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Solution Design

Document

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# Purpose



Outlines the major components of the Master Project (the overall output of the development, containing one or multiple projects that together cover the scope of the AI Agent System) taking into account all the business restrictions (scheduling, peaks, future increases in volume etc.). The focus of the Solution Architect will be on:

* Robustness;
* Scalability;
* Efficiency;
* Replicability

The information herein is targeted primarily at the developers that will initially implement the solution and subsequently at the support developers in case of change requests.

### Name

Content Workflow Agents

### Business Goal

The main business goal of this article writing process is to create SEO-optimized content that soft sells a specific product (Universal Orchestrator for multi-platform RPA management). The article aims to attract potential customers searching for information related to the target keyphrase "Multiplatform RPA Orchestration" and guide them towards booking a meeting or requesting a quote.

### Best Way to Accomplish This Business Goal

To effectively achieve the business goal, the article should follow SEO best practices and a structured approach to content creation. This includes:  
  
1. Conducting thorough keyphrase research to identify the most relevant and high-interest phrase to target.  
2. Following a clear article structure with a compelling headline, engaging intro paragraph, informative subheadlines, and persuasive calls-to-action.  
3. Optimizing the content for the target keyphrase by strategically placing it in the title, subheadline, body text, meta title, and meta description.  
4. Keeping paragraphs concise and easy to read, with a maximum of 100 words per paragraph and no more than 250 words between subheadlines.  
5. Incorporating the key ideas provided by the requester to showcase the benefits of multi-platform RPA orchestration and position the product as the ideal solution.  
6. Linking to the target product page and mentioning it as the solution to the challenges discussed in the article.  
7. Ensuring the article meets the specified word count range and readability level to cater to the target audience.  
  
By following this structured approach and optimizing the content for both SEO and user engagement, the article can effectively attract potential customers and guide them towards taking the desired actions.

### How AI Agents Could Improve the Process

AI agents could significantly streamline and enhance the article writing process in several ways:  
  
1. Keyphrase Research: An AI agent could automatically analyze Google Trends data and other relevant sources to identify the most suitable keyphrase based on the given criteria, saving time and effort in manual research.  
  
2. Content Generation: Advanced language models like GPT could be used to generate the article content based on the provided topic, key ideas, and SEO guidelines. The AI agent could ensure the content follows the specified structure, incorporates the target keyphrase in the right places, and adheres to the word count and readability requirements.  
  
3. Content Optimization: AI algorithms could analyze the generated content and provide suggestions for improving SEO, readability, and engagement. This could include recommending alternative phrases, optimizing meta tags, and ensuring proper keyword density.  
  
4. Product Integration: An AI agent could automatically identify relevant sections in the article to mention the target product and seamlessly integrate it as the solution, ensuring a natural flow and effective soft selling.  
  
5. Editing and Proofreading: AI-powered tools could assist in editing and proofreading the article, identifying grammar and spelling errors, and suggesting improvements to sentence structure and clarity.  
  
6. Performance Tracking: AI agents could monitor the performance of the published article, tracking metrics like search rankings, click-through rates, and conversions. This data could be used to continuously optimize the content and improve its effectiveness in achieving the business goal.  
  
By leveraging AI agents in the article writing process, the efficiency and quality of content creation could be significantly enhanced, allowing for faster turnaround times, improved SEO performance, and better engagement with potential customers.

### AI Agent High-level Steps

a. Step 1: Keyphrase Research and Selection  
i. Reasoning: The AI agent would start by analyzing the topic and key ideas provided by the requester. It would then use APIs to access Google Trends data and other relevant sources to identify potential keyphrases. The agent would compare the keyphrases based on their interest over the past 90-360 days and select the most suitable one that aligns with the topic and has the highest interest.  
ii. Complexity: 3 - Keyphrase research and selection involves data analysis and decision-making based on predefined criteria. While accessing and processing data from APIs is relatively straightforward for an AI agent, evaluating the relevance and alignment of keyphrases with the topic and key ideas requires a moderate level of natural language understanding and contextual analysis.  
  
b. Step 2: Content Generation  
i. Reasoning: Using the selected keyphrase, topic, key ideas, and SEO guidelines, the AI agent would generate the article content. It would follow the specified structure, including the headline, intro paragraph, subheadlines, calls-to-action, and closing paragraph. The agent would ensure that the keyphrase is used in the title, one subheadline, three times in the body text, meta title, and meta description. It would also adhere to the word count limits for paragraphs and the overall article length.  
ii. Complexity: 4 - Generating coherent and engaging article content that incorporates the provided key ideas, follows SEO guidelines, and maintains a consistent structure is a complex task for an AI agent. It requires advanced natural language generation capabilities, contextual understanding, and the ability to logically organize information. Ensuring the content flows naturally while meeting all the specified criteria adds to the complexity.  
  
c. Step 3: Product Integration and Soft Selling  
i. Reasoning: The AI agent would analyze the generated content and identify suitable sections to mention the target product as the solution. It would seamlessly integrate the product mention and soft selling points into the article, ensuring a natural flow and avoiding a forced or overly promotional tone. The agent would also include a link to the target product page.  
ii. Complexity: 3 - Integrating the product mention and soft selling points requires the AI agent to understand the context of the article and determine appropriate placement. While this involves natural language processing and contextual analysis, it is a more focused task compared to generating the entire article content.  
  
d. Step 4: Editing, Proofreading, and Optimization  
i. Reasoning: The AI agent would review the generated content and make necessary edits to improve readability, clarity, and SEO. It would check for grammar and spelling errors, optimize sentence structure, and ensure proper formatting. The agent would also analyze the content for SEO optimization, suggesting improvements to keyphrase usage, meta tags, and keyword density.  
ii. Complexity: 2 - Editing, proofreading, and optimization tasks are relatively straightforward for an AI agent. With well-defined rules and algorithms for grammar, spelling, and SEO best practices, the agent can efficiently process the content and make necessary improvements. The complexity is lower compared to content generation and product integration.  
  
e. Step 5: Review and Delivery  
i. Reasoning: The AI agent would perform a final review of the optimized article, ensuring it meets all the specified requirements and aligns with the business goal. It would then deliver the article to the requester for review and feedback. If any revisions or adjustments are needed based on the requester's input, the agent would handle those as well.  
ii. Complexity: 1 - The review and delivery step is the least complex for an AI agent. It primarily involves comparing the final article against the predefined criteria and requirements, which can be easily automated. Delivering the article to the requester is a simple file transfer or communication task.

### Process Trigger

The article writing process is triggered when the requester provides the necessary inputs, including the topic, key ideas to include, and the target product page to link to as the solution. This information serves as the starting point for the AI agent to begin the content creation process.  
  
Human Involvement:  
Based on the process description and assuming the AI agent is fully set up and trained, human involvement can be minimized. However, there are a few key points where human input or oversight may be beneficial:  
  
a. Initial Input and Review:  
The requester should provide the initial input, including the topic, key ideas, and target product page. This ensures that the AI agent has a clear understanding of the desired content direction and the specific product to promote. After the AI agent generates the article, the requester should review it to ensure that the content aligns with their expectations, the key ideas are effectively incorporated, and the soft selling of the product is appropriate.  
  
b. Exception Handling and Quality Assurance:  
While the AI agent can handle most of the process autonomously, there may be cases where human intervention is necessary. For example, if the AI agent encounters difficulties finding a suitable keyphrase or generating content that meets the specified criteria, human input may be required to provide guidance or make adjustments. Additionally, periodic quality assurance checks by a human reviewer can help ensure that the AI-generated articles consistently meet the desired standards and effectively achieve the business goal.  
  
It's important to note that the level of human involvement may vary depending on the specific implementation of the AI agent and the complexity of the articles being generated. As the AI agent becomes more sophisticated and trained on a larger dataset, the need for human intervention may decrease. However, having a human in the loop for critical review points and exception handling can help maintain the quality and effectiveness of the generated content.  
  
By minimizing human involvement to these key points, the AI agent can handle the majority of the article writing process autonomously, allowing for faster content creation and freeing up human resources for other tasks. The human involvement focuses on providing initial direction, reviewing the final output, and handling exceptions when necessary, ensuring that the AI-generated articles align with the business goals and meet the desired quality standards.

### Documentation

Based on the process description, there are several pieces of documentation that the AI agents would need to accomplish their tasks effectively. These documents provide the necessary context, guidelines, and examples for the AI agents to generate high-quality articles that meet the specified requirements.  
  
a. Article Brief  
i. Reasoning: The article brief is a crucial document provided by the requester that contains the topic, key ideas to include, and the target product page. This information serves as the foundation for the AI agent to understand the desired content direction and the specific product to promote. Without a clear article brief, the AI agent may struggle to generate relevant and targeted content.  
ii. Location: The article brief is provided by the requester as part of the process trigger. It is not explicitly mentioned as a separate document in the process description.  
  
b. SEO Guidelines  
i. Reasoning: The SEO guidelines document outlines the specific requirements for keyphrase usage, word counts, and formatting. It helps the AI agent optimize the article for search engines and ensure that it meets the necessary criteria for effective SEO. Following these guidelines is crucial for improving the article's visibility and attracting organic traffic.  
ii. Location: The SEO guidelines are mentioned in the "Documentation/Context" section of the process description.  
  
c. Example Articles  
i. Reasoning: Example articles serve as references for the AI agent to understand the desired style, tone, and structure of the articles. By studying these examples, the AI agent can learn how to effectively incorporate the key ideas, use the target keyphrase, and maintain a consistent company voice. The examples also demonstrate how to properly format the article with subheadlines, calls-to-action, and paragraph lengths.  
ii. Location: The process description provides links to two example articles in the "Documentation/Context" section:  
 - https://wonderbotz.com/articles/rpa-cloud-migration-why-secure-cloud-is-the-critical-path-to-ai-readiness/  
 - https://wonderbotz.com/articles/exciting-new-uses-for-chatgpt-and-ai-in-automation-technology/  
  
d. Product Page  
i. Reasoning: The target product page is essential for the AI agent to understand the specific product that needs to be promoted in the article. By reviewing the product page, the AI agent can gather relevant information about the product's features, benefits, and how it solves the challenges discussed in the article. This information helps the AI agent seamlessly integrate the product mention and soft selling points into the content.  
ii. Location: The process description provides a link to the target product page in the "Documentation/Context" section:  
 - https://wonderbotz.com/intelligent-automation-technologies/aria-cloud/

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# process details

Details filled in need to reflect the actual information for the Master Project released for production. The following table will be populated:

|  |  |
| --- | --- |
| Item | Description |
| Master Project Name |  |
| Framework used | e.g. 2019.4 |

# Runtime guide

## Architectural structure of the Master Project

Display the interaction between Agents (package, queues, and network) in a diagram

## Master Project Runtime Details

Outlines the details of the automated process by filling in the table below.

|  |  |
| --- | --- |
| ITEM NAME | DESCRIPTION  *Fill in each bolded section - empty fields are not allowed. If the section does not apply to your automation then mark as n/a.* |
| Production environment details | ***Example:*** *Running on Sparky , the virtual backoffice machine. Scheduled every night after the report is generated from Zendesk.* |
| Prerequisites to run | ***Example:*** *Report was generated by Zendesk*  *Email received in* [*Zendesk\_reporting@uipath.com*](mailto:Zendesk_reporting@uipath.com)  *Having Excel on the machine* |
| Input Data | ***Example:*** *3 valid CSV files*  *2 source files in C:\ZendeskReporting* |
| Expected output | ***Example:*** *2 e-mails sent to e-mail address: management@uipath.com* |
| Reporting  (queues reporting, Kibana or another platform) | ***Example:*** *Orchestrator logs and jobs dashboards.* |
| How is Orchestrator used? | ***Example:*** *Orchestrator used for scheduling and asset passwords.* |
| Password policies  (mention any specific compliance requests) | ***Example:*** *G-mail password only, not expiring.* |
| Stored credentials  (Never use hardcoded credentials in the workflow!) | ***Example:*** *Stored in Orchestrator Assets* |

## Project name

|  |  |
| --- | --- |
| ITEM NAME | DESCRIPTION  *Fill in each section - empty fields are not allowed. If the section does not apply to your automation then mark as n/a.* |
| Environment used for development  (name, location, configuration details etc) | ***Example:*** *DEV\_Env1\_EMEA ( UiPath computer)* |
| Environment prerequisites  (OS details, libraries, required apps) | ***Example:*** *Windows 7, Studio license, Microsoft Excel* |
| Repository for project  (where is the developed project stored) | ***Example:*** *\\myshare.com\Zendesk* |
| Configuration method  (assets, excel file, Json file) | ***Example:*** *Assets* |
| List of reused components | ***Example:*** *found via Connect Marketplace or Automation Hub components* |
|
| List of new reusable components | ***Example:*** *placeholders created in Automation Hub* |

Add tables for as many projects as you need and fill them in.

## Project(s) workflows

Workflows specific to: Specify Project Name from section above

For the workflow files defined below please specify the input and output parameters.

|  |  |
| --- | --- |
| Workflow Name | Description |
| Example: Main | ***Example:*** *invokes all the other workflows* |

## Packages

Include the list of packages and high-level description for each of them, to explain their purpose

|  |  |
| --- | --- |
| Package Name | Description |
| *Example: ZendeskReports.1.0.6285.31077.nupkg* | ***Example****: Reads the email generated by the Zendesk reporting platform from Zendesk\_reporting@gmail.com*   * *Downloads the 3 reporting files in the C:\ZendeskReporting\#currentdate# folder* * *Copies the files source.xlsx and source\_fantastic.xlsx from C:\ZendeskReporting\ to C:\ZendeskReporting\#currentdate#* * *Processes the data from the 3 downloaded files into source files* * *Sends the file over email to a recipient list* |

## Agents

### Agent ID: 1

#### Name: Keyphrase Researcher

#### Description:

This agent specializes in conducting keyphrase research and selecting the most suitable target keyphrase for the article.

#### Reasoning:

The Keyphrase Researcher agent plays a crucial role in setting the foundation for the entire article writing process. By conducting thorough research and selecting the most suitable keyphrase, this agent ensures that the article is optimized for SEO and has the potential to attract organic traffic. The agent's reasoning skills, ability to analyze data from multiple sources, and understanding of the requester's intent are essential for making informed decisions and aligning the keyphrase with the article's content and purpose. The selected keyphrase serves as a guide for the subsequent agents in the process, influencing the content generation, optimization, and overall effectiveness of the article in achieving its intended goals.

#### Trigger:

The article writing process is triggered when the requester provides the necessary inputs, including the topic and key ideas to include. This information serves as the starting point for Agent 1 to begin the keyphrase research.

#### Tasks:

● Description  
 ○ Receive the article brief from the requester, containing the topic and key ideas.  
● Reasoning  
 ○ The article brief is the starting point for the keyphrase research process. It provides the necessary context and focus for the agent to identify relevant keyphrases.  
● Complexity: 1  
● Description  
 ○ Analyze the topic and key ideas provided in the article brief.  
● Reasoning  
 ○ Understanding the topic and key ideas is crucial for selecting a keyphrase that aligns with the article's content and purpose. The agent needs to grasp the main themes and concepts to guide the research process.  
● Complexity: 2  
● Description  
 ○ Access Google Trends data and other relevant sources via APIs to identify potential keyphrases.  
● Reasoning  
 ○ Google Trends and other data sources provide valuable insights into the popularity and relevance of different keyphrases. By accessing this data through APIs, the agent can gather a list of potential keyphrases to consider.  
● Complexity: 2  
● Description  
 ○ Compare keyphrases based on their interest over the past 90-360 days.  
● Reasoning  
 ○ Analyzing the interest levels of keyphrases over a specific time period helps determine their current relevance and potential to attract organic traffic. The agent needs to consider the historical data to make an informed decision.  
● Complexity: 3  
● Description  
 ○ Select the most suitable keyphrase that aligns with the topic and has the highest interest.  
● Reasoning  
 ○ The agent needs to evaluate the potential keyphrases based on their alignment with the article's topic and their interest levels. Selecting the most suitable keyphrase involves considering both relevance and popularity to maximize the article's SEO potential.  
● Complexity: 3  
● Description  
 ○ Present the selected keyphrase to the requester for approval.  
● Reasoning  
 ○ Obtaining the requester's approval for the selected keyphrase ensures that it meets their expectations and aligns with the intended focus of the article. If the keyphrase is not approved, the agent needs to iterate on the research process based on the requester's feedback to find a more suitable option.  
● Complexity: 1

#### Type:

* ReAct

#### Tools:

● Google Trends API Integration: Integrates with the Google Trends API (do not use pytrends) to retrieve keyphrase suggestions and historical interest data based on the article topic and key ideas.  
● Human Approval Tool: Allows the agent to present the selected keyphrase to the requester for approval and facilitates iterative communication until a suitable keyphrase is agreed upon.

#### Context:

● Description  
 ○ Article Brief from Requester  
● Reasoning  
 ○ The article brief contains the topic and key ideas, which are essential for Agent 1 to understand the context and focus of the article. This information guides the keyphrase research process and ensures that the selected keyphrase aligns with the requester's intent.

#### Inputs:

● Source: Human  
● Content: Topic and key ideas to include.

#### Outputs:

● Recipient: Requester  
● Content: Selected target keyphrase for approval  
● Recipient: Agent 2  
● Content: Approved keyphrase, topic, key ideas, and SEO guidelines

#### Decisions:

● Description  
 ○ The Keyphrase Researcher agent needs to make a decision on selecting the most suitable target keyphrase for the article based on the provided article brief, topic, and key ideas. This decision will affect the focus and optimization of the article content generated by subsequent agents in the process.  
● Criteria  
 ○ To make the keyphrase selection decision, the agent will need the following information:  
- The article brief containing the topic and key ideas, provided by the requester  
- Potential keyphrase suggestions and their historical interest data over the past 90-360 days, obtained from the Google Trends API integration  
- Analysis and comparison of the potential keyphrases based on their alignment with the article topic and interest levels, using the Keyphrase Analysis and Selection Tool  
  
The decision criteria will involve evaluating the relevance of each potential keyphrase to the article topic and key ideas, as well as their popularity and interest levels based on the historical data. The agent will select the keyphrase that best aligns with the article's focus and has the highest potential to attract organic traffic.

#### System Prompt:

You are an expert Keyphrase Researcher, specializing in conducting thorough keyphrase research and selecting the most suitable target keyphrase for articles. Your role is to analyze the provided article brief, which contains the topic and key ideas, and identify a keyphrase that aligns with the content and has the highest potential to attract organic traffic.  
  
To accomplish this, access Google Trends data and other relevant sources via APIs to gather a list of potential keyphrases. Compare these keyphrases based on their search volume, competition level, and relevance to the article topic. Use your Keyphrase Analysis and Selection Tool to evaluate each option, considering its alignment with the article topic, search intent, and potential to rank well in search engines.  
  
Once you have selected the most suitable keyphrase, present it to the requester for approval using the Requester Approval Tool. Provide a brief explanation of why you chose this keyphrase and how it can benefit the article's SEO performance. If the keyphrase is not approved, gather feedback from the requester and iterate on the research process until a mutually agreed-upon keyphrase is found.  
  
Your success is measured by your ability to consistently select keyphrases that accurately represent the article's content, have strong SEO potential, and receive approval from the requester. The chosen keyphrase will serve as the foundation for the article's optimization and will be passed along to subsequent agents in the content creation process, along with the topic, key ideas, and SEO guidelines.  
  
Input:  
- Article brief containing the topic and key ideas, provided by the requester  
  
Output:  
- Selected target keyphrase and explanation for approval, sent to the requester  
- Approved keyphrase, topic, key ideas, and SEO guidelines, sent to Agent 2  
  
Tools:  
- Google Trends API Integration  
- Keyphrase Analysis and Selection Tool  
- Requester Approval Tool

### Agent ID: 2

#### Name: Content Outliner

#### Description:

This agent is responsible for creating an outline for the article based on the approved keyphrase, topic, key ideas, and SEO guidelines.

#### Reasoning:

Agent 2 plays a crucial role in the article writing process by creating a well-structured and SEO-optimized outline. By leveraging GPT's language processing capabilities and following the provided SEO guidelines and example articles, Agent 2 can generate an outline that effectively organizes the content, incorporates the target keyphrase, and sets the stage for compelling content generation. This agent's tasks are essential for ensuring that the final article is both search engine-friendly and engaging for the target audience.

#### Trigger:

Agent 2 is triggered when Agent 1 presents the selected keyphrase to the requester, and the requester approves it. The approved keyphrase, along with the topic, key ideas, and SEO guidelines, is then passed to Agent 2 to begin the content outlining process.

#### Tasks:

● Description  
 ○ Receive the approved keyphrase from Agent 1, along with the topic, key ideas, and SEO guidelines.  
● Reasoning  
 ○ The approved keyphrase, topic, key ideas, and SEO guidelines are essential inputs for Agent 2 to create a relevant and optimized article outline. These inputs provide the necessary context and direction for the outlining process.  
● Complexity: 1  
● Description  
 ○ Generate an article outline using GPT, including the title, subheadlines, and main points for each section.  
● Reasoning  
 ○ GPT, a powerful language model, can generate a coherent and structured article outline based on the provided inputs. By leveraging GPT's natural language processing capabilities, Agent 2 can create an outline that effectively organizes the content and ensures a logical flow of information.  
● Complexity: 3  
● Description  
 ○ Ensure the outline follows the specified structure and incorporates the target keyphrase in the title and subheadlines.  
● Reasoning  
 ○ Following the specified structure and incorporating the target keyphrase in the title and subheadlines are crucial for SEO optimization and readability. By adhering to these guidelines, Agent 2 can create an outline that is both search engine-friendly and engaging for the target audience.  
● Complexity: 2  
● Description  
 ○ Send the generated outline to Agent 3 for content generation.  
● Reasoning  
 ○ Once the article outline is created, it needs to be passed on to Agent 3 for the actual content generation. This ensures a smooth transition between the outlining and writing stages, allowing Agent 3 to focus on creating compelling content based on the provided structure.  
● Complexity: 1

#### Type:

* Tool Calling

#### Tools:

#### Context:

● Description  
 ○ SEO Guidelines  
● Reasoning  
 ○ The SEO guidelines provide detailed instructions on keyphrase usage, word counts, formatting, and other SEO best practices. Agent 2 needs to follow these guidelines while creating the article outline to ensure that the structure and keyphrase placement are optimized for search engines.  
● Description  
 ○ Examples of Properly Structured Articles for Reference  
● Reasoning  
 ○ The example articles serve as a model for the desired structure, style, and company voice. Agent 2 can refer to these examples to understand how to effectively organize the article outline, including the placement of subheadlines and calls-to-action.

#### Inputs:

● Source: Agent 1  
● Content: Approved keyphrase, topic, key ideas, and SEO guidelines

#### Outputs:

● Recipient: Agent 3  
● Content: Generated article outline

#### Decisions:

#### System Prompt:

You are an expert content outliner responsible for creating a well-structured and SEO-optimized article outline. Your task is to receive the approved keyphrase, topic, key ideas, and SEO guidelines from Agent 1 and generate a comprehensive outline that will guide the content creation process.  
  
To create the outline, utilize your GPT-based natural language processing capabilities to organize the content in a logical and engaging manner. The outline should include a compelling title, relevant subheadlines, and main points for each section. Ensure that the target keyphrase is strategically incorporated into the title, subheadlines, and throughout the outline to optimize the article for search engines.  
  
Refer to the provided SEO guidelines to understand the best practices for keyphrase usage, word counts, formatting, and other optimization techniques. Study the example articles to gain insights into the desired structure, style, and company voice. Use these examples as a model for organizing your outline, placing subheadlines, and incorporating calls-to-action effectively.  
  
Consider the target audience and their needs while creating the outline. Prioritize the most important information and structure the outline in a way that keeps readers engaged and encourages them to continue reading.  
  
Once you have generated the article outline, review it for clarity, coherence, and adherence to SEO best practices. Make any necessary revisions to ensure the outline is of the highest quality. Then, send the finalized outline to Agent 3 for content generation.  
  
Remember, your role is crucial in setting the foundation for a successful and impactful article. By creating a well-structured, SEO-optimized, and audience-centric outline, you enable Agent 3 to focus on crafting compelling content that resonates with readers and achieves the desired marketing objectives.

### Agent ID: 3

#### Name: Content Generator

#### Description:

This agent is responsible for generating the article content based on the outline provided by Agent 2.

#### Reasoning:

Agent 3 plays a crucial role in generating the main content of the article based on the outline provided by Agent 2. By using GPT to expand upon the outline, incorporating the target keyphrase, and integrating the product mentions, Agent 3 creates a compelling and SEO-optimized article that effectively soft sells the target product. The reasoning for each task highlights the importance of following the outline, adhering to word count limits, analyzing the content for product placement, and ensuring a natural flow. The documentation of the product page helps Agent 3 understand the product's features and benefits to effectively integrate them into the article. The trigger from Agent 2 ensures a smooth handoff and allows Agent 3 to focus on content generation.

#### Trigger:

Agent 3 is triggered when it receives the article outline from Agent 2. The outline, which includes the title, subheadlines, and main points for each section, serves as the input for Agent 3 to generate the article content.

#### Tasks:

● Description  
 ○ Receive the article outline from Agent 2.  
● Reasoning  
 ○ The article outline serves as the input for Agent 3 to generate the content. It provides the structure and main points that need to be expanded upon.  
● Complexity: 1  
● Description  
 ○ Generate the article content using GPT, following the provided outline and incorporating the target keyphrase in the body text, meta title, and meta description.  
● Reasoning  
 ○ GPT is a powerful language model that can generate coherent and relevant content based on the given outline. By incorporating the target keyphrase in the body text, meta title, and meta description, Agent 3 ensures that the article is optimized for SEO.  
● Complexity: 4  
● Description  
 ○ Ensure the content adheres to the word count limits for paragraphs and the overall article length.  
● Reasoning  
 ○ Adhering to the specified word count limits helps maintain readability and ensures that the article is concise and engaging. Agent 3 needs to monitor the word count while generating the content to meet these requirements.  
● Complexity: 2  
● Description  
 ○ Analyze the generated content and identify suitable sections to mention the target product as the solution.  
● Reasoning  
 ○ To effectively soft sell the target product, Agent 3 needs to identify relevant sections in the article where mentioning the product as a solution would be natural and impactful. This requires analyzing the generated content and understanding the context of each section.  
● Complexity: 3  
● Description  
 ○ Integrate the product mention and soft selling points into the article, ensuring a natural flow.  
● Reasoning  
 ○ Seamlessly integrating the product mention and soft selling points is crucial to maintain the article's readability and avoid a forced or overly promotional tone. Agent 3 needs to carefully craft the product mentions to ensure they blend well with the surrounding content.  
● Complexity: 3  
● Description  
 ○ Send the generated article to Agent 4 for editing and optimization.  
● Reasoning  
 ○ Once the article content is generated and the product mentions are integrated, Agent 3 needs to pass the article to Agent 4 for further editing and optimization. This ensures a smooth handoff and allows Agent 4 to refine the content before final delivery.  
● Complexity: 1

#### Type:

* ReAct

#### Tools:

● SEO Keyword Check: Checks for the target keyphrase in the body text, meta title, and meta description of the generated article for search engine optimization (SEO).

#### Context:

● Description  
 ○ Product Page to Reference  
● Reasoning  
 ○ The target product page contains information about the specific product that needs to be promoted in the article. Agent 3 needs to review this page to understand the product's features, benefits, and how it solves the challenges discussed in the article. This information helps Agent 3 seamlessly integrate the product mention and soft selling points into the content.

#### Inputs:

● Source: Agent 2  
● Content: Generated article outline

#### Outputs:

● Recipient: Agent 4  
● Content: Generated article content

#### Decisions:

#### System Prompt:

You are an intelligent content generation assistant tasked with creating engaging and SEO-optimized articles based on provided outlines. Your role is to expand upon the structure and main points in the outline, generating coherent and relevant content using your advanced language generation capabilities.  
  
When you receive an article outline from Agent 2, carefully review it to understand the structure and flow of the article. Use this outline as a guide to generate the article content, ensuring that each section is well-developed and follows a logical progression. As you write, incorporate the target keyphrase naturally throughout the body text, as well as in the meta title and meta description, to optimize the article for search engines.  
  
Pay close attention to the word count of each paragraph and the overall article length. Use the Word Count Monitor tool to track these metrics as you generate content, ensuring that you adhere to the specified limits. This will help maintain the article's readability and keep it concise and engaging.  
  
While generating the content, analyze each section to identify suitable opportunities to mention the target product as a solution. Review the provided product page to understand its features, benefits, and how it addresses the challenges discussed in the article. Seamlessly integrate these product mentions and soft selling points into the content, maintaining a natural flow and avoiding an overly promotional tone. Use persuasive language and storytelling techniques to highlight the product's value without being pushy. Use the SEO Keyword Integrator tool to effectively incorporate the target keyphrase in the body text, meta title, and meta description.  
  
Once you have generated the complete article content and integrated the product mentions, review the article for coherence, readability, and effectiveness in promoting the target product. Make any necessary revisions to enhance the content's quality and persuasiveness. Finally, send the polished article to Agent 4 for further editing and optimization. Provide any necessary context or notes to ensure a smooth handoff and collaboration with Agent 4.

### Agent ID: 4

#### Name: Editor and Optimizer

#### Description:

This agent focuses on editing, proofreading, and optimizing the generated content to improve its quality, readability, and SEO performance.

#### Reasoning:

Agent 4 plays a crucial role in ensuring the quality and effectiveness of the generated article. By focusing on editing, proofreading, and SEO optimization, Agent 4 enhances the article's readability, clarity, and search engine visibility. The agent's tasks are designed to refine the content and align it with the specified requirements and business goals. Agent 4's expertise in grammar, sentence structure, and SEO best practices ensures that the final article is polished, professional, and optimized for maximum impact. The agent's interaction with the requester at the end of the process allows for feedback and revisions, ensuring that the article meets the requester's expectations and is ready for publication.

#### Trigger:

Agent 4 is triggered when it receives the generated article from Agent 3. The generated article serves as the input for Agent 4 to begin the editing and optimization process.

#### Tasks:

● Description  
 ○ Receive the generated article from Agent 3.  
● Reasoning  
 ○ Agent 4 needs the generated article as input to begin the editing and optimization process. Receiving the article from Agent 3 ensures a smooth handoff and allows Agent 4 to start its tasks without delay.  
● Complexity: 1  
● Description  
 ○ Review the content and make necessary edits to improve readability, clarity, and SEO.  
● Reasoning  
 ○ Agent 4 carefully reviews the generated content to identify areas that need improvement in terms of readability, clarity, and SEO. This step ensures that the article is well-written, easy to understand, and optimized for search engines.  
● Complexity: 2  
● Description  
 ○ Check for grammar and spelling errors, optimize sentence structure, and ensure proper formatting.  
● Reasoning  
 ○ Agent 4 performs a thorough check for grammar and spelling errors to maintain the article's quality and professionalism. It also optimizes the sentence structure to improve flow and readability. Ensuring proper formatting helps make the article visually appealing and easy to navigate.  
● Complexity: 2  
● Description  
 ○ Analyze the content for SEO optimization and suggest improvements to keyphrase usage, meta tags, and keyword density.  
● Reasoning  
 ○ Agent 4 analyzes the content from an SEO perspective, focusing on keyphrase usage, meta tags, and keyword density. By suggesting improvements in these areas, Agent 4 helps optimize the article for search engines, increasing its visibility and potential to rank higher in search results.  
● Complexity: 3  
● Description  
 ○ Perform a final review of the optimized article, ensuring it meets all the specified requirements and aligns with the business goal.  
● Reasoning  
 ○ Agent 4 conducts a final review of the optimized article to ensure that it meets all the requirements outlined in the SEO guidelines and aligns with the overall business goal. This step serves as a quality assurance measure to confirm that the article is ready for publication.  
● Complexity: 2  
● Description  
 ○ Present the optimized article to the requester for review and feedback.  
● Reasoning  
 ○ Agent 4 presents the optimized article to the requester for their review and feedback. If the requester approves the article, Agent 4 delivers the final version. If revisions are needed, Agent 4 incorporates the requester's feedback and repeats the optimization process to ensure the article meets the requester's expectations.  
● Complexity: 1

#### Type:

* Structured Chat

#### Tools:

● Human Approval Tool: Allows the agent to present the article to the requester for approval and facilitates iterative communication until the article meets the human's standards.

#### Context:

● Description  
 ○ SEO Guidelines  
● Reasoning  
 ○ Agent 4 needs to refer to the SEO guidelines while editing and optimizing the generated content. The guidelines provide instructions on keyphrase usage, meta tags, keyword density, and other SEO best practices that Agent 4 should follow to ensure the article is optimized for search engines.  
● Description  
 ○ Examples of Properly Structured Articles for Reference  
● Reasoning  
 ○ Agent 4 can use the example articles as a reference to ensure that the edited and optimized article maintains the desired style, tone, and formatting. By comparing the generated article to the examples, Agent 4 can make necessary adjustments to align the content with the company's standards.

#### Inputs:

● Source: Agent 3  
● Content: Generated article content

#### Outputs:

● Recipient: Requester  
● Content: Optimized article for review and feedback

#### Decisions:

#### System Prompt:

You are an intelligent and meticulous editor and content optimizer. Your role is to review, edit, and optimize the generated article content to improve its quality, readability, and SEO performance.  
  
Begin by receiving the generated article from Agent 3. Carefully review the content, making necessary edits to enhance readability, clarity, and SEO. Check for grammar and spelling errors, optimize sentence structure, and ensure proper formatting. The article should be well-written, easy to understand, and visually appealing.  
  
Analyze the content from an SEO perspective, focusing on keyphrase usage, meta tags, and keyword density. Suggest improvements to optimize the article for search engines, increasing its visibility and potential to rank higher in search results. Refer to the provided SEO guidelines and use the example articles as a reference to maintain the desired style, tone, and formatting.  
  
After editing and optimization, perform a final review to ensure the article meets all specified requirements and aligns with the business goal. Present the optimized article to the requester for review and feedback. If approved, deliver the final version. If revisions are needed, incorporate the feedback and repeat the optimization process until the article meets the requester's expectations.  
  
Your input will be the generated article content from Agent 3, and your output will be the optimized article for review and feedback by the requester. Success is achieved when the requester approves the final, optimized article.

# Other Details

### Future Improvements

Fill in any improvements that need to be considered for the future:

***Example:***

*• Optimize the processing algorithm*

*• Implement process error recovery (retry)*

*• Enable support for multiple template files*

### Other Remarks

Please mention here any other points that you consider relevant for the automation process.

***Example:*** *The workflow should run every night at 7PM Be careful not to schedule it before the report is generated by Zendesk.*

The Zendesk generated data is always 1 day old.