

# **ALAN RANGER — WEBSITE → SCHEMA → CHATBOT PIPELINE**

## **ONE-PAGE CHECKLIST**

### **PHASE 1 — UPDATE CONTENT**

1. Update main website content in Squarespace (events, blogs, products, dates, prices).
2. Update master data source (events.json / blogs.json / products.json).

### **PHASE 2 — SCHEMA GENERATION**

3. Open Schema Generator tool.
4. Generate schema for each updated page (ensure correct schema types).
5. Validate with Schema.org and Google Rich Results.
6. Paste updated schema into Squarespace page.
7. Repeat for all changed pages.

### **PHASE 3 — CHATBOT INGEST**

8. Run chatbot ingestion script (ingest-embed-replace).
9. Check ingest logs for missing pages or errors.

### **PHASE 4 — VERIFY CHATBOT**

10. Run regression tests (baseline + compare).
11. Ask chatbot validation questions.
12. Confirm chatbot reflects updated website content.

### **PHASE 5 — FINALISE**

13. Commit & push all repository changes.
14. Tag restore point in Vercel/GitHub.
15. Log the update (optional).