

Content Pipeline Redesign - Documentatie

Overzicht

Complete herstructureren van de content management UI van verwarrende multi-optie structuur naar duidelijke, gestroomlijnde pipelines voor blog en social media content.

Probleem

Voor:

- 5 verschillende opties voor content creatie (verwarrend):
- Website Topical Map
- AI Contentplan
- Topical Authority Map
- AI Genereren
- Nieuw Artikel
- Geen duidelijke workflow
- Gebruikers weten niet waar te beginnen
- Geen overzicht van voortgang

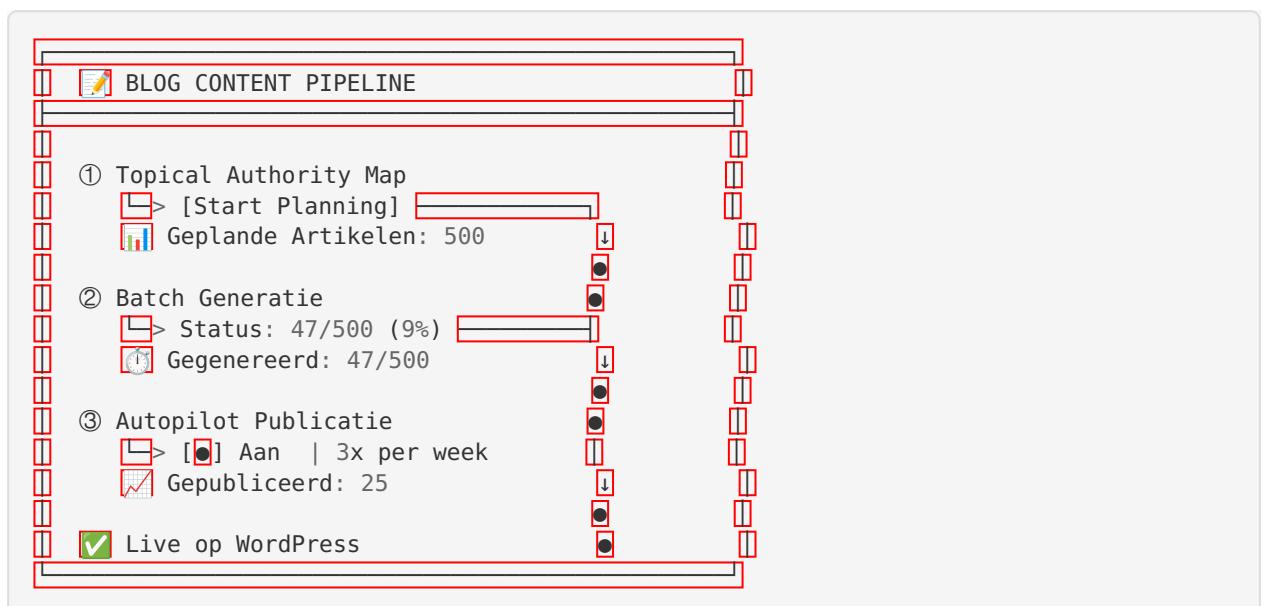
Na:

- 2 duidelijke pipelines met 3 stappen elk
- Visuele flow van planning → generatie → publicatie
- Real-time status tracking
- Geïntegreerde autopilot functionaliteit

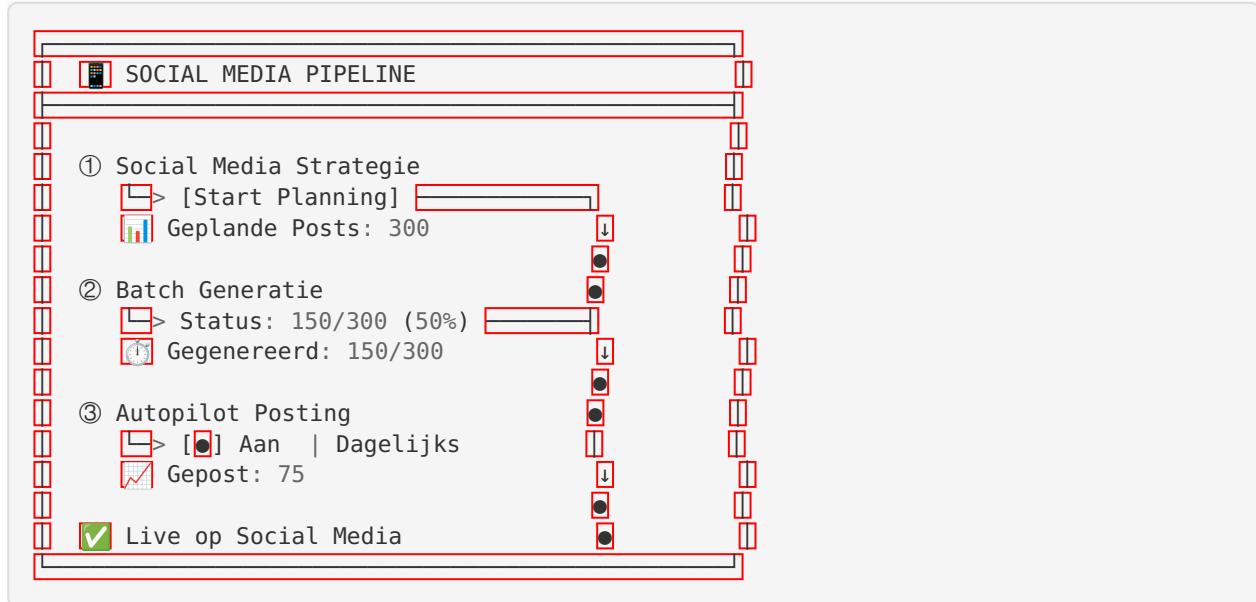
Architectuur

Pipeline Structuur

Blog Content Pipeline



Social Media Pipeline 📱



📁 Bestandsstructuur

Nieuwe Components

```

components/
└── pipeline/
    └── PipelineStep.tsx      # Visuele pipeline step component
  └── autopilot/
    └── AutopilotToggle.tsx  # Autopilot configuratie component
  
```

Herstructureerde Pagina's

```
app/admin/blog/page.tsx      # Volledig vernieuwd met pipelines
```

API Endpoints

```

app/api/admin/
└── blog/
    └── pipeline/
        └── status/route.ts      # Blog pipeline status
    └── autopilot/
        ├── toggle/route.ts    # Enable/disable autopilot
        └── config/route.ts     # Get/update config
  └── social/
    └── pipeline/
        └── status/route.ts      # Social pipeline status
    └── autopilot/
        ├── toggle/route.ts    # Enable/disable autopilot
        └── config/route.ts     # Get/update config
  
```

Database Schema

```
supabase/migrations/
└── 20251212_social_media_pipeline.sql
```

Database Schema

SocialMediaStrategy

```
CREATE TABLE "SocialMediaStrategy" (
    id TEXT PRIMARY KEY,
    clientId TEXT NOT NULL,
    name TEXT NOT NULL,
    niche TEXT NOT NULL,
    targetAudience TEXT NOT NULL,
    totalPosts INTEGER DEFAULT 100,
    platforms JSONB NOT NULL,          -- ["linkedin", "instagram", ...]
    period TEXT DEFAULT '3-months',
    postingFrequency JSONB DEFAULT '{}',
    contentTypes TEXT[],
    tone TEXT DEFAULT 'professional',
    language TEXT DEFAULT 'NL',
    status TEXT DEFAULT 'planning',
    progress INTEGER DEFAULT 0,
    autopilotEnabled BOOLEAN DEFAULT FALSE,
    autopilotConfig JSONB,
    createdAt TIMESTAMP DEFAULT NOW(),
    updatedAt TIMESTAMP DEFAULT NOW()
);
```

SocialMediaPost

```
CREATE TABLE "SocialMediaPost" (
    id TEXT PRIMARY KEY,
    strategyId TEXT NOT NULL,
    platform TEXT NOT NULL,           -- linkedin, instagram, etc.
    title TEXT,
    content TEXT NOT NULL,
    hashtags TEXT[],
    mediaUrls TEXT[],
    scheduledDate TIMESTAMP,
    status TEXT DEFAULT 'pending',
    externalPostId TEXT,              -- Later.com/Buffer ID
    engagement JSONB DEFAULT '{}',
    createdAt TIMESTAMP DEFAULT NOW(),
    publishedAt TIMESTAMP
);
```

AutopilotConfig

```
CREATE TABLE "AutopilotConfig" (
    id TEXT PRIMARY KEY,
    clientId TEXT NOT NULL,
    type TEXT NOT NULL, -- 'blog' | 'social'
    planId TEXT NOT NULL,
    enabled BOOLEAN DEFAULT FALSE,
    frequency TEXT DEFAULT '3x-week',
    time TEXT DEFAULT '09:00',
    weekdays INTEGER[],
    maxPerDay INTEGER DEFAULT 1,
    autoPublish BOOLEAN DEFAULT TRUE,
    lastRun TIMESTAMP,
    nextRun TIMESTAMP,
    createdAt TIMESTAMP DEFAULT NOW(),
    updatedAt TIMESTAMP DEFAULT NOW(),
    UNIQUE(type, planId)
);
```

Component API

PipelineStep

```
<PipelineStep
    number={1}
    title="Topical Authority Map"
    description="Genereer 100-500 artikel strategie"
    action="Start Planning"
    onClick={() => setView('topical-map')}
    status="completed" // idle // active // completed // paused
    stats={[
        { label: 'Geplande Artikelen', value: 500 }
    ]}
    showConnector={true}
/>
```

AutopilotToggle

```
<AutopilotToggle
    type="blog" // 'blog' // 'social'
    planId={blogPipeline.planId}
    onConfigChange={(config) => {
        setBlogPipeline({
            ...blogPipeline,
            autopilotEnabled: config.enabled
        });
    }}
/>
```

API Endpoints

Blog Pipeline Status

GET /api/admin/blog/pipeline/status

Response:

```
{
  "hasActivePlan": true,
  "planId": "uuid-xxx",
  "plannedArticles": 500,
  "generatedArticles": 47,
  "publishedArticles": 25,
  "generationProgress": 9,
  "generationStatus": "active",
  "autopilotEnabled": true
}
```

Social Pipeline Status**GET** /api/admin/social/pipeline/status**Response:**

```
{
  "hasActivePlan": true,
  "planId": "uuid-xxx",
  "plannedPosts": 300,
  "generatedPosts": 150,
  "postedPosts": 75,
  "generationProgress": 50,
  "generationStatus": "completed",
  "autopilotEnabled": true
}
```

Autopilot Toggle**POST** /api/admin/blog/autopilot/toggle**Request:**

```
{
  "planId": "uuid-xxx",
  "enabled": true,
  "config": {
    "frequency": "3x-week",
    "time": "09:00",
    "weekdays": [1, 3, 5],
    "maxPerDay": 1,
    "autoPublish": true
  }
}
```

Response:

```
{
  "success": true,
  "config": { ... }
}
```

Autopilot Config

GET /api/admin/blog/autopilot/config?planId=uuid-xxx

Response:

```
{
  "config": {
    "enabled": true,
    "frequency": "3x-week",
    "time": "09:00",
    "weekdays": [1, 3, 5],
    "maxPerDay": 1,
    "autoPublish": true
  }
}
```

PUT /api/admin/blog/autopilot/config

Request:

```
{
  "planId": "uuid-xxx",
  "config": {
    "frequency": "daily",
    "time": "10:00",
    "weekdays": [1,2,3,4,5],
    "maxPerDay": 2,
    "autoPublish": false
  }
}
```



UI/UX Verbeteringen

Voor vs Na

Aspect	Voor	Na
Acties	5 losse opties	2 duidelijke pipelines
Flow	Onduidelijk	Stap 1 → 2 → 3
Status	Geen overzicht	Real-time progress
Autopilot	Aparte pagina	Geïntegreerd in stap 3
Visueel	Statische buttons	Animaties & status icons

Design System

Kleuren:

- Blog Pipeline: Orange/Amber gradient
- Social Pipeline: Blue/Purple gradient
- Status Idle: Gray

- Status Active: Orange (animated)
- Status Completed: Green
- Status Paused: Yellow

Icons:

- Blog: FileText
- Social: MessageSquare
- Planning: TrendingUp
- Generatie: Loader2 (animated)
- Autopilot: Zap
- Voltooid: CheckCircle2

Responsive Design

- Mobile: Stack verticaal met grote touch targets
- Tablet: 2-kolom grid voor pipelines
- Desktop: Side-by-side pipelines met full details

Workflow

Blog Content Workflow

1. **Planning:** Gebruiker klikt “Start Planning” → TopicalAuthorityMapGenerator
2. **Generatie:** Systeem start batch generatie in achtergrond
3. **Publicatie:** Autopilot publiceert volgens schema naar WordPress

Social Media Workflow

1. **Planning:** Gebruiker klikt “Start Planning” → SocialMediaStrategyGenerator
2. **Generatie:** Systeem genereert posts voor alle platforms
3. **Posting:** Autopilot post volgens schema via Later.com/Buffer

Testing

Component Tests

```
# PipelineStep component
npm test components/pipeline/PipelineStep.test.tsx

# AutopilotToggle component
npm test components/autopilot/AutopilotToggle.test.tsx
```

API Tests

```
# Blog pipeline endpoints
curl http://localhost:3000/api/admin/blog/pipeline/status

# Social pipeline endpoints
curl http://localhost:3000/api/admin/social/pipeline/status
```



Metrics & Analytics

Tracking

- Pipeline completion rate
- Autopilot usage percentage
- Average generation time per article/post
- Publish success rate
- User engagement with pipelines



Toekomstige Uitbreidingen

Fase 2: Social Media Generator

- SocialMediaStrategyGenerator component
- Platform-specifieke content optimalisatie
- Later.com/Buffer integratie
- Multi-platform posting

Fase 3: Analytics Dashboard

- Pipeline performance metrics
- Content performance tracking
- ROI berekeningen
- A/B testing voor content

Fase 4: AI Optimalisatie

- Auto-pauzeren bij lage performance
- Content quality scoring
- SEO ranking tracking
- Automatic content improvements



Known Issues

1. Social Media Pipeline komt in volgende release
2. Autopilot werkt alleen voor bestaande plans
3. Batch generatie progress real-time via polling (geen websockets)



Changelog

v2.0.0 - Pipeline Redesign (12-12-2024)

Added:

- PipelineStep component voor visuele workflow
- AutopilotToggle component met settings
- Blog pipeline status API
- Social pipeline status API (placeholder)
- Autopilot config/toggle endpoints
- Database schema voor social media
- AutopilotConfig table

Changed:

- Volledig herstructureerde blog management pagina
- Verwijderde verwarringe multi-optie interface
- Geïntegreerde autopilot in pipeline flow

Removed:

- "Website Topical Map" quick action
- "AI Contentplan" als aparte optie
- "AI Genereren" als standalone feature

Team & Credits

- **Design:** Vereenvoudigde UX voor duidelijke workflow
- **Development:** Full-stack implementatie met Next.js, TypeScript, Supabase
- **Database:** PostgreSQL schema met RLS policies

Gerelateerde Documentatie

- [TOPICAL_AUTHORITY_MAP_IMPLEMENTATION.md](#) (./TOPICAL_AUTHORITY_MAP_IMPLEMENTATION.md)
 - [blog_management_redesign.md](#) (./blog_management_redesign.md)
 - [WRITGO_BUSINESSPLAN_DEFINITIEF_2025-2026.md](#) (../Uploads/WRITGO_BUSINESSPLAN_DEFINITIEF_2025-2026.md)
-

Status:  Implementatie Compleet

Laatste Update: 12 december 2024

Versie: 2.0.0