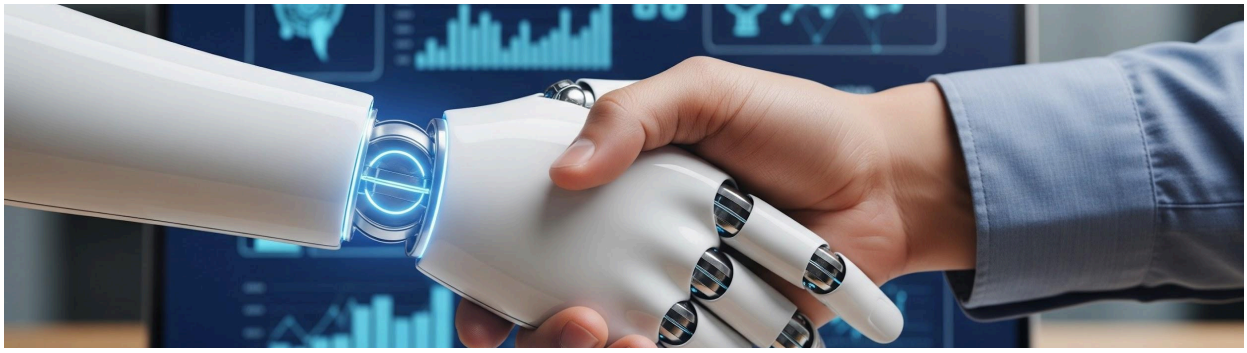

GAS Agentic Orchestrator: New User Onboarding Guide

Welcome to the **GAS Agentic Orchestrator**! This lightweight, serverless framework is designed to automate complex, multi-step marketing and SEO workflows directly within the Google Apps Script ecosystem. This guide will walk you through the core concepts and initial capabilities.

1. What is the GAS Agentic Orchestrator?

The Orchestrator is an AI agent that acts as a "smart assistant" for technical SEOs and Marketing Operations Managers.

Key Concepts

Concept	Description
Agentic AI	The system uses a Large Language Model (LLM) to perform the **ReAct (Reason + Act)** pattern. It thinks about the goal, decides the next step, executes a tool, and repeats until the goal is met.
Serverless	Built entirely on Google Apps Script (GAS). This means no complex Python/Docker setup is required, and it uses your existing Google Workspace quotas.

Concept	Description
Tools	Pre-defined GAS functions (e.g., `gmail_search`, `docs_create`, `gsc_inspect_url`) that the LLM can dynamically call to interact with Google Workspace services.
Use Cases	Automating multi-step decision-making workflows, such as auditing content gaps, fulfilling lead magnets, and triaging technical SEO issues.

2. System Components

Understanding these components will help you diagnose and customize your agent's behavior.

Component	Description	Functional Requirement
The Brain	The LLM Interface (GeminiService.gs). It handles the reasoning and ensures structured JSON output for tool calling.	FR-01, FR-02, FR-03
The Dispatcher	The router that parses the LLM's request and routes it to the correct function in the Tool Belt.	(Core Architecture)
The Tool Belt	The library of all available GAS functions that the agent can execute. They are defined with metadata in a `Manifest.js` file.	FR-04, FR-05, FR-06
The Frontend	The responsive HTML5/Vue.js web app where you interact	(Core Architecture)

Component	Description	Functional Requirement
	with the agent and view its status.	
The State Manager	Handles short-term context (conversation history) and long-term persistence across script execution limits.	FR-09

3. Initial Agentic Capabilities (The "Skills")

The Orchestrator is pre-configured with the following skills to get you started immediately.

Capability	Purpose	Tools Used
Content Gap Auditor	Identifies keywords with high potential but no corresponding content in your Drive.	`gsc_query`, `serp_analyze`, `drive_search`
Lead Magnet Fulfillment	Automatically generates and emails personalized PDF resources upon detecting a new lead email.	`gmail_fetch`, `slides_create`, `pdf_export`, `gmail_send`
Technical SEO Triager	Inspects URLs for indexing issues and alerts a team via Slack if a persistent error is detected.	`gsc_inspect`, `pagespeed_run`, `slack_notify`

4. Key Guardrails and Safety Features

The system prioritizes safety and resource management.

1. **Quota Management (GR-01):** The system tracks usage of expensive APIs (e.g., GSC, LLM) and will pause execution if quotas are near depletion.
2. **Human-in-the-Loop (GR-02):** For high-stakes actions like *sending* an email or *deleting* a file, the agent **MUST** pause and request your explicit confirmation via the UI.

3. **Auditability (FR-08):** Every step of the agent's decision-making process (Thought, Action, Observation) is logged to a Google Sheet. You can find the log sheet at File.
4. **Maximum Iterations (FR-07):** The main agent loop is limited by a configurable `MAX_ITERATIONS` (e.g., 5-10 turns) to prevent accidental infinite loops.

5. Getting Started

To begin using the GAS Agentic Orchestrator, follow these steps:

1. **Installation:** Deploy the Google Apps Script project from File and grant the required OAuth scopes.
2. **Configuration:** Update the API key for your chosen LLM provider (Gemini 1.5 Flash/Pro via Vertex AI or Google AI Studio) in the `config.gs` file.
3. **First Run:** Access the web app deployed via `HtmlService`. The interface will prompt you to enter your first request.

For further training and support, please register for our next introductory session on Date using the link: Calendar event.