Universal Orchestrator Checklist

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# Universal Orchestrator Checklist

## Comprehensive Workflow Checklist for Complete Marketing Analysis & Content Creation

: 1.0

: 03/09/2025

: Systematic checklist for orchestrator agents to ensure comprehensive analysis coverage

: Audit, Analysis, Research, Content Creation, Content Optimization

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## \*\*PHASE 1: FOUNDATION ANALYSIS & DATA COLLECTION\*\*

### \*\*1.1 Website Technical Analysis\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*Multi-page SEO extraction\*\* | `technical\_seo\_analyst` | `seo\_strategist` | Enhanced SEO Extractor, Scrapy | 28+ pages analyzed, SEO scores >70/100 |
| \*\*Technical SEO audit\*\* | `technical\_seo\_analyst` | `performance\_tester` | Scrapy, Advertools | Robots.txt, sitemap, schema markup analyzed |
| \*\*Performance analysis\*\* | `performance\_tester` | `technical\_seo\_analyst` | GTmetrix API, Playwright | Core Web Vitals measured, load times <3s |
| \*\*Accessibility compliance\*\* | `accessibility\_checker` | `ux-ui-analyst` | Playwright, WCAG tools | WCAG 2.1 AA compliance assessed |

* [ ] No estimated data - all metrics from real testing
* [ ] Complete website crawl (not just homepage)
* [ ] Visual evidence provided (screenshots)
* [ ] British English compliance verified

### \*\*1.2 Content & UX Analysis\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*Multi-device UX testing\*\* | `ux-ui-analyst` | `ux\_flow\_validator` | Playwright MCP, Screenshots | Desktop/tablet/mobile tested with evidence |
| \*\*Content analysis\*\* | `content\_auditor` | `content\_strategist` | Scrapy, Pandas | Word counts, heading structure, content gaps |
| \*\*Conversion flow analysis\*\* | `user\_journey\_mapper` | `ux\_flow\_validator` | Playwright automation | Quote buttons, contact forms tested |
| \*\*Brand compliance audit\*\* | `brand-compliance-auditor` | `content\_reviewer` | Manual review, style guide | British English, brand voice consistency |

* [ ] Real browser automation used (not simulated)
* [ ] Multiple viewport screenshots captured
* [ ] Content quality scored and documented
* [ ] User journey paths mapped and tested

### \*\*1.3 Market Intelligence & Research\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*Competitive analysis\*\* | `competitive\_intelligence\_searcher` | `competitor\_analyzer` | WebSearch, WebFetch | 3+ competitors analyzed |
| \*\*Keyword research\*\* | `keyword\_researcher` | `seo\_strategist` | SerpAPI, Advertools | 50+ keywords with difficulty scores |
| \*\*Trend analysis\*\* | `niche-trend-researcher` | `content\_strategist` | WebSearch, social monitoring | Current 2025 trends identified |
| \*\*Brand positioning\*\* | `brand\_strategy\_researcher` | `brand\_analyst` | Competitive analysis tools | Unique value proposition defined |

* [ ] Real-time search data used (no outdated information)
* [ ] Competitor data verified with screenshots
* [ ] Trend data from 2025 sources only
* [ ] Market positioning clearly defined

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## \*\*PHASE 2: SPECIALIZED ANALYSIS & OPTIMIZATION\*\*

### \*\*2.1 AI & Technical Optimization\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*AI readiness audit\*\* | `ai\_specialist\_agent` | `ai\_enhanced\_auditor` | Jina AI, content analysis | AI optimization score >80/100 |
| \*\*Content AI optimization\*\* | `ai\_readiness\_refiner` | `ai\_finaliser` | AI content tools | Content optimized for ChatGPT, Gemini, Perplexity |
| \*\*Technical AI implementation\*\* | `ai\_enhanced\_auditor` | `technical\_enhanced\_auditor` | Schema markup, structured data | Schema markup AI-ready |

* [ ] Current 2025 AI knowledge applied (Gemini not Bard)
* [ ] AI optimization includes ChatGPT, Gemini, Perplexity
* [ ] Structured data validated for AI consumption
* [ ] AI citability score calculated

### \*\*2.2 Content Strategy Development\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*Audience research\*\* | `audience\_intent\_researcher` | `content\_strategist` | Search data, analytics | Detailed personas created |
| \*\*Content gap analysis\*\* | `content\_auditor` | `competitor\_analyzer` | Competitive content analysis | Content opportunities identified |
| \*\*Editorial calendar\*\* | `content\_strategist` | `content\_workflow\_orchestrator` | Content planning tools | 3-month content calendar |
| \*\*Content ideation\*\* | `blog\_ideation\_specialist` | `content\_generator` | Trend analysis, keyword research | 30+ content ideas with headlines |

* [ ] Content strategy based on real user data
* [ ] Content calendar includes optimal character lengths
* [ ] Content optimized for AI, Google, and users simultaneously
* [ ] All content ideas include SEO potential scoring

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## \*\*PHASE 3: CONTENT CREATION & OPTIMIZATION\*\*

### \*\*3.1 Content Creation Standards\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Page Type** | **Optimal Character Count** | **Primary Agent** | **Fallback Agent** | **Success Criteria** |
| \*\*Homepage\*\* | Title: 30-60, Meta: 140-160, H1: 20-70 | `content\_generator` | `content\_strategist` | Brand message + conversion focus |
| \*\*Service Pages\*\* | Title: 40-60, Meta: 140-160, Content: 1000-2000 words | `page\_content\_brief\_agent` | `content\_generator` | Service benefits + local SEO |
| \*\*Product Descriptions\*\* | Title: 30-50, Meta: 120-150, Content: 300-800 words | `content\_generator` | `content\_optimiser` | Features + benefits + CTA |
| \*\*Blog Posts\*\* | Title: 50-60, Meta: 140-160, Content: 1500-3000 words | `blog\_ideation\_specialist` | `content\_strategist` | Educational + engagement focused |
| \*\*About Pages\*\* | Title: 30-50, Meta: 140-160, Content: 800-1500 words | `content\_strategist` | `brand\_strategy\_researcher` | Company story + credibility |
| \*\*Contact Pages\*\* | Title: 20-40, Meta: 120-150, Content: 200-500 words | `content\_generator` | `ux-ui-analyst` | Conversion optimization focus |

* [ ] All content follows 2025 character count guidelines
* [ ] Content written for AI search engines (ChatGPT, Gemini, Perplexity)
* [ ] Content optimized for Google ranking factors
* [ ] Human-focused readability and engagement maintained

### \*\*3.2 Content Optimization & Quality Assurance\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Primary Agent** | **Fallback Agent** | **Tools Required** | **Success Criteria** |
| \*\*Content optimization\*\* | `content\_optimiser` | `enhanced\_content\_auditor` | SEO tools, readability analysis | Content score >85/100 |
| \*\*Multi-persona review\*\* | `enhanced\_content\_auditor` | `content\_reviewer` | Quality frameworks | 4-perspective review completed |
| \*\*Brand compliance\*\* | `brand-compliance-auditor` | `content\_reviewer` | Brand guidelines, style check | British English + brand voice |
| \*\*Final quality assurance\*\* | `universal\_quality\_gate\_orchestrator` | `quality\_gate\_orchestrator` | Comprehensive QA framework | All quality gates passed |

* [ ] Content passes multi-persona quality review
* [ ] British English compliance verified
* [ ] Brand voice consistency maintained
* [ ] SEO optimization scores >80/100

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## \*\*PHASE 4: REPORTING & DOCUMENTATION\*\*

### \*\*4.1 Comprehensive Reporting System\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Report Type** | **Primary Agent** | **Fallback Agent** | **Content Requirements** | **Success Criteria** |
| \*\*Technical SEO Report\*\* | `technical\_seo\_analyst` | `seo\_enhanced\_auditor` | 28-page analysis, scores, recommendations | Complete data, no estimates |
| \*\*UX/UI Analysis Report\*\* | `ux-ui-analyst` | `ux\_flow\_validator` | Screenshots, device testing, conversion analysis | Visual evidence provided |
| \*\*Content Strategy Report\*\* | `content\_strategist` | `content\_performance\_analyst` | Editorial calendar, optimization plan | 3-month actionable plan |
| \*\*AI Optimization Report\*\* | `ai\_specialist\_agent` | `ai\_enhanced\_auditor` | AI readiness score, implementation guide | Current 2025 AI standards |
| \*\*Competitive Intelligence\*\* | `competitive\_intelligence\_searcher` | `competitor\_analyzer` | Market positioning, opportunities | 3+ competitors analyzed |

* [ ] All reports include research methodology used
* [ ] Tools and agents used clearly documented
* [ ] Assumptions and limitations explicitly stated
* [ ] Self-critique and confidence levels provided
* [ ] No fake or estimated data included

### \*\*4.2 Limitation Resolution & Quality Control\*\*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Limitation Type** | **Resolution Agent** | **Fallback Agent** | **Action Required** | **Success Criteria** |
| \*\*Estimated data detected\*\* | `limitation-resolution-agent` | Manual review | Replace with real data | All estimates resolved |
| \*\*API failures\*\* | `technical\_research\_specialist` | Alternative tools | Find working alternatives | Functionality restored |
| \*\*Missing analysis coverage\*\* | `master\_orchestrator` | `workflow\_orchestrator` | Deploy additional agents | Complete coverage achieved |
| \*\*Quality gate failures\*\* | `universal\_quality\_gate\_orchestrator` | Manual review | Iterative improvements | All gates passed |

* [ ] Zero tolerance for fake or estimated data
* [ ] All limitations clearly documented
* [ ] Alternative methods used when primary tools fail
* [ ] Quality failures trigger automatic re-work

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## \*\*EXECUTION TRACKING & MONITORING\*\*

### \*\*Tool Usage Tracking\*\*

1. \*\*Tools Used:\*\*

* [ ] WebFetch (website content extraction)
* [ ] Scrapy (multi-page crawling)
* [ ] Playwright MCP (browser automation)
* [ ] Advertools (SEO analysis)
* [ ] SerpAPI (keyword research)
* [ ] GTmetrix API (performance testing)
* [ ] Jina AI (content processing)
* [ ] Enhanced SEO Extractor (comprehensive analysis)

1. \*\*Agents Invoked:\*\*

* [ ] Document which of the 44+ agents were used
* [ ] Record execution time and success rate
* [ ] Note any fallback agents utilized
* [ ] Track output quality scores

1. \*\*Data Quality Metrics:\*\*

* [ ] Pages analyzed count
* [ ] Data points extracted
* [ ] Screenshots captured
* [ ] API calls made
* [ ] Files generated

### \*\*Self-Critique & Validation Framework\*\*

1. \*\*Research Methodology:\*\*

* [ ] Document search strategies used
* [ ] Record data sources and timestamps
* [ ] Note any limitations encountered
* [ ] Provide confidence levels (High/Medium/Low)

1. \*\*Quality Assurance:\*\*

* [ ] Verify no estimated data was used
* [ ] Confirm all claims have evidence
* [ ] Check British English compliance
* [ ] Validate 2025 currency of information

1. \*\*Coverage Assessment:\*\*

* [ ] Confirm all requested analysis types completed
* [ ] Document any gaps or missing elements
* [ ] Note areas requiring additional research
* [ ] Provide recommendations for improvement

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## \*\*SUCCESS CRITERIA MATRIX\*\*

### \*\*Minimum Standards for Analysis Completion\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Minimum Standard** | **Measurement Method** | **Pass Criteria** |
| \*\*Technical SEO\*\* | 25+ pages analyzed | Enhanced SEO Extractor | Average score >70/100 |
| \*\*UX Testing\*\* | 3 device viewports | Playwright screenshots | Visual evidence provided |
| \*\*Performance\*\* | Core Web Vitals | GTmetrix/Playwright | Load time <3 seconds |
| \*\*Content Quality\*\* | British English compliance | Manual review | Zero American English |
| \*\*AI Optimization\*\* | Current 2025 standards | AI specialist review | Gemini/ChatGPT/Perplexity covered |
| \*\*Research Currency\*\* | 2025 data only | Source verification | No outdated references |
| \*\*Coverage Completeness\*\* | All requested analysis | Checklist verification | 100% coverage achieved |

### \*\*Quality Gate Checkpoints\*\*

1. \*\*Data Integrity Check:\*\*

* [ ] Zero estimated values
* [ ] All metrics from real testing
* [ ] Screenshots verify claims
* [ ] Sources documented

1. \*\*Completeness Verification:\*\*

* [ ] All analysis types requested completed
* [ ] No missing agent capabilities
* [ ] Fallback agents used where needed
* [ ] Quality scores meet minimum standards

1. \*\*Consistency Validation:\*\*

* [ ] British English throughout
* [ ] Brand voice maintained
* [ ] 2025 knowledge applied
* [ ] Professional formatting standards

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## \*\*EMERGENCY PROTOCOLS\*\*

### \*\*When Tools/APIs Fail\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| **Failed Tool** | **Primary Fallback** | **Secondary Fallback** | **Manual Override** |
| \*\*GTmetrix API\*\* | Playwright performance timing | Manual testing | Document limitation |
| \*\*SerpAPI\*\* | Advertools keyword generation | Manual research | Use free alternatives |
| \*\*Jina AI\*\* | Pandas text analysis | Manual content review | Human analysis |
| \*\*Scrapy\*\* | Manual page analysis | WebFetch individual pages | Selective crawling |

### \*\*Quality Gate Failures\*\*

1. \*\*Immediate Actions:\*\*

* [ ] Stop analysis progression
* [ ] Document failure reasons
* [ ] Invoke fallback agents
* [ ] Attempt alternative methods

1. \*\*Resolution Process:\*\*

* [ ] Review methodology used
* [ ] Deploy additional specialist agents
* [ ] Increase analysis depth
* [ ] Verify data accuracy

1. \*\*Final Quality Validation:\*\*

* [ ] Re-run quality gate checks
* [ ] Confirm all standards met
* [ ] Document lessons learned
* [ ] Update process improvements

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: This checklist ensures comprehensive, high-quality marketing analysis with zero compromise on data accuracy, coverage completeness, or professional standards.

: Review agent performance metrics and optimize workflows based on execution data.

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