled "Article Guidelines" with the following content:

- Article Guidelines: 700-1000 words, 7th grade reading level
- Key phrase must be used in:
  - The title
  - 1 subheadline
  - 3 times in the body text
  - In the meta title
  - In the meta description
- Paragraphs cannot exceed 100 words, Max 250 words between subheadlines, Sentences should be 20 words or less.
- Headline - 50-65 characters, Intro paragraph - uses keyphrase in the first sentence, 50-100 words
- Subheadline - 2-3 paragraphs
- Call to action to book a meeting with our team
- Subheadline - 2-3 paragraphs
- Call to action to meet a number from your team

On the right side of the Zoom window, there are two video thumbnails: "Amanda Rae" and "Jeremiah Jeschke". Below them is a "NOTES" section with the text: "Add notes to your transcript". At the bottom of the Zoom window, there is a "4:05 PM | Quick Connect" status bar and a row of icons for various functions like mute, video, chat, and end meeting.

03:02 Amanda R.: The key phrase needs to be used in the title in what at least one sub headline three times in the body text in The Meta title and in The Meta description. Paragraphs should not exceed 100 words maximum 250 words between sub headlines sentences should not should be 20 words or less.

03:22 Jeremiah J.: Sentences should be 20 words or less. Eh, do you want varying length?

03:29 Amanda R.: Yes. Yeah you.

03:31 Jeremiah J.: So

03:33 Amanda R.: You can occasionally.

03:33 Jeremiah J.: some are five words. Some are 20 words.

03:38 Amanda R.: Yeah on occasion. You can go up to 25, but on occasion is less than 10% Um, so structurally we're going to want the headline which is between 50 and 65 characters and intro paragraph.

The screenshot shows a Zoom meeting in progress. The main window displays a Google Docs document titled "Article Guidelines" with the following content:

- Headline - 50-65 characters
- Intro paragraph - uses keyphrase in the first sentence. 50-100 words
- Subheadline - 2-3 paragraphs
- Call to action to book a meeting with our team
- Subheadline - 2-3 paragraphs
- Call to action to get a quote from our team
- Subheadline - Closing 1-2 paragraphs
- Topic: Multi-Platform RPA Management
- Key ideas to include:
  - Traditionally automation companies have tried to lock you into using just their tech stack.
  - As technology evolves, some customers are finding ways to break out of another.

The Zoom interface includes a video feed of Amanda Rae, a chat window with messages, and a notes section. The chat messages are:

- Amanda Rae: Yes. Yeah you.
- Jeremiah Jeschke: So
- Amanda Rae: You can occasionally.
- Jeremiah Jeschke: some are five words. Some are 20 words.
- Amanda Rae: Yeah on occasion. You can go up to 25, but on occasion is less than 10%
- Jeremiah Jeschke: Um, so structurally we're going to want the headline which is between 50 and 65 characters and

The notes section is titled "NOTES" and contains the text: "Add notes to your transcript".

03:55 Amanda R.: That uses the key phrase in the first sentence. The intro paragraph wants to be about 50 to 100 words. Then you're going to jump into a sub headline three paragraphs that describe what's in the sub headline a call to action button that invites into book a meeting with our team another sub headline another two to three paragraphs that discuss that sub headline sub headlines want to act as a container that teach you what you're going to read about. These would love to be googleable.

04:23 Amanda R.: One of them one of these three needs to include that key phrase.

04:30 Jeremiah J.: So the sub hand lines need to be Google and should include the key phrase.

04:37 Amanda R.: It doesn't have to be in every one of them. It needs to be in at least one of them. So one out of three or two out of three should not be three out of three. Three out of three is too many.

04:53 Jeremiah J.: Okay.

04:55 Amanda R.: Call to action to get a quote from our team. Topic these are some of the key points that can be used. In this article. The topic is a multi-platform art is multiplatform RPA management. That's the topic of the article. key ideas Are here do I need to read them out?

The screenshot shows a Google Meet session. The main window displays a Google Docs document titled "Article Guidelines" with the following content:

**Key ideas to include:**

- Traditionally automation companies have tried to lock you into using just their tech stack.
- As technology evolves ever faster the ability to use third party tools is more important.
- Some customers have built many automations on one platform but want to use the new tools of another.
- It used to be to change platforms you had to recode all of your automations

**Now you can keep the old automations running and innovate on a new platform or new tools and coordinate the hand off of tasks from one system to the other with a Universal Orchestrator.**

- Multi-platform orchestration is cheaper than migrating your entire code base and more flexible.
- Allows you to take advantage of moving in low cost alternatives with your top self RPA tools.

The meeting interface includes a video feed of Amanda Rae on the right, a chat window on the far right, and a bottom toolbar with various controls. The chat window shows a conversation between Amanda Rae and Jeremiah Jeschke.

05:20 Amanda R.: Jeremiah do I need to read them?

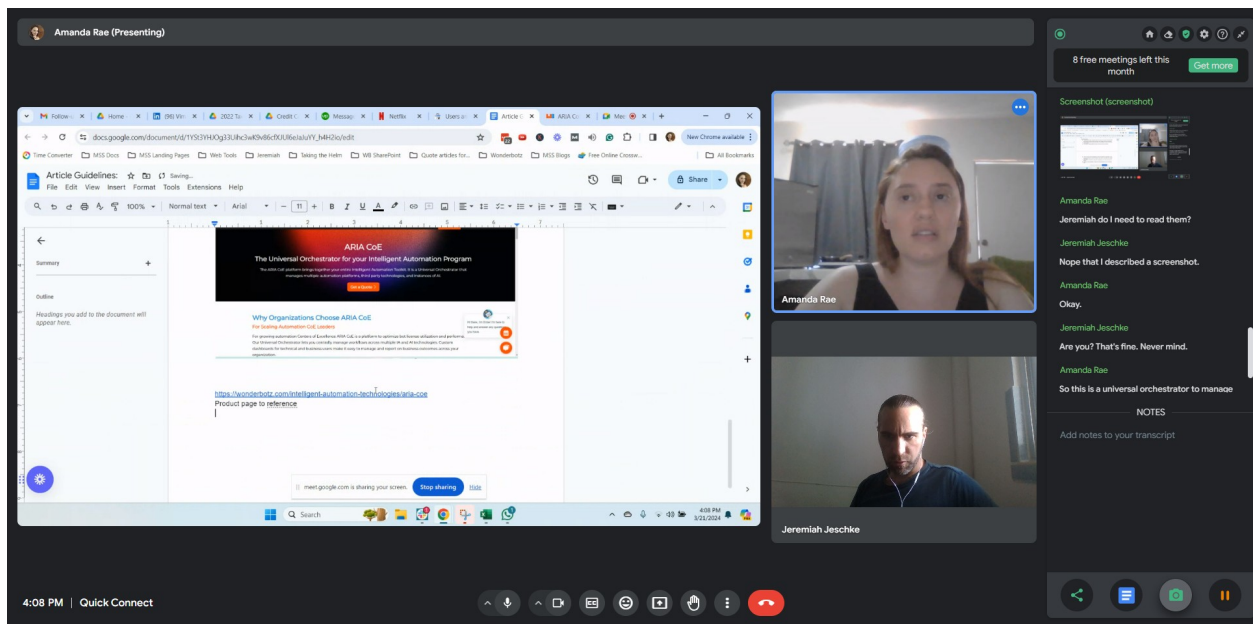
05:21 Jeremiah J.: Nope that I described a screenshot.

05:24 Amanda R.: Okay.

05:26 Jeremiah J.: Are you? That's fine. Never mind.

05:31 Amanda R.: So this is a universal orchestrator to manage and this is a link.

This is a web link. to a reference page This is a product page. To reference I'd like this product.



05:48 Amanda R.: So we want we want to mention. and Soft Cell this product as the solution to multiplatform RPA management

06:06 Jeremiah J.: Okay. so how would you like this process to flow?

06:16 Amanda R.: I've got samples to show you. I just didn't have an had a chance to load them yet. All right. Here's an this is another.

06:25 Jeremiah J.: What?

06:27 Amanda R.: version cut it out. I didn't do that. It's another version come. on play nice All right. That's another. product another another example of a write-up of the same product all right, so

ARIA Cloud

The Universal Orchestrator for your Intelligent Automation Program

Ready to hyper-optimize your digital workforce?

Get a Quote

Why Organizations Choose ARIA Cloud

The tech world is changing rapidly. It is r... Organizations should not be precluded f... the best tool for all use cases. across all business units. Not all

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Cell this product as the solution to multiplatform RPA management

Jeremiah Jeschke

Okay, so

how would you like this process to flow?

Amanda Rae

I've got samples to show you. I just didn't have an had a chance to load them yet. All right. Here's an this is another.

Jeremiah Jeschke

What?

Amanda Rae

version cut it out. I didn't do that. It's another version come, on play nice

All right. That's another product another another example of a write-up of the same product all right, so

NOTES

Add notes to your transcript

06:57 Amanda R.: All right. the style of writing that we want this in this is an example. for style and voice all right, so We've got our intro paragraph So this is our headline. right

RPA Cloud Migration - Why Secure Cloud is the Critical Path to AI Readiness

Author Amanda Rae

Business technology is evolving faster than ever before and automation technology is changing with it. Traditional enterprise automation, housed in on-premise physical servers, is expensive to maintain and even more so to upgrade. Migrating your RPA program to a secure cloud solution is the critical path to AI Readiness and scaling your automation program. Read on to learn how private secure cloud solutions offer enormous flexibility and data security. They integrate technologies from different vendors, scale capabilities as you need them, and take advantage emerging AI technologies.

RPA Infrastructure Options- Cloud vs On-Prem Servers

Products

WVONKE ARIA Cloud

4:09 PM | Quick Connect

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Amanda Rae

version cut it out. I didn't do that. It's another version come, on play nice

All right. That's another product another another example of a write-up of the same product all right, so

Screenshot (screenshot)

Amanda Rae

All right, the style of writing that we want this in this is an example.

for style and voice

all right, so We've got our intro paragraph So this is our headline.

NOTES

Add notes to your transcript

07:36 Amanda R.: RPA Cloud migration for this example RPA Cloud migration was the key phrase. then we have so this is our intro paragraph and then we have a statement that is one of Cloud versus on Prem servers This is enough one of the elements of how you would make a decision how you want to do this?



Amanda Rae (Presenting)

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for style and voice

all right, so We've got our intro paragraph So this is our headline. right

Screenshot (screenshot)

Amanda Rae

RPA Cloud migration for this example RPA Cloud migration was the key phrase. then we have so this is our intro paragraph and then we have a statement that is one of Cloud versus on Prem servers This is enough one of the elements of how you would make a decision how you want to do this?

NOTES

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4:10 PM | Quick Connect

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide from 'WONDERBOTZ' titled 'RPA Infrastructure Options- Cloud vs On-Prem Servers'. The slide contains text about on-premise physical servers, a quote from Gartner, and a call to action. On the right, there are two video feeds: Amanda Rae at the top and Jeremiah Jeschke at the bottom. To the right of the video feeds is a sidebar with meeting controls, including a 'Get more' button for free meetings, a 'for style and voice' section, a 'Screenshot (screenshot)' button, and a 'NOTES' section with a 'Add notes to your transcript' option. The bottom of the screen shows the Zoom status bar with the time '4:10 PM' and the name 'Quick Connect'.

08:01 Amanda R.: Intro, I mean our headline one two short paragraphs. We included a quote third short paragraph call to action. Okay. um

Amanda Rae (Presenting)

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for style and voice

all right, so We've got our intro paragraph So this is our headline. right

Screenshot (screenshot)

Amanda Rae

RPA Cloud migration for this example RPA Cloud migration was the key phrase. then we have so this is our intro paragraph and then we have a statement that is one of Cloud versus on Prem servers This is enough one of the elements of how you would make a decision how you want to do this?

Screenshot (screenshot)

NOTES

Add notes to your transcript

4:10 PM | Quick Connect

This screenshot is similar to the first one, showing the same Zoom meeting. The presentation slide has advanced to the next one, titled '1. How to Choose a Cloud Platform'. The slide discusses the risks of RPA cloud migration and provides guidance on choosing a cloud platform. The sidebar on the right remains the same, with the 'Screenshot (screenshot)' button now appearing below the 'NOTES' section. The video feeds for Amanda Rae and Jeremiah Jeschke are still visible, and the Zoom status bar at the bottom shows the same time and name.

08:13 Amanda R.: should have had a sub headline there, but that's okay. Then we get into how to these are our Google. sub headlines right how to choose a cloud Platform

**1. How to Choose a Cloud Platform**

There are many options for Secure Cloud Providers. The first decision will be to go with your RPA platform's cloud, a private Multi-Platform Cloud Solution, or go the DIY route and get an AWS account yourself.

**INVOLVE Ariba Cloud**  
A managed cloud for your intelligent automation platform connects with pre-installed orchestration functionality.

- **BPPC and Uppath Cloud** - Using the built in cloud options on an RPA platform like Uppath or Blue Prism may be the easiest choice for simple automations. It does limit you to their partner integrations and for enterprises with multiple platforms or legacy systems it may mean redesigning your automations.
- **AWS Direct** - Going direct to the source and building your own private cloud environment can certainly be a challenge. AWS Direct Connect is a dedicated network connection between your on-premises network and AWS. For this reason, AWS Direct Connect is a good option for enterprises with multiple platforms or legacy systems.

**NOTES**  
Intro, I mean our headline one two short paragraphs. We included a quote third short paragraph call to action. Okay.  
um  
Screenshot (screenshot)  
should have had a sub headline there, but that's okay. Then we get into how to these are our Google.  
sub headlines Right how to choose a cloud

08:25 Amanda R.: One. This has got bullets in it bullets are fine. But we've got one two, three four, very short paragraphs less than 250 words. choosing the right Cloud migration services provider one two quotes or optional you don't need to put the quotes in three short paragraphs book a meeting call to action. RPA Cloud migration, here's our key phrase in a sub headline.



Amanda Rae (Presenting)

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There's a legacy. There's two legs. How do they are our Google.

sub headlines right how to choose a cloud Platform

Screenshot (screenshot)

Amanda Rae

One. This has got bullets in it bullets are fine. But we've got one two, three four, very short paragraphs less than 250 words.

choosing the right Cloud migration services provider one two quotes or optional you don't need to put the quotes in three short paragraphs book a meeting call to action.

RPA Cloud migration, here's our key phrase

NOTES

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4:11 PM | Quick Connect

08:58 Amanda R.: And we've got our short paragraphs another set of bullets. Are closing fees our closing statement? Little paragraph. This one goes on a little bit longer. This is a thousand word article.

Amanda Rae (Presenting)

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But we've got one two, three four, very short paragraphs less than 250 words.

choosing the right Cloud migration services provider one two quotes or optional you don't need to put the quotes in three short paragraphs book a meeting call to action.

RPA Cloud migration, here's our key phrase in a sub headline.

Screenshot (screenshot)

Amanda Rae

And we've got our short paragraphs another set of bullets. Are closing fees our closing statement? Little paragraph. This one goes on a little bit longer. This is a thousand word article.

NOTES

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4:11 PM | Quick Connect

09:15 Amanda R.: Use the form below to start your journey.

09:18 Jeremiah J.: and we can make all these links accessible to the AI agents for reference.

09:27 Amanda R.: Mm-hmm.

09:27 Jeremiah J.: as style guides essentially

09:29 Amanda R.: can't we can Excellent. All right, so another one. same you need it.

09:37 Jeremiah J.: we can make more.

09:37 Amanda R.: You want another example?

09:39 Jeremiah J.: That we can make multiple examples available to the AI what we'll just include those links in. the beauty

09:52 Amanda R.: Okay. Yeah. Same idea Chad GPT and AI was the key phrase. First sub headline is what is chat GPT. So we're defining the content. We're defining the impact of the content. Here's our key phrase in a sub headline. Here's our call to action.

10:21 Jeremiah J.: okay.

10:22 Amanda R.: continuing on the ID

10:24 Jeremiah J.: So let's walk through the process. of how he You could you create these articles.

10:35 Amanda R.: Mm-hmm. so we're gonna

10:41 Jeremiah J.: And where do you in? Where do you want them? Do you just want? you to be able to pass an idea off to the AI agent or And it comes back to you with some sort of. Document or it is how how would you like the input and the outputs?

11:08 Amanda R.: yep, so I've given the topic key ideas to include and the products that I want them to include. And then I'd like the outcome to be. a 700 to a thousand word article

11:26 Jeremiah J.: Okay, right from the beginning.

11:27 Amanda R.: using this structure

11:28 Jeremiah J.: Yes. Okay.

11:31 Amanda R.: So if you've got this is to approximately 200 to 250 200 to 250 200 to 250 plus 100 words at the top that that should give you about 700 words.

11:46 Jeremiah J.: Okay from the beginning of the conversation. Yes.

11:49 Amanda R.: Yeah.

11:49 Jeremiah J.: I got it.

11:51 Amanda R.: Okay, so we're choosing a key phrase.

11:59 Jeremiah J.: but

12:00 Amanda R.: I can give it the key phrase. You want me to show it how to search for key phrases or do you want me to just give it a key phrase?

12:07 Jeremiah J.: oh, okay, so were on Google Trends

12:14 Amanda R.: this I'm just

12:14 Jeremiah J.: google.com trends And you're looking up.

12:19 Amanda R.: possible key phrases

12:21 Jeremiah J.: possible key phrases

The screenshot shows a Google Meet interface. The main window displays a screen share of the Google Trends website. The browser's address bar shows the URL: <https://trends.google.com/trends/explore?date=now%20-180days&geo=US&q=multipatform%20orchestration,multipatform%20rpa>. The search terms 'multipatform orchestration' and 'multipatform rpa' are entered. The 'Interest over time' chart shows a significant spike in interest for 'multipatform rpa' around late 2022. The Meet interface includes two video thumbnails: 'Amanda Rae' and 'Jeremiah Jeschke'. On the right, a chat window shows the conversation history. At the bottom, the Meet controls bar is visible, showing the time as 4:14 PM and the session name 'Quick Connect'.

12:30 Jeremiah J.: and you're looking up the interest over time.

12:33 Amanda R.: Mm-hmm. Oh this the past day. Well, that's not long enough. We're gonna go 90 days. And what we want to do is just compare if there's any one that's better than another.

12:48 Jeremiah J.: From those key phrases that you're

12:48 Amanda R.: All right.

12:50 Jeremiah J.: looking at to include in the article you're going on Google Trends to do

12:53 Amanda R.: Mm-hmm.

12:55 Jeremiah J.: some comparisons. To find the best match. or the highest interest

13:01 Amanda R.: Highest interest. Yeah.

13:03 Jeremiah J.: over the past 90 180 days.

13:05 Amanda R.: this is Yeah, let's see what 180 looks like over the past. You don't have 180. You've got 90

13:11 Jeremiah J.: Oh.

13:11 Amanda R.: days. Let's go past year.

13:15 Jeremiah J.: okay, so yeah, 30 90 and

13:19 Amanda R.: a year

13:21 Jeremiah J.: 360 Okay. so that could be a

13:26 Amanda R.: multiplatform RPA Looks like the phrase We want to use. Oops, that's the wrong thing. Back to article, okay. So let's use where do I want the key phrase written? Okay.

13:44 Jeremiah J.: bit, so the You're gonna provide it with a key

13:54 Amanda R.: so perfect so our primary key phrase right and our primary key phrase is going to be

14:04 Jeremiah J.: phrase and it's got to go out and

14:05 Amanda R.: multi platform RPA orchestration because RPA works. So the reason that we did that. RPA orchestration did very badly. multiplatform orchestration had one moment in time in December They're just none of them would make a whole lot of difference.

The screenshot shows a Zoom meeting interface. The main window displays a Google Trends chart for the search terms 'multiplatform rpa', 'multiplatform rpa orchestration', and 'rpa orchestration'. The chart shows interest over time from May 15, 2023, to June 15, 2023. The 'multiplatform rpa' series (red) has a sharp peak in late May. The 'multiplatform rpa orchestration' series (blue) has a sharp peak in mid-June. The 'rpa orchestration' series (yellow) is relatively flat. The chart is titled 'Interest over time' and includes a 'Stop sharing' button. The Zoom interface shows two participants: Amanda Rae and Jeremiah Jeschke. The chat window on the right contains the following messages:

- Jeremiah Jeschke: written? Okay.
- Jeremiah Jeschke: bit, so the
- Amanda Rae: You're gonna provide it with a key phrase so perfect so our primary key phrase right and our primary key phrase is going to be
- Jeremiah Jeschke: phrase and it's got to go out and
- Amanda Rae: multi platform RPA orchestration because RPA works. So the reason that we did that. RPA orchestration did very badly. multiplatform orchestration had one moment in time in December They're just
- NOTES: Add notes to your transcript

The Zoom interface also shows a status bar at the bottom with the time 4:16 PM and the name Quick Connect.

14:29 Amanda R.: So we're just gonna split it up.

14:29 Jeremiah J.: research.

14:30 Amanda R.: However, so I've just decided multiplatform RPA orchestration. That's going to be our key primary key phrase. That's the one who has to follow.

14:39 Jeremiah J.: Or you're gonna provide with a couple

14:40 Amanda R.: these rules I'm gonna move into the bottom. So they're together. So these are the rules for how that key phrase needs to be used.

15:17 Jeremiah J.: key phrases.

15:17 Amanda R.: Yeah. so it wants to

15:26 Jeremiah J.: Okay.

15:26 Amanda R.: I'm wondering if I want to like because I just I did the this is so

15:31 Jeremiah J.: Okay, so the processes you're gonna

15:31 Amanda R.: if I was giving it just the topic

15:32 Jeremiah J.: provide a key phrase or a couple key phrases to the AI agent and it's

15:34 Amanda R.: this is how to do.

15:34 Jeremiah J.: gonna go off and do the research on the trends figure out which one is

15:36 Amanda R.: This was how to do picking a key

15:36 Jeremiah J.: best and then write the article. give it back to you.



15:38 Amanda R.: phrase. But since I've given it the key phrase now. Right for this one. I just gave it. I did that part of the process. Do you see what I mean? So I don't need it to do it again. I was showing you how I did it. But this is this is how this is now the one that we need for the article. Does that make sense?

16:07 Jeremiah J.: Yeah, I was waiting for the transcription to catch up. it was taking some time. So okay. Yeah, that sounds great.

16:31 Amanda R.: Um No, I mean these are key ideas to include. These is the product that needs to be

16:39 Jeremiah J.: They're there any

16:40 Amanda R.: mentioned and linked out to.

16:43 Jeremiah J.: say variations or exceptions or

16:43 Amanda R.: These are examples of where I've done that I think that's it. Yeah, yeah, totally.

16:58 Jeremiah J.: places where you'd want to provide

17:02 Amanda R.: Mm-hmm. like article format right, that's topic

17:16 Jeremiah J.: feedback to agents in the process.

17:19 Amanda R.: right. I'm figuring out how to make it easier for it to understand this. Is your general guidelines for outcome? format

17:31 Jeremiah J.: Okay.

17:32 Amanda R.: topic these are

17:34 Jeremiah J.: Okay, and then we can provide this

17:38 Amanda R.: products to include

17:45 Jeremiah J.: Google document as reference material

17:47 Amanda R.: it's not titles everyone. These are examples.

17:56 Jeremiah J.: to?

18:10 Amanda R.: That makes it easier, correct?

18:14 Jeremiah J.: One of the agents in this chain. Okay. hmm Okay. I'm going to pause here. Nope.

[View original transcript at Tactiq.](#)