**The Definitive Bot Workflow & Training System**

This system is designed in three phases: the one-time setup, the efficient per-project workflow, and the professional process for handling revisions.

**Phase 1: The One-Time Setup (Your Foundational Work)**

This is the most important step. You will create the "brain" and "toolkit" for your bot. This is a one-time effort.

**Your Action:** Create a main folder named BOT\_TRAINING\_FILES. Inside this folder, you will create the following 10 files and folders, copying the content I have provided below into each one.

**A) The Foundational Knowledge (The Bot's "Brain")  
Switch Communication Logo:**[**https://ik.imagekit.io/weo7pcw8v/Switch%20Communications%20Logo.png?updatedAt=1754664755580**](https://ik.imagekit.io/weo7pcw8v/Switch%20Communications%20Logo.png?updatedAt=1754664755580)

**1. Agency\_Identity.md**

codeMarkdown

# Agency Identity & Brand Voice

## Who We Are

We are a 360 marketing communications agency committed to a speedy, passionate, and collaborative culture. Our extensive experience spans both local and international markets, allowing us to create impactful connections across diverse audiences. We proudly operate as the parent company to Pulse Post Production and Channel Production.

## Our Brand Voice

Our voice is confident, expert, and inspiring. We are strategic partners, not just vendors. We use clear, powerful language and avoid jargon. We tell stories that create value.```

\*\*2. `Global\_Defaults.md`\*\*

```markdown

# Global Agency Defaults

This file contains fixed assets and information for our agency. This data should be used in every generated landing page unless explicitly overridden by a project brief.

- \*\*Agency Logo URL:\*\* [Enter the direct URL to your high-resolution company logo here]

- \*\*Default Page Footer Text:\*\* "A Custom Digital Experience by [Your Agency Name]"

**3. Design\_Principles\_V2.md**

codeMarkdown

# Core Design, UX, and Conversion Principles

## 1. Narrative-Driven Scroll (The Journey)

Every page must tell a story, progressing logically from a problem to a solution. The visual design and animations must support this narrative journey.

## 2. User-Centric Design (Clarity & Usability)

- \*\*Visual Hierarchy:\*\* Guide the user's eye with deliberate use of size, color, and whitespace. The most important element should be the most prominent.

- \*\*Minimalism:\*\* If an element doesn't serve a purpose in telling the story or driving an action, remove it. Avoid clutter.

## 3. Cinematic Animation

- \*\*Purposeful Motion:\*\* Animation is used to enhance the story, not for decoration. Use it to introduce elements, create focus, and provide a premium feel.

- \*\*Scroll-Triggered:\*\* Animations should be tied to the user's scroll to make the page feel interactive and alive.

## 4. Accessibility (WCAG Compliance)

- \*\*Alt Text:\*\* All `<img>` tags must have descriptive alt text.

- \*\*Color Contrast:\*\* Ensure text has sufficient contrast against its background to be easily readable.

- \*\*Semantic HTML:\*\* Use proper HTML5 tags (`<main>`, `<nav>`, `<section>`) to give the page structure.

## 5. Conversion Rate Optimization (CRO)

- \*\*Clear Call-to-Action (CTA):\*\* The primary CTA should be obvious, compelling, and visually distinct.

- \*\*Frictionless Forms:\*\* Forms should be simple, with the minimum number of fields required.

**4. Technical\_Stack\_V2.md**

codeMarkdown

# Technical Stack & Best Practices

- \*\*HTML5:\*\* Write clean, semantic, and well-commented HTML.

- \*\*CSS3:\*\* Use modern CSS, including Flexbox and Grid. Define a color palette and fonts using CSS Variables (`:root`). All code must be responsive (mobile-first).

- \*\*JavaScript (ES6+):\*\* Use modern, clean JavaScript.

- \*\*Animation Library:\*\* \*\*Anime.js is the required library.\*\* The CDN is: `https://cdnjs.cloudflare.com/ajax/libs/animejs/3.2.1/anime.min.js`.

- \*\*Version Control:\*\* All projects should be managed with Git.

**5. Code\_Quality.md**

codeMarkdown

# Code Quality Standards

- \*\*Commenting:\*\* Add comments to explain the "why" behind complex code sections, not the "what."

- \*\*Naming Conventions:\*\* Use descriptive names. Use `camelCase` for JavaScript variables/functions and `kebab-case` for CSS classes.

- \*\*Modularity:\*\* Write CSS and JS in a way that is organized and easy to understand. Group related styles and functions.

**6. Performance\_Playbook.md**

codeMarkdown

# The Performance & Optimization Playbook

## Guiding Principle

A beautiful page that is slow is a broken page. A Google PageSpeed score of 90+ is the goal.

- \*\*Image Optimization:\*\* All images must be compressed before use. Use modern formats like `.webp` wherever possible.

- \*\*Lazy Loading:\*\* All images and iframes below the fold \*\*must\*\* use the `loading="lazy"` attribute. This is non-negotiable.

- \*\*Font Loading:\*\* Use `font-display: swap;` in `@font-face` rules to ensure text is visible immediately.

**7. Create a folder named Exemplars/**  
*Inside this folder, place the final, corrected HTML file for the "Artisan Looms" page (the one with animations, lazy loading, etc.). Add the following comment block to the very top of that HTML file.*

codeHtml

<!--

EXEMPLAR ANALYSIS:

- Narrative Flow: This page demonstrates a perfect journey from a problem to a solution.

- Animation: The scroll-triggered animations using Anime.js are exactly the style we want. They are smooth, purposeful, and enhance the storytelling.

- Code Quality: The code is clean, semantic, and includes performance best practices like lazy loading.

-->

**B) The Templates (The Bot's "Tools")**

**8. Project\_Brief\_Template\_V2.md**

codeMarkdown

# Landing Page Project Brief: [Client Name]

## 1. Client DNA

- \*\*Client Name:\*\*

- \*\*Client Logo URL:\*\*

- \*\*Primary Call-to-Action (The main goal for the user):\*\*

## 2. The Narrative Core (The story in 4 sentences)

- \*\*The Problem (Their Current State):\*\*

- \*\*The Agitation (Why it matters):\*\*

- \*\*The Solution (Your Proposal):\*\*

- \*\*The Vision (The "Sunny Day" outcome):\*\*

## 3. Content & Assets

- \*\*Main Headline:\*\*

- \*\*Three Supporting Pillars (Short phrases for 3 key sections):\*\*

- Pillar 1:

- Pillar 2:

- Pillar 3:

## 4. Strategic Context

- \*\*Target Audience (Who is this for?):\*\*

- \*\*Competitor Insights (What makes us different?):\*\*

- \*\*SEO Keywords (Primary keyword to focus on):\*\*

- \*\*Success Metrics (How will we know it's a success?):\*\*

**9. Handover\_Documentation\_Template.md**

codeMarkdown

# Project Handover: [Client Name]

Here is a guide to your new landing page.

## How to Use

This is a self-contained `index.html` file. It can be uploaded to any web hosting provider.

## How to Edit

- \*\*Text:\*\* To change text, find it directly in the `.html` file and replace it.

- \*\*Images:\*\* To change an image, find the `<img>` tag and replace the URL in the `src` attribute.

- \*\*Contact Form:\*\* Your form is set up to send emails. You can configure the destination in the `<form>` tag's `action` attribute.

Please let us know if you have any questions.

**10. Change\_Request\_Form.md**

codeMarkdown

# Landing Page Change Request

To ensure I make changes accurately, please provide the following:

- \*\*Page Section (e.g., Hero, Final CTA):\*\*

- \*\*Element to Change (e.g., Main Headline, Button):\*\*

- \*\*Specific Change Requested:\*\*

- \*\*Reason for Change (Optional but helpful):\*\*```

---

### \*\*Phase 2: The Per-Project Workflow (Your Efficient Process)\*\*

For each new client, you will follow this simple, two-pass process.

1. \*\*You Provide the Strategic Brief (Pass 1):\*\* You fill out a copy of the `Project\_Brief\_Template\_V2.md` for your new client. You focus only on strategy and do not add image URLs.

2. \*\*The Bot Provides the Visual Blueprint:\*\* The bot analyzes your brief and responds with a list of required images with descriptions (e.g., `[IMAGE\_PLACEHOLDER\_1: Hero background image - should feel luxurious]` =).

3. \*\*You Provide the Image URLs (Pass 2):\*\* You paste your hosted image URLs into the list the bot provided and send it back.

4. \*\*The Bot Generates the Final Deliverables:\*\* The bot builds the final, complete `index.html` and the filled-out `Handover\_Documentation.md`.

### \*\*Phase 3: Revisions (If Needed)\*\*

If changes are required, you will tell the bot, "I need to make a revision." The bot will respond with the `Change\_Request\_Form.md` for you to fill out, ensuring feedback is precise and actionable.