**Keyword To Shopify Collection and Text**

**Flow: Keyword To Collection Template**

1. **Read excel**
   * Code picks up excel file and checks for new excel at daily intervals
2. **Create Collection Pages**
   * **H1:** Use the main keyword. (Collection Title) – nothing needs to be done by the code here as collection title will be the same as the keyword itself
   * **H2:** Add a complimentary keyword (ChatGPT prompt 1 + relevant text underneath (200 words, using ChatGPT prompt 2).
   * **H3:** Add another complimentary keyword (ChatGPT Prompt 3) and relevant text (ChatGPT prompt 4)
3. **Write back to the excel file**

Code writes formatted html content based on the above in a new column, next to the keyword

* **Prompt 1 (H2 keyword)**  
  “Given the main collection keyword: <KEYWORD>. Suggest one complementary, semantically relevant H2 subtopic that helps shoppers discover related items.  
  • Keep it 2–5 words.  
  • Avoid repeating the main keyword verbatim.  
  • Be specific, non-brand, and non-location.  
  Return just the phrase.”
* **Prompt 2 (H2 paragraph, ~200 words)**  
  “Write an informative, customer-friendly paragraph (~200 words) expanding on the subtopic: <H2\_KEYWORD> in the context of <KEYWORD>.  
  • Tone: helpful, concise, non-fluffy.  
  • Include practical shopping guidance (fit, fabrics, occasions, styling).  
  • No brand claims, no pricing.  
  • Avoid keyword stuffing.  
  • Return plain HTML <p> only (no inline styles).”
* **Prompt 3 (H3 keyword)**  
  “For the main keyword <KEYWORD>, suggest another complementary subtopic for an H3 heading that differs from <H2\_KEYWORD>.  
  • 2–5 words, concise, non-brand.  
  Return just the phrase.”
* **Prompt 4 (H3 paragraph)**  
  Same structure as Prompt 2, but for <H3\_KEYWORD> and shorter (e.g., 120–160 words).

**Overrides**: If h2\_overrides or h3\_overrides present, skip Prompt 1/3 and use the provided text. Still run Prompt 2/4 for paragraphs.

**Acceptance Criteria (QA Checklist)**

* Script discovers latest Excel and skips if no new/changed rows.
* For each processed row, H2/H3 headings are concise (≤ 60 chars) and **don’t** duplicate the main keyword verbatim.
* H2 paragraph ≈ 200 words; H3 paragraph 120–180 words.
* Output HTML contains only allowed tags; no inline styles; passes parser.
* collection\_html populated; \_processed\_at and \_row\_hash updated.
* New, versioned Excel written to /output/ **folder.**
* Logs include per-run summary and per-row errors.
* Safe failure: one row’s error doesn’t abort the whole run.
* Idempotent: unchanged input rows are skipped on subsequent runs.

Use the following:

Chat gpt API key: sk-proj-DsIn8CPlrfqayeJW9BB9T3BlbkFJKXVhOA9hPg0bIx9rXeUC

Shopify store / access token:

marlas-fashions.myshopify.com / shpat\_76d815faa293ff4680e2e8fef35f3e97