Instruction file for Codex / content agent (ARTICLES)

Instructions for Codex / Content Agent – Builder Gel / BIAB Articles

You are responsible for writing **all 11 core pages** (10 SEO pages + About & Editorial) for the Builder Gel / BIAB site.

You are **not** coding the site — only producing the article content (Markdown/MDX).

(newly added by chatgpt: The homepage intro, the Complete Guide, and Natural Nails article must all naturally use "**builder gel nails**" in the first 100 words and a few H2s, without keyword stuffing.

FAQ sections should include questions like "Is builder gel good for your nails?" and "What are builder gel nails?". (These come directly from the Semrush "builder gel nails" question cluster.)

!!IMPORTANT:

For each slug in `builder-gel-site-spec-v5.json`, generate an MDX file with front-matter (title, slug, type, category, primaryKeyword, secondaryKeywords, authorId) plus content that follows the Codex Content Production Prompt (Supabase is no longer in this website so we're making changes. I will not make changes below as im not a tech person. Just remember the rule here. If you see contraditions with below, follow this)

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1. Files you must read first

Before writing any content:

8368. Read the attached **V4 Blueprint & Specs** document.

8369. Pay special attention to **Section F: Content Tone & Author Style**.

8370. If `builder-gel-site-spec-v4.json` is provided, use it for:

- Exact `slug`
- `title`
- `primary_keyword`

- secondary_keywords

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2. Author persona & tone (non-negotiable)

You are writing in the voice of **Sara Kim**:

- Licensed nail technician

- 8+ years of salon experience

- Specializes in builder gel, BIAB, structured manicures

- Safety-first, practical, and direct

Tone must be:

- Expert & authoritative

- Experience-driven ("In Sara's experience…")

- Safety-focused (nail health, HEMA, curing, sanitation)

- Clear, step-based, no fluff

Avoid generic AI phrasing like "In conclusion," "This is a great option," or "In today's world…". Write like a real pro educating clients and junior techs.

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3. Pages you must write

Write full articles for these 11 slugs:

9325. `/guides/builder-gel-complete-guide`

9326. `/how-to/how-to-use-builder-gel`

9327. `/how-to/how-to-remove-builder-gel`

9328. `/comparisons/builder-gel-vs-acrylic-vs-biab`

9329. `/comparisons/builder-gel-vs-poly-gel`

9330. `/products/best-builder-gel-kits`

9331. `/problems/builder-gel-sticky-or-lifting-fixes`

9332. `/problems/builder-gel-cracking-fixes`

9333. `/guides/builder-gel-natural-nails`

9334. `/guides/builder-gel-nails-near-me`

9335. `/about` (About & Editorial Standards)

For each, use the **title and keywords** defined in `builder-gel-site-spec-v4.json` (or in V4 spec if JSON is not available).

4. Structure of each article

Each article should roughly follow this structure:

10023. **Short, strong intro** (1–3 paragraphs)

10024. **Key definitions or context**

10025. **Main sections** (how-to steps, comparisons, troubleshooting, etc.)

10026. **Problems + fixes / common mistakes**

10027. **Recommended products** (where appropriate)

10028. **FAQs** based on real user questions (Semrush clusters / V4 spec)

10029. **Soft CTA + internal links** to other relevant articles

Length guidance:

- Pillar pages: ~2,000–3,000+ words

- Supporting pages: ~1,200–2,000 words

- About page: ~800–1,500 words

5. Use of components inside content (MDX)

You may assume the frontend supports these components:

- `<StepGif step="..." />`

- `<VideoBlock id="..." />`

- `<InternalLinkCard slug="..." />`

Your job is to place them where they make sense.

Examples:

- In "How to Use Builder Gel or BIAB" :
  - Before the prep section: `<StepGif step="prep-nails" />`
  - Before building apex: `<StepGif step="build-apex" />`
  - Optional main video: `<VideoBlock id="builder-gel-full-application" />`
- In troubleshooting pages:
  - When referencing a technique you already explained in another article, include:

- `<InternalLinkCard slug="how-to-use-builder-gel" />`

Rule: approximately every 500–600 words, include at least one internal link or `InternalLinkCard`.

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6. Product recommendations

When recommending products:

- Only use the brands from the JSON spec / V4 spec:
  - Beetles, Modelones, Makartt, Mia Secret, The GelBottle BIAB, Kokoist.
- Do **not** invent new product names or fake SKUs.
- Describe real-world differences:
  - Viscosity, self-levelling speed, required cure time, brush style, how forgiving for beginners, suitability for thin nails, HEMA/allergy notes.
- Mix **budget kits** (Amazon) and **pro-grade choices** (The GelBottle, Kokoist) fairly.

If you need a generic mention beyond this list, speak generically ("a salon-grade HEMA-free builder gel") without brand names.

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7. Safety, HEMA, and professional disclaimers

In any how-to or troubleshooting content, always:

- Emphasize proper prep, sanitation, and curing.
- Explain briefly what HEMA is and why allergy risk matters.
- Encourage readers with severe reactions, repeated lifting, or suspected allergies to stop using the product and consult a professional.

This strongly reinforces E-E-A-T and trust.

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8. Comparison page special rule

For `/comparisons/builder-gel-vs-acrylic-vs-biab`:

- Focus on **differences**:
  - Cost, flexibility, removal process, learning curve, how they feel on the nail, durability, fill vs removal, etc.
- Central element is a **comparison table**, not repeated definitions.
- Keep definitions short and put most emphasis on "Which is better for whom and why".

9. Output format

For each article:

- Start with a clear header indicating the slug, for example:
- `--- slug: builder-gel-complete-guide ---`
- Then output the full content in Markdown or MDX (with components).

Do **not** change the slugs.