Generative AI Evaluation Task

## **Task Duration:** ~24 hours

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## 

## **Task Description:**

Your task is to generate website text content for a given business based on inputs provided by the business and the Guidelines. The content should be SEO optimized, in American English, and formatted for each page of output.

## **Guidelines:**

**Hero Section:**

* The hero section comprising the hero title, hero text, and hero CTA, as well as the H1s for all the pages, should be absolutely error-free.
* If the customer provides CTA, tagline, or hero section verbiage in the input, it must be retained in the website content.
* Generate content according to US standards.
* No changes are to be made to the business name or customer-given tagline unless it’s a spelling error or a typo.
* Always check the logo for the business name if there is inconsistency. The business name should be consistent throughout the copy.
* The hero section should give an overall idea about the business within 5 seconds. Otherwise, the site would fail.
* All CTAs must have a leading sentence or para above it with a call to action phrase or sentence to urge the reader to take the action. Do not put CTA without context.
* The business name in the meta title is a must for all pages.

**Meta Section:**

* Keywords with geotags should be included on the Home page (for both meta and H1’s).
* If there is scope for other pages, use SEO keywords there.
* The meta description should be written within 100 – 143 characters.
* The meta title should be written within 30 – 60 characters.
* Meta title format should be Page Title - KW - Business Name, except for the Home page. For the Home page, it should be KW - Business Name.

**Meta Description Structure:**

* Business intro
* Emphasis on services offered
* Extract text from the page
* Business locations
* Conclude with an active CTA. Ex: Learn More, Contact Us, View Our Projects
* Needs to use extracted text from the body of the copy.
* Do not mention the business’s contact information in the meta description, such as phone numbers, email IDs, addresses, license numbers, etc.
* Do not mention the business owner's name in the meta title & the H1 unless it is customer-given or customer-instructed.
* You may mention the point of contact in the meta description. Example: Talk to Fred from our Sales Dept. for further details.
* The meta description needs to be relevant to the title of the page. For example, if the page title is “services,” don’t discuss FAQs, resources, etc. Talk about services and try to sell how the services provided by this specific business are unique.
* No two meta descriptions can be exactly the same. Avoid copy+paste of the meta description of one page to another page.

**Hero Section for Home Page:**

* The hero title and hero text need to be crisp and to the point. However, the hero text will be slightly longer as it needs to extend the hero title’s idea.
* The hero title & hero text should be creative.
* The hero title should be short and catchy.
* Hero text needs to support the subject of the hero title. It should complement the hero title.
* The hero text and hero title cannot have the same keywords.
* The CTA of the hero section is usually the CTA that the customer requests. If the customer hasn’t specified anything, ensure that the CTA is relevant to the hero section.
* Hero title should be written in the title case.
* The Hero Text should be within 50-120 characters.
* Hero text should be written in sentence case.
* Change and give a new tagline if the business name and tagline are the same.
* Changing the casing for the customer was given a hero title/text based on the flow or the site content.
* Do not use exclamation points (!) or period (.) for hero text
* Prepositions should be in lowercase for the hero title.
* Specs for H1’s and structure hierarchy
* H1s and H2s need to be in the title case.
* H1s need to be up to 40-60 characters.
* H1 needs to have keywords and geotags for the Home page.
* For other pages than the Home, geotags are optional in H1s.
* If the customer has provided the business name as H1, put it in the copy as it is.
* H1 needs to be followed up with an intro paragraph, followed by H2s and subsequent paragraphs with texts. Split H2 in multiple paragraphs.
* Adding an H2 section with the USP mentioned in a listed format for the Home page would be ideal. The Services/Products or related pages should have more lists to make the content more interesting. Adding an H2 above the last CTA para would make the text below more defined.
* When the customer-provided page name and H1 are the same, retain what the customer has given if the customer doesn’t request copywriting. Do not modify or add any new information.
* If the customer has provided the business name as H1, put it in the copy as it is.
* H2s can use keywords and geotags for better chances of SEO & indexing.

**Specs for Bullet Lists:**

* Bullet lists should either have a supporting sentence or an H2 to go along with them. Idle bullet lists with no sentence.
* Locations don’t need a period (.).
* Brand names and superscript words are case-sensitive. They don’t need a period (.) Ex: Rado®
* If the bullet lists have sentences, each sentence must end with a period.
* One-worded bullet lists need to have punctuations if there is another bullet list with punctuations (except for the rules explained in 2 &3 ). We do this to keep the bullet lists consistently across the site.
* Bold text should not be left idle. It needs to be structured/aligned to the page’s hierarchy (unless there is a specific design instruction).

**Specs for the website content:**

* CTAs always start with an action word. Example: Explore, Read, Learn, Shop, Take, View, Buy, Book, etc.)
* CTAs should be in the title case.
* CTA should not be more than 2-5 words.
* CTA buttons need to be linked to appropriate pages.
* Specify the customer or design instructions.
* The first CTA of the home page needs to be structured as requested by the customer.
* CTAs should not be too generic, like “Learn More” or “Read More” if the writer writes it. However, if the customer has given these CTAs, please use them as is. Be creative, but keep the CTAs short.
* The CTA should give an idea of what the linked page is about. Ex: View Our Services (Link to Services page)
* Anchor links cannot be at the bottom of the page. They can be placed in the middle or at the top.
* Follow all of the instructions given by the customer and understand the essense of the business.
* Follow the company location carefully to ensure the type of English you need to use.
* Maintain consistency in the voice of the copy (I, We, They, You). And only follow what the customer is asking of us.
* Maintain consistency in the tense of the content. (Past, Present, and Future tenses).
* The copy needs to be in an active voice. (Liberty to use passive voice for a few sentences or if specified).
* Maintain consistency in the logic within a sentence or a paragraph.
* Avoid non-contextual sentences and paragraphs.
* Avoid mid-sentence capitalization.
* For NewCopy, we can keep a word count limit of 200- 250 words for the main pages like, Home, About, Services, Products, etc. For the pages where not much content is required, like Gallery, Testimonials, Blog, Contact - if they are Edit pages, we can generate 1 H1 para with 50-80 words, relevant to the page and that is sufficient.
* Align the paragraphs into a sequence of logic for easier readability and understandability.
* Avoid repetition of sentences/phrases.
* Keep the paragraphs short and divide them into multiple H2s for ease of comprehension. If there are too many points to be included, then further break down the paras to H3s, H4s, and so on.
* The primary keyword should be in the meta title, meta description, & H1 para. If not possible, it can be included in H1.
* The secondary keyword should be included in the H2 para.
* At least 1 CTA for each edit page. No need to add a CTA for the view pages.
* Highlight keywords in blue color.
* Avoid lonely CTAs and check if there is a relevant sentence in the view pages before the CTA.

**Final Checks:**

* Keywords with Geotags (if the service area or location I have given) should be included on the Home page for metas and H1s.
* Meta titles must be relevant to the page.
* The Hero Section and H1 should catch the viewer's attention within the first 5 seconds. Otherwise, the whole website FAILS!
* Hero Title, Hero Text, and H1 cannot have the same words unless they are customer-given.
* Verify whether customer-given taglines and CTAs are used as-is or not.
* The casing can be changed for the customer given the hero title/text based on the flow or the site content.
* Give a new tagline if the business name and tagline are the same.
* Check whether the CTAs are relevant to the hero section and other pages.
* The business name should be as-is.
* Check if there is a relevant sentence before the CTA in the view pages to avoid lonely CTAs. The sentence should have a call to action word to urge the customer to use the CTA button.
* H1s for all the pages should be relevant to the page and absolutely error-free.
* Check whether the Branding tab mentions any tone of writing. If yes, please follow the tone.
* Maintain consistency in the voice of the copy (I, We, They, You) throughout the Edit pages. And only follow what the customer is asking of us.

## **Deliverables:**

1. Python-based model for multi-page website content generation (Preferably in Google Colab)
2. Output content for Home, About, Publications, and Contact pages generated by the model.
3. Explanation of the approach and methodology used. Also explain if leveraging RAG, embeddings, and other NLP techniques.
4. Any additional insights or improvements to the content generation process.

## **Sample for Understanding the Task:**

### **Input Details:**

You are provided with input representing various pages of XYZ CONSULTING LLC's website. Each page contains specific content, keywords, and guidelines for meta titles, meta descriptions, hero sections, headings, and CTAs. Additionally, you have access to business information, including the business name, location, and type. There are two types of pages with the following scenarios:

1. Edit Page: When the **page\_type** variable is “edit” and **copyService** is “newCopy,” the content should be created from scratch using the information provided by the customer and business information available in the input JSON.
2. View Page: When the **page\_type** variable is “view” and **copyService** is blank, no new content should be generated. Instead, return the text available in the **content** variable as is after applying grammar or any typo checks on it.

| **Task Input:** |
| --- |
| {  ""pages"": [  {  ""title"": ""Home"",  ""copyService"": ""newCopy"",  ""page\_type"": ""edit"",  ""seo\_keywords"": [""primary keyword: healthcare knowledge"", ""secondary keyword: freelance writing""],  ""content"": ""<p>Enhancing the knowledge of healthcare for all – one article at a time.</p><p>MISSION<br>To provide those in the Healthcare Community with current, up-to-date, trending medical and surgical information.<br>To help enhance the healthcare knowledge of the general population to afford self-advocating for a healthier lifestyle.</p><p>While relatively new to the freelance arena, I have been a Registered Nurse for the past 49 years. I have vast experience in Administration, Critical Care and Research in Critical Care. My Research experience has afforded me countless co-authored Abstract, Editorial and Manuscript publications in major medical and surgical journals internationally, as well as presentations at Critical Care Symposiums. Liaison to Physician and Chief of Medicine.</p>"",  ""pointOfView"": ""first"",  ""notes"": ""<p>Tagline: Enhancing the knowledge of healthcare for all – one article at a time.</p>"",  ""conveyMessages"": """",  ""conveyanceOther"": """",  ""customerAction"": ""Focus on content"",  ""copyRequestDescription"": ""n\/a""  },  {  ""title"": ""About"",  ""copyService"": ""newCopy"",  ""page\_type"": ""edit"",  ""seo\_keywords"": [""primary keyword: healthcare writer"", ""secondary keyword: freelance nursing""],  ""content"": ""<p>About Meet John, Freelance Healthcare Writer With nearly five decades of dedicated service as a Registered Nurse, I bring a wealth of experience and expertise to the world of freelance healthcare writing. While I may be relatively new to the freelance arena, my journey in healthcare has been one of continual learning, growth, and innovation. Throughout my career, I have held pivotal roles in Administration, Critical Care, and Research within the healthcare landscape. From managing complex healthcare systems to providing frontline critical care to patients in need, my diverse experiences have shaped my understanding of the intricacies of the healthcare industry. One of the highlights of my career has been my extensive involvement in research within Critical Care. This involvement has led to numerous co-authored Abstracts, Editorials, and Manuscript publications in esteemed medical and surgical journals worldwide. Additionally, I have had the privilege of presenting my research findings at prestigious Critical Care Symposiums, contributing to the ongoing dialogue and advancement within the field. As a liaison to Physicians and serving as Chief of Medicine, I have fostered collaborative relationships and facilitated interdisciplinary communication to ensure the highest standards of patient care. My dedication to bridging gaps between healthcare professionals has been instrumental in driving positive outcomes and fostering a culture of excellence. Now, as a freelance healthcare writer, I am passionate about leveraging my wealth of knowledge and expertise to craft compelling, insightful content that educates, informs, and inspires. Whether it's distilling complex medical concepts into accessible articles, providing evidence-based insights for healthcare publications, or creating engaging content for healthcare brands, I am committed to delivering content of the highest caliber. With a deep-rooted commitment to advancing healthcare through the power of words, I am excited to collaborate with clients who share a vision for driving positive change within the healthcare industry. Let's embark on a journey of discovery, learning, and innovation together.</p>"",  ""pointOfView"": """",  ""notes"": """",  ""conveyMessages"": """",  ""conveyanceOther"": """",  ""customerAction"": """",  ""copyRequestDescription"": """"  },  {  ""title"": ""Publications"",  ""copyService"": """",  ""page\_type"": ""view"",  ""seo\_keywords"": [""primary keyword: healthcare publications"", ""secondary keyword: medical journals""],  ""content"": ""<p>Publications</p><p>Additional Page Notes: use placement holder text for this page</p>"",  ""pointOfView"": """",  ""notes"": """",  ""conveyMessages"": """",  ""conveyanceOther"": """",  ""customerAction"": """",  ""copyRequestDescription"": """"  },  {  ""title"": ""Contact"",  ""copyService"": """",  ""page\_type"": ""view"",  ""seo\_keywords"": [""primary keyword: contact XYZ Consulting"", ""secondary keyword: Bill""],  ""content"": ""<p>Contact Bill, PA</p><p>Additional Page Notes: Standard contact page with contact form, designer discretion on this page for layout and images</p>"",  ""pointOfView"": """",  ""notes"": """",  ""conveyMessages"": """",  ""conveyanceOther"": """",  ""customerAction"": """",  ""copyRequestDescription"": """"  },  {  ""title"": ""Book A Consultation"",  ""copyService"": """",  ""page\_type"": ""view"",  ""seo\_keywords"": [""primary keyword: consultation"", ""secondary keyword: healthcare services""],  ""content"": ""<p>Book A Consultation</p>"",  ""pointOfView"": """",  ""notes"": """",  ""conveyMessages"": """",  ""conveyanceOther"": """",  ""customerAction"": """",  ""copyRequestDescription"": """"  }  ],  ""businessName"": ""XYZ CONSULTING LLC"",  ""Country"": ""US"",  ""product\_type"": ""non-care"",  ""business\_info"": ""domain: \\nhasTagline: \\ndescription: freelace writing and healthcare \\ntimeInBusiness: \\nbusinessTypeName: Consulting \\nbizWaysOnline: \\nlocalAreas: Eastern and Central Confetti , USA \\nkeyTerms: provide publications \\ngoal: other \\ngoalDescription: \\ntargetAudience: \\nbizEmails: \\nBusiness Hours: No, don't show my hours \\nshowBizHours: Sunday: closed Monday: 08:00 - 18:00 Tuesday: 08:00 - 18:00 Wednesday: 08:00 - 18:00 Thursday: 08:00 - 18:00 Friday: 08:00 - 18:00 Saturday: 08:00 - 18:00 \\nphone: \\nshowBizFullAddress: yes \\ncountry\_region: US \\naddress1: 195 Owen Street, Prestonsdurg \\ncity: Kentucky \\nstate: \\npostalCode: 41653 \\nhasCompetitors: \\n""  } |

### **Output Details:**

Using Python, create a script to generate the required content for the specified pages following the provided input and guidelines. Ensure the output strictly meets the required formatting, and character limits, incorporates keywords, maintains consistency, and adheres to US standards. Test the script with the given input and provide the resulting content for each page.

| **Sample Output** |
| --- |
| Page Name: Home  Meta Title (30 to 60 Characters): Healthcare Knowledge Enhancement - XYZ CONSULTING LLC  Meta Description (70 to 143 Characters): Immerse yourself in the latest insights with XYZ CONSULTING LLC, US. Embark on your healthcare knowledge enhancement journey today. Explore Publications.  Hero Title (20 to 70 Characters): Your Healthcare Insight Hub  Hero Text (50 to 100 Characters): Bridging healthcare literacy gaps with expertly crafted articles  CTA Button: Get In Touch (Button to Contact Page)  H1 (40 to 60 Characters): Enhancing Healthcare Knowledge in the US  H1 Content: As a seasoned Registered Nurse, I am committed to deepening the well of medical knowledge with each article I compose and share. With a robust 49-year tenure in nursing, I've not only witnessed the evolution of healthcare but actively contributed to it through rigorous research, writing, and education. My mission is to circulate the lifeblood of up-to-date, relevant medical information, thus empowering professionals and the public to embrace a healthier, more informed lifestyle.  H2 (40 to 60 Characters): Explore Case Studies  H2 Content: Drawing upon nearly five decades of nursing experience, I provide publications that resonate with both medical professionals and a global readership. My dedication to research and case studies illuminates the intricate web of healthcare, offering captivating narratives that translate complex medical scenarios into valuable learning experiences. I invite you to explore the depths of critical care knowledge and research to uplift and inform your practice or personal health understanding.  Leading Sentence: Embark on an intellectual journey through compelling case studies and in-depth analysis with a treasure trove of healthcare knowledge right at your fingertips.  CTA Button: Discover Insights (Button to Publications)  Page Name: About  Meta Title (30 to 60 Characters): About - XYZ CONSULTING LLC - Healthcare Services  Meta Description (70 to 143 Characters): Explore the professional journey of John, a seasoned healthcare writer at XYZ CONSULTING LLC. Contact us for expert healthcare services.  H1 (40 to 60 Characters): Insights from a Healthcare Veteran  H1 Content: With a career in healthcare spanning nearly 50 years, I, John, am now channeling my vast knowledge into freelance healthcare writing. My diverse experiences in Administration, Critical Care, and Research have given me a unique understanding of the healthcare sector. Join me in driving progress through informed, written expression.  H2 (40 to 60 Characters): Craft Your Healthcare Message  H2 Content: As a freelance healthcare writer, I aim to create content that resonates with healthcare professionals and patients alike. My writing is grounded in evidence-based research and enriched by my extensive professional experience. Let's collaborate to enhance healthcare knowledge for everyone.  Leading sentence: Harness the power of strategic healthcare communication with my expert writing services. Discover my insights.  CTA Button: Connect Now (Button to Contact Page)  Page Name: Publications  Meta Title (30 to 60 Characters): Publications - XYZ CONSULTING LLC - Healthcare Insights  Meta Description (70 to 143 Characters): Explore expert healthcare publications from XYZ CONSULTING LLC for the latest Healthcare Insights. Engage today.  H1 (40 to 60 Characters): Explore Pioneering Publications for Healthcare Pros  H1 content: Publications  Additional Page Notes: use placement holder text for this page  Page Name: Contact  Meta Title (30 to 60 Characters): Contact - XYZ CONSULTING LLC - Healthcare Knowledge  Meta Description (70 to 143 Characters): Connect with XYZ CONSULTING LLC for healthcare knowledge expertise. Use Contact for expert guidance.  H1 (40 to 60 Characters): Specialized Healthcare Consulting Expertise  Looking to Connect with XYZ Consulting LLC?  Find our contact details for personalized services PA.  Name\*  Email\*  Phone\* |