Alan Ranger – Unified Update Pipeline (v2)

Goal: Keep Chat Bot, Schema Tool, and Squarespace pages in sync when content changes.
This version clarifies that the Event/Product mappings CSV is produced by the ingest pipeline
and then reused by the Schema Generator. Always refresh mappings BEFORE generating schema.

Phase 0 – Before You Start
• Decide what changed: new/edited events, products, reviews, or blog posts.
• Make the content changes on Squarespace first (titles, dates, prices, copy, etc.).

Phase 1 – Export Fresh Source Data from Squarespace
1. Export Squarespace Events CSV (latest session list).
2. Export Squarespace Products CSV (if relevant for mapping/offers).
3. Export / update Reviews CSV (Trustpilot/other, if used).
4. Save all raw exports into the shared data folder (e.g. /data-lake/source/).

Phase 2 – Run Chat Bot Ingest & Regenerate Mappings
5. Open the Chat Bot repo in Cursor.
6. Update any ingest config if needed (paths to new CSVs in /data-lake/source/).
7. Run the ingest pipeline to refresh:
   – Supabase / embeddings / internal JSON for the chat bot.
   – Event/Product mapping CSV(s) (e.g. event-product-mapping-*.csv).
8. Confirm the mapping CSV is written into a shared folder, e.g.:
   /data-lake/derived/event-product-mapping-YYYYMMDD.csv
   (This file is REQUIRED later by the Schema Generator for offers & SKU.)

Phase 3 – Generate / Refresh Schema in the Schema Tool
9. Open the Schema Tool repo in Cursor and run the local tool.
10. For the Event Schema Generator page:
    Required files:
      • Event CSV – the raw Squarespace events export (from Phase 1).
      • Event/Product Mappings CSV – the file produced in Phase 2 ingest.
    Optional files:
      • Products Excel – cleaned SKUs file (prevents fallback to URL slug).
      • Reviews CSV – combined reviews for rich result aggregation.
11. Choose the correct filters (e.g. category or duration) and Generate Schema.
12. Validate schema within the tool UI; fix any errors before copying.

Phase 4 – Update Squarespace Pages with New Schema
13. For listing/collection pages (e.g. 'All Workshops', 'Photo Workshops UK'):
    – Paste the generated schema block (ItemList + Event, etc.) into:
    Page Settings → Advanced → Header Code Injection OR a Code Block.
14. For individual event/product pages:
    – Paste the relevant single-event or product schema block for that page.
15. Save the page and re-test using Schema.org and Google Rich Results tools.

Phase 5 – (Optional) Re-ingest Schema into Chat Bot
16. If the chat bot uses JSON-LD as a source, run the 'schema ingest' step:
    – Point it at the updated JSON-LD files or Squarespace pages as configured.
17. Confirm in a quick chat test that new/updated events and products are surfaced.

Quick Dependency Summary
• Squarespace → exports CSVs (Phase 1).
• Chat Bot ingest → consumes CSVs and outputs event-product-mapping CSV (Phase 2).
• Schema Tool → consumes Event CSV + Mapping CSV (+ optional products/reviews) (Phase 3).
• Squarespace pages → are updated with new JSON-LD (Phase 4).
• Chat Bot (optional) → re-ingests schema if required (Phase 5).

Golden Rule: Never run the Schema Generator with an old mapping CSV.
Always refresh ingest first, then generate schema, then paste into Squarespace.