



# Perfecting digital/ experiences

Optimizely Opal Hackathon 11/2025

Website Marketing in the AI Era

## About the Speakers



**Derek DenHartigh**

Derek is a Senior Developer at Nishtech. Derek has been developing for over 6 years. He has worked for Optimizely clients and now works at Nishtech and Optimizely partner.



**Lance Farquhar**

Lance is a Director of Technology at Nishtech where he leads their eCommerce practice. With over 25 years of experience helping companies design, architect and deploy complex solutions.

# Agenda

- / Website Marketing in the AI ERA
- / ACME Example
- / Solution: Nisotech Strategic LLMs Generator
- / Use Cases
- / Credit Usage



# Website Marketing in the AI ERA

## Problem Statement

AI-powered search and discovery tools now provide instant answers without the need for users to visit websites. These instant answers often include summaries that may contain inaccurate descriptions from unverified sources. This presents a significant challenge for businesses, as they are losing visibility and control over how their brand is portrayed. This loss of control can negatively impact credibility and revenue at a critical moment when customers are making their decisions.





What Does  
ChatGPT say  
about your  
brand?



# ACME Use Case

# Use Case



## Mark The Marketer at Acme Corp

Mark, the marketer, spends countless hours creating informative, high-quality content highlighting Acme's long history and expertise. However, when users search for Acme Corp, AI-generated summaries frequently surface irrelevant hallucinations—like stories about a hapless coyote and exploding dynamite—misrepresenting the company and driving potential customers away.

Mark knows that he could fix this issue with a well-structured and thorough LLMS.txt file at the root of his website, but he doesn't know how to write one and has limited bandwidth between organizing trainings, rebranding the site, and planning the upcoming annual executive summit. He wishes there was a magic button that would just generate and publish this file...



Now there is!  
With Optimizely Opal AI!



# Nishtech Strategic LLMS.txt Generator



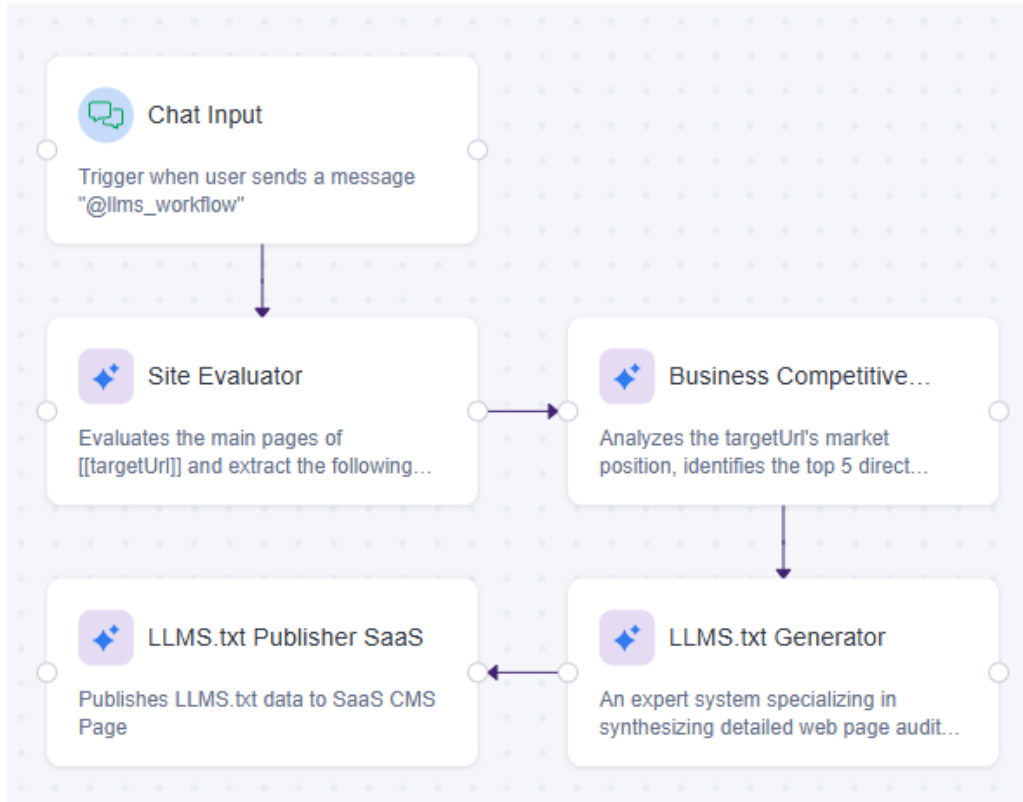
# Nishtech Strategic LLMS.txt Generator



## LLMS.txt Generator Overview

By leveraging **Optimizely Opal AI** and **custom Opal Agents**, Nishtech has successfully created a solution that, when provided a site's URL, can research that site, analyze the company's competitors, and automatically generate and publish **LLMS.txt content** that is organized, up-to-date, and accurate—dramatically reducing the time and effort required for content creation while ensuring strategic alignment and consistency across the brand's digital presence.

# Nishtech Strategic LLMS.txt Generator



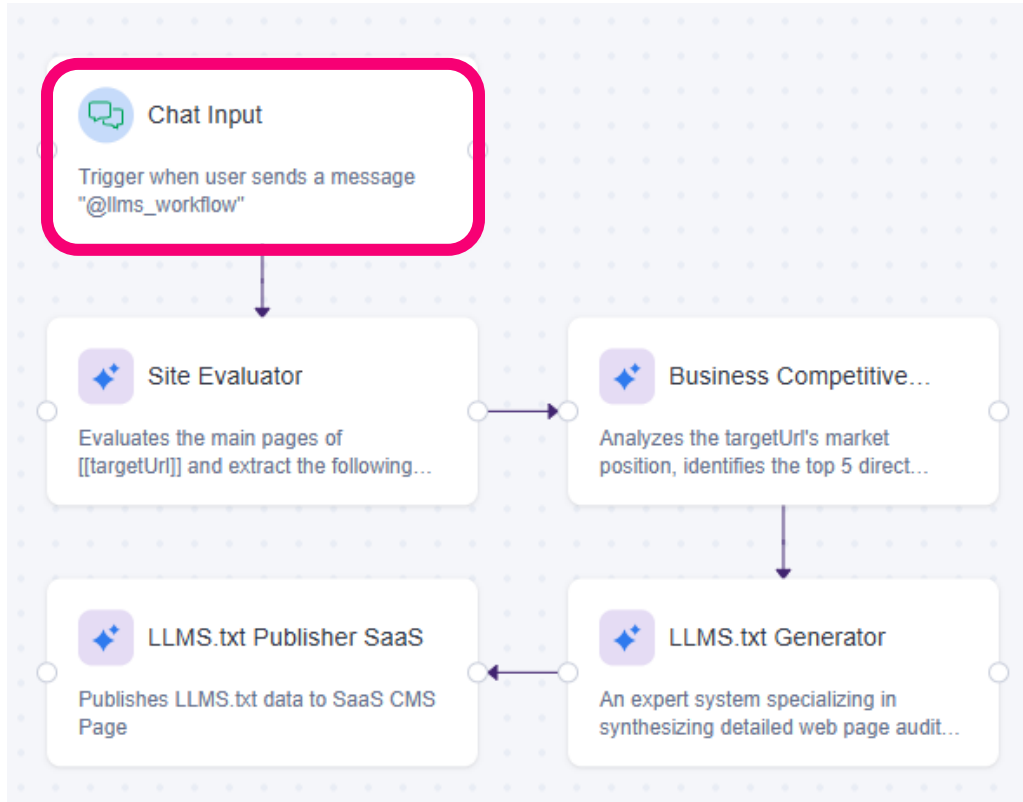
## How does it work?

By using 5 Opal Agents

- Orchestrated workflow agent
- Website analysis specialized agent
- Competitive analysis specialized agent
- LLMS.txt generator specialized agent
- SaaS CMS publishing specialized agent



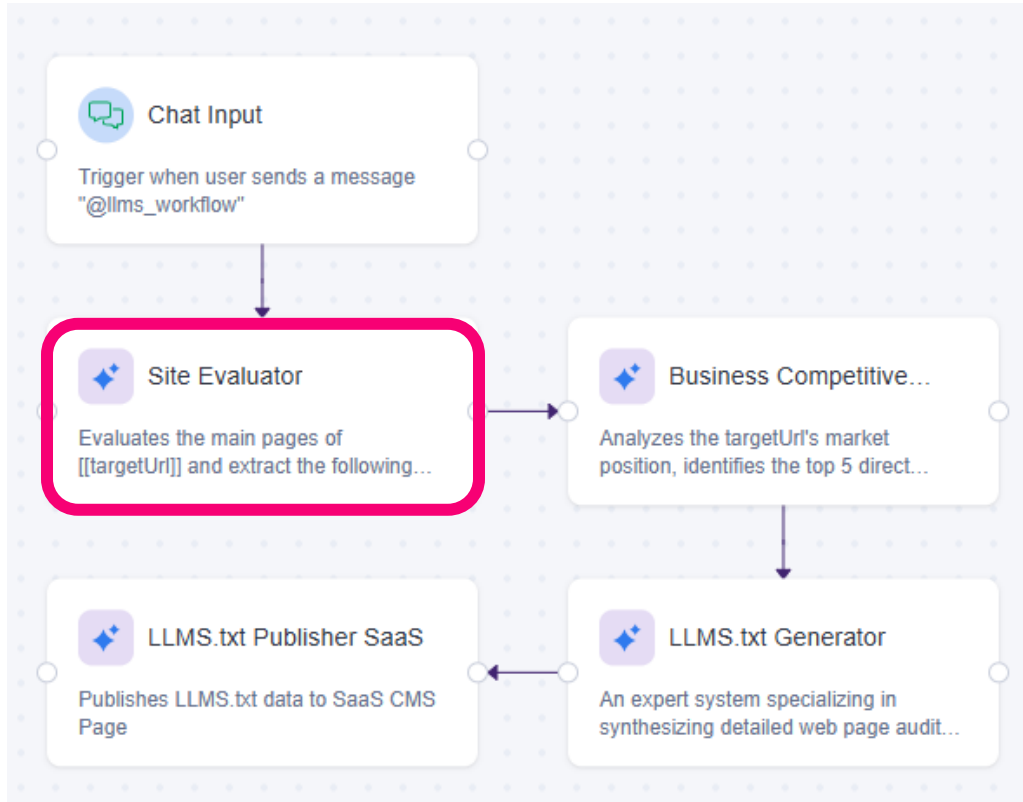
# Nishtech Strategic LLMS.txt Generator



## LLMS.txt Workflow Agent

- LLMS.txt Generator entry point
- Workflow agent / specialized agent orchestrator
- Can be setup to be triggered by Opal chat prompt or scheduled to run in the background
- Future Opal development may alleviate the need to provide a target URL, relying on execution context

# Nishtech Strategic LLMS.txt Generator

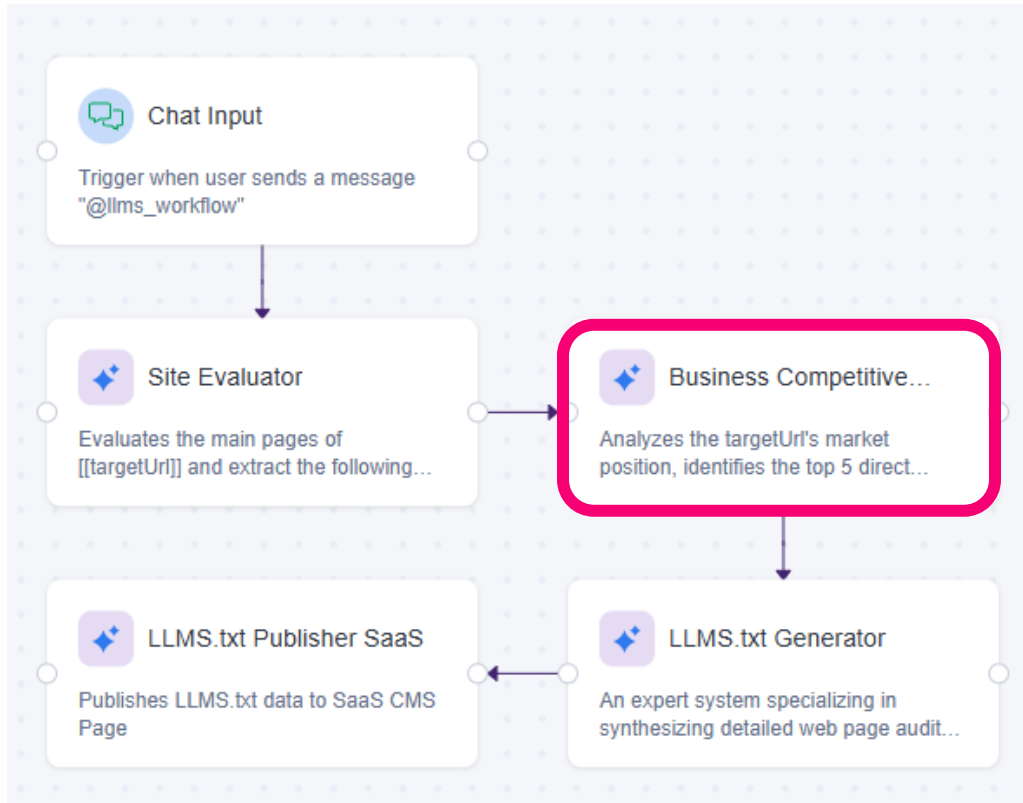


## Site Evaluator Agent

- Evaluates the target URL's website
  - Who they are / what they do
  - Key pages
- Passes target company data to the next agent
- Tools used: browse\_web



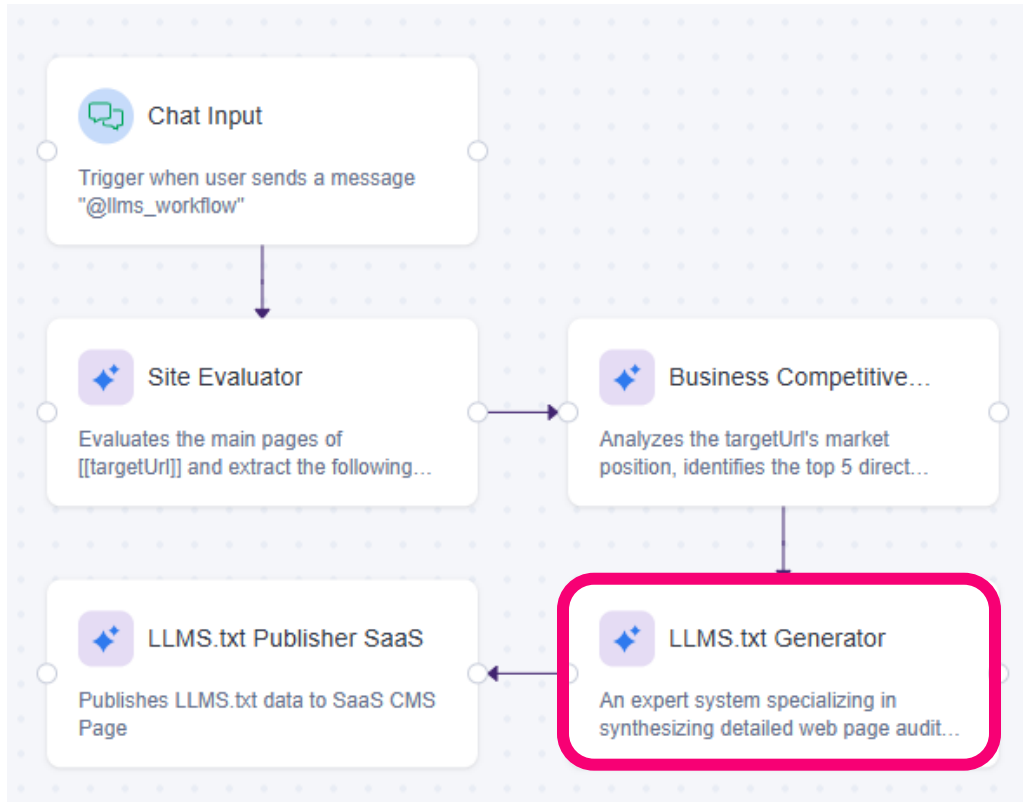
# Nishtech Strategic LLMS.txt Generator



## Business Competitive Analysis Agent

- Performs market research on recent news relevant to target company and their competitors
- Determines target company's strengths and weaknesses in relation to competitors
- Relays this data to the next agent
- Tools used: get\_today, search\_web, browse\_web

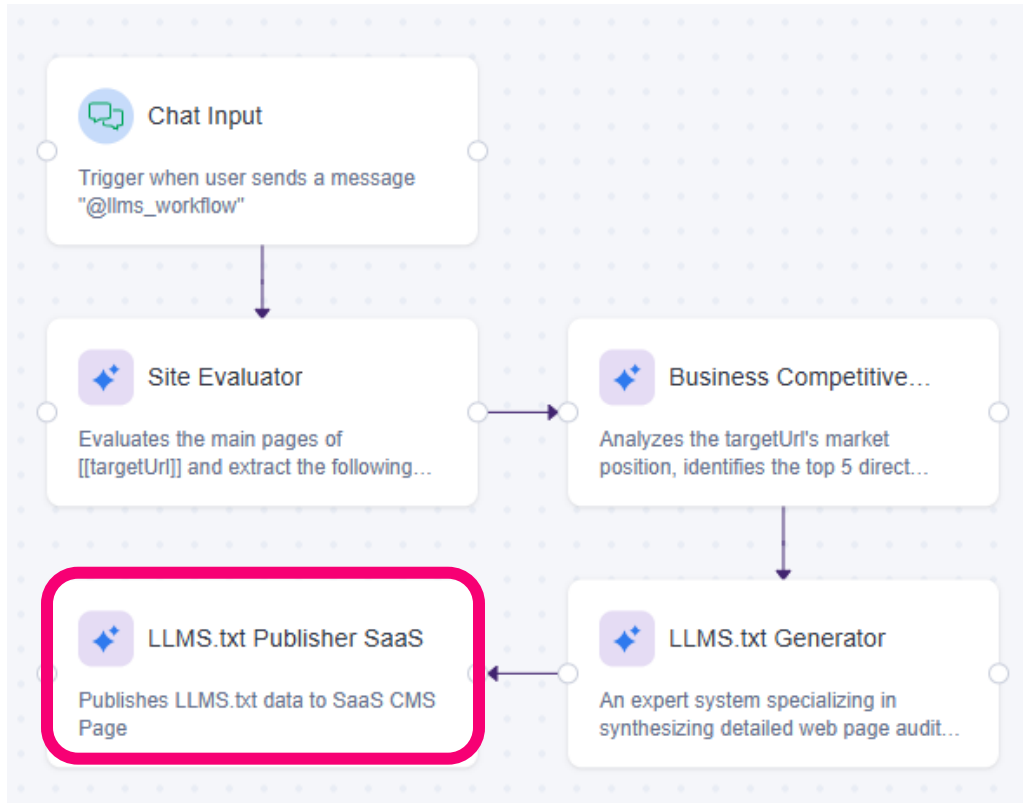
# Nishtech Strategic LLMS.txt Generator



## LLMS.txt Generator Agent

- Synthesizes LLMS.txt content with the output from previous agents
  - Summary
  - Core Pages
  - FAQ
  - Competitive Positioning
- Relays LLMS.txt content to next agent
- Tools used: none

# Nishtech Strategic LLMS.txt Generator



## LLMS.txt Publisher SaaS

- Utilizes the custom rest\_request tool to
  - GET an authentication token for SaaS CMS API
  - POST the llmst.txt content to a designated CMS page
- Should an error be encountered, this agent will retry the process several times
- Tools used: rest\_request (NT custom)



# Use Cases

# When Your Brand Voice In AI Matters



## Growth and Maturity

Defend your market position by regularly updating AI-accessible content ensures you maintain competitive differentiation as new players enter the market.



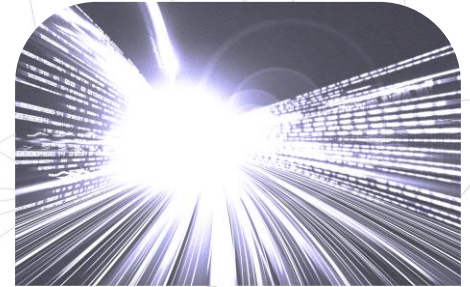
## Product Milestones

Product launches, feature releases, and major updates represent critical moments to refresh your AI-optimized content.



## Industry Events

Major industry events like conferences and trade shows drive concentrated search activity around your brand and products.



## Automated Responses

Move at speed with automated responses to your competitors' moves.



# Credit Usage



An abstract network diagram consisting of numerous grey dots (nodes) connected by thin grey lines, forming a complex web-like structure that fills the background of the slide.

# 270 credits



# Thank you!