Developer Challenge

The Case

The client you're developing this for does SEO for ecommerce businesses. They have a writing team that produces hundreds of articles per month for their clients.

As part of this, they want a system that allows them to automatically **parse articles** and **check for common quality mistakes in the article**, then upload these articles to Wordpress or Shopify (depending on what system the client uses)

The most common mistakes are:

1. Articles have too many, or not enough images
2. Images aren't hosted on Google Drive, or aren't shared publicly
3. Articles have too many, or not enough product links
4. Basic formatting of the article

Challenge Requirements

Develop a script to extract and process article data that:

1. Extracts the contents, links, images, alt tags, etc. from this article:
   - https://docs.google.com/document/d/1s0fZsDcXJtiwrqUT1fVInS6q1yCZwVKkyCEGcxUiIYY/edit
2. Displays the article info on an **Airtable** interface
   - Feel free to design the interface in a way that makes it as easy as possible for them to use this system, given the information above.
3. Allows the client to upload articles once they are checked.
   - We don't expect you to have a real WordPress site to use—just create an **Airtable button** that triggers a placeholder automation.
4. The WordPress upload requires:
   - **Meta title**
   - **Meta description**
   - **Article title**
   - **Article HTML**
   - Extract these and display them separately.
5. Send us a **Loom video** walking through your code and explaining why you built it the way you did.
6. Provide the **code of the automation workflow** you used.
7. Send us the **output HTML** from running your code.
8. Suggest **future feature ideas/modifications** you could add in the future to make the system better.

Why we use code tests like this

Real-life tests like this allow us to see the level of your thinking, and if you follow best practices that will make your code easier to build upon in the future, and more scalable to meet our clients needs.