## **Step 1: Configure Credentials**

### **1.1 OpenAI API Credential**

1. Go to **Credentials** in n8n
2. Click **Add Credential**
3. Search for "OpenAI"
4. Select **OpenAI API**
5. Enter your API key from<https://platform.openai.com/api-keys>
6. Click **Save**
7. **Copy the Credential ID** (you'll need this later)

### **1.2 Serper API Credential**

1. Go to **Credentials** in n8n
2. Click **Add Credential**
3. Search for "Serper"
4. Select **Serper API**
5. Enter your API key from<https://serper.dev/api-key>
6. Click **Save**
7. **Copy the Credential ID**

### **1.3 Google Docs OAuth2 Credential**

1. Go to **Credentials** in n8n
2. Click **Add Credential**
3. Search for "Google"
4. Select **Google Docs OAuth2 API**
5. Follow the OAuth2 setup:
   * Create a project in Google Cloud Console
   * Enable Google Docs API
   * Create OAuth2 credentials
   * Add authorized redirect URIs from n8n
6. Enter Client ID and Client Secret
7. Click **Connect my account**
8. Authorize access
9. **Copy the Credential ID**

## **Step 2: Import Workflow JSON**

1. In n8n, click **Workflows** > **Add Workflow**
2. Click the **three dots menu** (⋮) > **Import from File**
3. Select your JSON file
4. The workflow will load with all nodes

## **Step 3: Update All Credential References**

You need to replace placeholder credential IDs throughout the workflow.

### **Find and Replace These Credential IDs:**

**For ALL OpenAI nodes** (search for "your-openai-credential-id"):

json

"credentials": {

"openAiApi": {

"id": "YOUR\_ACTUAL\_OPENAI\_CREDENTIAL\_ID",

"name": "OpenAI API"

}

}

**For Serper API node** (search for "your-serper-credential-id"):

json

"credentials": {

"serperApi": {

"id": "YOUR\_ACTUAL\_SERPER\_CREDENTIAL\_ID",

"name": "Serper API"

}

}

**For ALL Google Docs nodes** (search for "your-google-docs-credential-id"):

json

"credentials": {

"googleDocsOAuth2Api": {

"id": "YOUR\_ACTUAL\_GOOGLE\_DOCS\_CREDENTIAL\_ID",

"name": "Google Docs Account"

}

}

### **Nodes That Need Credential Updates:**

* ✅ OpenAI - Initial Research
* ✅ AI Agent 7 - Brand Tone
* ✅ AI Agent 8-14 - Company Data
* ✅ AI Agent 15-17 - Competitors
* ✅ AI Agent 22 - Target Audience
* ✅ AI Agent 23 - Customer Personas
* ✅ AI Agent 25 - Mission & Vision
* ✅ AI Agent 26 - Value Prop Refinement
* ✅ AI Agent 27 - Business Description
* ✅ AI Agent 28 - Core Problems
* ✅ AI Agent 30 - USP
* ✅ AI Agent 31 - Customer Journey
* ✅ AI Agent 33 - Brand Guidelines
* ✅ AI Agent 36 - Product Features
* ✅ Serper API - Site Search
* ✅ Create Competitor Analysis Doc
* ✅ Create Company Psychology Doc
* ✅ Create Customer Profiles Doc
* ✅ Create Company Research Report Doc
* ✅ Create CX Map Doc
* ✅ Create Brand Guidelines Doc
* ✅ Create Marketing Offers Doc
* ✅ Create Brand Context Doc

## **Step 4: Node-by-Node Configuration**

### **SECTION 1: URL Input & Validation**

#### **Node 1: "When chat message received"**

* **Type:** Chat Trigger
* **Configuration:** Default settings
* **Purpose:** Initiates the workflow when user sends a message

#### **Node 2: "Ask for URL"**

* **Type:** Set
* **Configuration:**
  + Mode: Raw JSON
  + Already configured in JSON
* **Purpose:** Prompts user for website URL

#### **Node 3: "Validate URL"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured with URL validation regex
* **Purpose:** Validates the entered URL format
* **No changes needed**

#### **Node 4: "Is URL Valid?"**

* **Type:** IF (Conditional)
* **Configuration:** Checks if isValid is true
* **Purpose:** Routes workflow based on validation result
* **No changes needed**

#### **Node 5: "Invalid URL Message"**

* **Type:** Set
* **Configuration:** Pre-configured error message
* **Purpose:** Sends error message if URL is invalid
* **Connects back to:** Node 3 (Validate URL) for retry

#### **Node 6: "Store Valid URL"**

* **Type:** Set
* **Configuration:** Stores validated URL
* **Purpose:** Saves company\_url variable
* **No changes needed**

### **SECTION 2: Content Extraction**

#### **Node 7: "HTTP Request - Homepage"**

* **Type:** HTTP Request
* **Configuration:**
  + Method: GET
  + URL: {{ $json.company\_url }}
  + Timeout: 30000ms
  + Follow redirects: Enabled
* **Purpose:** Fetches homepage HTML
* **No changes needed**

#### **Node 8: "Extract HTML Content"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured Cheerio parsing
* **Purpose:** Extracts text, company name, and meta description
* **No changes needed**

#### **Node 9: "Extraction Successful?"**

* **Type:** IF (Conditional)
* **Configuration:** Checks extraction\_success boolean
* **Purpose:** Routes based on extraction success
* **No changes needed**

#### **Node 10: "Extraction Failed Message"**

* **Type:** Set
* **Configuration:** Error message for failed extraction
* **Purpose:** Prompts user to try another URL
* **Connects back to:** Node 2 (Ask for URL)

#### **Node 11: "Store Extracted Data"**

* **Type:** Set
* **Configuration:** Stores extracted webpage data
* **Purpose:** Saves webpage\_content, company\_name\_initial, description\_initial
* **No changes needed**

### **SECTION 3: Initial AI Research**

#### **Node 12: "OpenAI - Initial Research"**

* **Type:** HTTP Request
* **Configuration:**
  + Method: POST
  + URL: https://api.openai.com/v1/chat/completions
  + **⚠️ UPDATE CREDENTIAL:** Replace "your-openai-credential-id"
* **Purpose:** AI analyzes website and extracts 8 data points
* **Prompt includes:** Company name, description, products, ICP, tone, value prop, industry, keywords

#### **Node 13: "Parse AI Research"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured regex parsing
* **Purpose:** Extracts structured data from AI response
* **No changes needed**

#### **Node 14: "Store Research Data"**

* **Type:** Set
* **Configuration:** Stores all 8 extracted fields
* **Purpose:** Saves variables for downstream use
* **No changes needed**

### **SECTION 4: Website Search & Scraping**

#### **Node 15: "Serper API - Site Search"**

* **Type:** HTTP Request
* **Configuration:**
  + Method: POST
  + URL: https://google.serper.dev/search
  + **⚠️ UPDATE CREDENTIAL:** Replace "your-serper-credential-id"
  + Query: site:{domain}
* **Purpose:** Finds top pages on the website
* **Returns:** Top 10 search results

#### **Node 16: "Extract Top 3 URLs"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured to extract 3 URLs
* **Purpose:** Filters top 3 pages (excluding homepage)
* **Output:** Creates 3 items for loop processing

#### **Node 17: "HTTP Request - Scrape Page"**

* **Type:** HTTP Request
* **Configuration:**
  + Method: GET
  + URL: {{ $json.page\_url }}
  + Loops through all 3 pages
* **Purpose:** Fetches HTML for each of the 3 pages
* **No changes needed**

#### **Node 18: "Extract Page Content"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured Cheerio parsing
* **Purpose:** Extracts clean text from each page (max 8000 chars/page)
* **No changes needed**

#### **Node 19: "Merge All Pages"**

* **Type:** Merge
* **Configuration:**
  + Mode: Combine All
* **Purpose:** Combines all scraped pages into one flow
* **No changes needed**

#### **Node 20: "Combine Context"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured content combining
* **Purpose:** Merges all page content into single context variable
* **No changes needed**

#### **Node 21: "Store Context Variable"**

* **Type:** Set
* **Configuration:** Stores combined context
* **Purpose:** Saves context for AI analysis
* **No changes needed**

### **SECTION 5: AI Analysis (Brand, Data, Competitors)**

#### **Node 22: "AI Agent 7 - Brand Tone"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.3
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Analyzes brand tone with examples
* **Prompt:** Extracts tone, style, quotes, voice characteristics

#### **Node 23: "AI Agent 8-14 - Company Data"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.2
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Refines and expands all company data
* **Prompt:** Extracts 8 data points with full context

#### **Node 24: "Parse Company Analysis"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured to merge responses
* **Purpose:** Combines Brand Tone + Company Data responses
* **No changes needed**

#### **Node 25: "AI Agent 15-17 - Competitors"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.4
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Identifies top 3 competitors
* **Prompt:** Competitor analysis with URLs and descriptions

#### **Node 26: "Parse Competitors"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured competitor extraction
* **Purpose:** Structures competitor data into array
* **No changes needed**

#### **Node 27: "Store Competitors & Ask Validation"**

* **Type:** Set
* **Configuration:** Stores competitors and prompts user
* **Purpose:** Asks user to confirm competitors
* **No changes needed**

#### **Node 28: "Competitors Validated?"**

* **Type:** IF (Conditional)
* **Configuration:** Checks if user said "yes"
* **Purpose:** Routes based on user confirmation
* **No changes needed**

#### **Node 29: "Ask for Corrections"**

* **Type:** Set
* **Configuration:** Prompts for competitor corrections
* **Purpose:** Loops back if user wants changes
* **Connects back to:** Node 28

### **SECTION 6: Audience, Personas & Google Docs**

#### **Node 30: "Create Competitor Analysis Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + Title: {company\_name} - Competitor Analysis Report
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
  + Drive: My Drive
* **Purpose:** Creates first Google Doc
* **Content:** Full competitor analysis

#### **Node 31: "AI Agent 22 - Target Audience"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.4
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Deep target audience analysis
* **Prompt:** Demographics, psychographics, pain points, motivations, channels

#### **Node 32: "AI Agent 23 - Customer Personas"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.5
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Creates 3 detailed customer personas
* **Prompt:** Demographics, background, goals, challenges, quotes

#### **Node 33: "Parse Audience & Personas"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured response parsing
* **Purpose:** Combines audience and persona data
* **No changes needed**

#### **Node 34: "Create Company Psychology Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates psychology report
* **Content:** Target audience + personas + brand tone

#### **Node 35: "Create Customer Profiles Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates customer profiles document
* **Content:** Personas + ICP summary

#### **Node 36: "Store Doc URLs"**

* **Type:** Set
* **Configuration:** Stores all document URLs
* **Purpose:** Saves links to all 3 docs created so far
* **No changes needed**

### **SECTION 7: Mission, Value Prop, Business Description**

#### **Node 37: "AI Agent 25 - Mission & Vision"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.2
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Extracts or suggests mission/vision
* **Prompt:** Mission, vision, core values

#### **Node 38: "AI Agent 26 - Value Prop Refinement"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.4
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Creates compelling value proposition
* **Prompt:** Primary VP, extended VP, differentiators, emotional hook

#### **Node 39: "AI Agent 27 - Business Description"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.5
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Writes marketing-ready business description
* **Prompt:** Copywriter role, 3-4 sentence description

#### **Node 40: "AI Agent 28 - Core Problems"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.3
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Identifies top 3 customer problems
* **Prompt:** Problem, impact, solution, result for each

#### **Node 41: "Parse Research Data"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured to combine 4 responses
* **Purpose:** Merges all mission/VP/description/problems data
* **No changes needed**

#### **Node 42: "Create Company Research Report Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates comprehensive research report
* **Content:** Description, mission, value prop, problems, company details

#### **Node 43: "Store Research Doc URL"**

* **Type:** Set
* **Configuration:** Stores research doc URL
* **Purpose:** Saves link to research report
* **No changes needed**

### **SECTION 8: USP, Journey, Brand Guidelines (Final)**

#### **Node 44: "AI Agent 30 - USP"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.4
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Develops Unique Selling Proposition
* **Prompt:** Primary USP, explanation, differentiation, proof points

#### **Node 45: "AI Agent 31 - Customer Journey"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.4
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Maps 5-stage customer journey
* **Prompt:** Awareness → Consideration → Decision → Engagement → Post-Purchase

#### **Node 46: "Parse USP & Journey"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured parsing
* **Purpose:** Combines USP and journey data
* **No changes needed**

#### **Node 47: "Create CX Map Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates CX and offering document
* **Content:** USP, customer journey, products, value prop

#### **Node 48: "AI Agent 33 - Brand Guidelines"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.2
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Extracts brand visual identity
* **Prompt:** Logo, colors, typography, visual style, design elements

#### **Node 49: "Create Brand Guidelines Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates brand guidelines document
* **Content:** Visual identity, brand tone, messaging

#### **Node 50: "AI Agent 36 - Product Features"**

* **Type:** HTTP Request (OpenAI)
* **Configuration:**
  + Model: gpt-4o
  + Temperature: 0.3
  + **⚠️ UPDATE CREDENTIAL:** Replace OpenAI credential
* **Purpose:** Identifies 3 core product features
* **Prompt:** Feature description, benefits, target user, differentiation

#### **Node 51: "Parse Final Data"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured data combination
* **Purpose:** Combines brand guidelines and product features
* **No changes needed**

#### **Node 52: "Create Marketing Offers Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates marketing offers document
* **Content:** Product features, value prop, USP, products

#### **Node 53: "Create Brand Context Doc"**

* **Type:** Google Docs
* **Configuration:**
  + Operation: Create
  + **⚠️ UPDATE CREDENTIAL:** Replace Google Docs credential
* **Purpose:** Creates MASTER document with everything
* **Content:** Complete company overview, all key information

#### **Node 54: "Store Final Doc URLs"**

* **Type:** Set
* **Configuration:** Stores last 4 document URLs
* **Purpose:** Saves links to all final documents
* **No changes needed**

#### **Node 55: "Generate Final Summary"**

* **Type:** Code (JavaScript)
* **Configuration:** Pre-configured summary generation
* **Purpose:** Creates final output with all data and doc links
* **No changes needed**

#### **Node 56: "Output Final Results"**

* **Type:** Set
* **Configuration:** Outputs complete summary
* **Purpose:** Returns all company data + 8 Google Doc links
* **No changes needed**

## **🧪 Step 5: Test the Workflow**

### **Test Run:**

1. **Save** the workflow
2. Click **Execute Workflow** (or use test chat if available)
3. Enter a test URL: https://anthropic.com or any company website
4. Watch the workflow execute node by node
5. Verify:
   * ✅ URL validation works
   * ✅ Content extraction succeeds
   * ✅ AI responses are formatted correctly
   * ✅ Google Docs are created in your Drive
   * ✅ Final summary includes all data

### **Troubleshooting Common Issues:**

**Issue 1: "Credentials not found"**

* **Solution:** Double-check all credential IDs are updated correctly

**Issue 2: "HTTP Request failed - 401 Unauthorized"**

* **Solution:** Verify API keys are valid and active

**Issue 3: "Cannot read property 'json'"**

* **Solution:** Check that node connections are correct

**Issue 4: "Google Docs creation failed"**

* **Solution:** Re-authenticate Google OAuth2 credential

**Issue 5: "Serper API error"**

* **Solution:** Check Serper API quota and billing

**Issue 6: "Context too large"**

* **Solution:** Reduce character limits in extraction nodes (lines with .substring())

## **Step 6: Activate & Deploy**

### **For Production Use:**

1. **Test thoroughly** with multiple websites
2. **Activate** the workflow (toggle in top-right)
3. Set up **error notifications** in n8n settings
4. Configure **execution logging** for debugging
5. Consider adding **rate limiting** if processing many requests

### **Optional Enhancements:**

* Add error handling nodes for failed API calls
* Implement retry logic for HTTP requests
* Add data validation checks between stages
* Create email notifications when documents are complete
* Add webhook trigger for external integrations

## **Expected Outputs**

After successful execution, you'll have:

1. **8 Google Docs Created:**
   * Competitor Analysis Report
   * Company Psychology Report
   * Customer Profiles
   * Company Research Report
   * Company Offering & CX Map
   * Brand Guidelines
   * Marketing Offers
   * Brand Context (Master Document)
2. **Structured Data Variables:**
   * company\_name
   * description
   * icp\_summary
   * competitors (array)
   * value\_proposition
   * brand\_tone
   * usp
   * industry
   * keywords
   * All document URLs

## **Support & Resources**

* **n8n Documentation:**<https://docs.n8n.io>
* **OpenAI API Docs:**<https://platform.openai.com/docs>
* **Serper API Docs:**<https://serper.dev/docs>
* **Google Docs API:**<https://developers.google.com/docs>

**Checklist**

Before going live, verify:

* All 3 credentials configured and tested
* All credential IDs updated in workflow JSON
* Test run completed successfully
* Google Docs created in correct folder
* All AI prompts generating quality responses
* Error handling working properly
* Workflow activated
* Monitoring/logging enabled

**🎉 Congratulations! Your Lindly.ai automation workflow is ready!**