

## Preface

Not to get too philosophical—but since this is a case study about AI, let's go there for a moment. There's a lot of noise about how AI will either save civilization or render half of us obsolete. I land somewhere in the middle. AI is a powerful assistant. But that's it—an assistant. It's not a magician. It doesn't replace judgment, taste, or experience. What it *can* do is help us work faster and more intelligently—if we already know what we're doing.

Think of AI like walking into the world's largest hardware store. Every tool you could ever dream of is sitting on the shelf... but there's no signage, no instruction manual, and no sales associate. It's on you to know what tool you need and how to use it. And as they say, "you don't know what you don't know."

That's why this case study is as much about trust and human oversight as it is about automation. I knew what kind of tool I was building. I've done AI tool creation before. I knew where the potholes would be and when to stop and check the tires. I wasn't blindly handing over tasks I couldn't verify myself.

Let this be your reminder: AI doesn't do your job. It helps you do your job better. That's the key.

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## Case Study: Automating Monthly Content Publishing for UrbanMissiology.org with Strategy GPT

**Client:** UrbanMissiology.org

**Lead Consultant:** Remeoner, LLC

**Platform:** WordPress

**Custom Stack:** Strategy GPT by Remeoner, ACF Free, All In One SEO Free, WP All Import Pro

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## Objective

Streamline and automate the monthly blog publishing workflow for UrbanMissiology.org by generating properly formatted CSV files for import into WordPress. These files needed to include fully formatted post content, SEO metadata, publishing schedule, categories, and featured image URLs—minimizing manual data entry while maintaining editorial quality.

## Challenge

Prior to automation, the process took 60–90 minutes to manually process and publish all articles and hero images:

- Manual formatting of client-submitted Word docs
- Manual entry of SEO metadata
- Image uploading and linking
- Category assignment and scheduling

Remeoner needs to post 5–6 articles monthly and required a reliable system to minimize labor without sacrificing quality.

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## Strategy GPT Tools & Protocols Utilized

### 1. SEO Workup Tool

Structured metadata generation:

- SEO Title, Meta Description, Excerpt
- Tag extraction from keywords
- Alt text and image filename optimization
- Category selection from a fixed list (max 2 per post)

### 2. Document Parsing Protocol

Processed .docx content into clean, left-justified HTML:

- Extracted paragraphs, headers, and hyperlinks
- Identified and counted inline images
- Differentiated between documents with a single image (used as featured) versus multiple images (first image used as featured, others embedded inline with alt text)

### 3. Image Optimization Protocol

- Recognized featured vs. inline images
- Embedded image URLs with accurate alt text

### 4. CSV Export Protocol

- Generated UTF-8-BOM encoded CSVs with:
  - Post Title, Date, Content, Excerpt, Categories
  - SEO metadata (via All In One SEO Free)
  - Featured image URLs

## 5. Scheduling Logic

- First article set for the 1st of the month
- Remaining posts spaced throughout the month

## 6. Correction & Feedback Loop

Manual review after each article exposed AI missteps:

- Missed images
  - Incomplete content exports
  - Misidentified formatting
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## Implementation Flow (Initial to Refined)

### Initial Approach:

- Process all articles first
- Generate a single master CSV file containing metadata, post content, image URLs, and scheduling
- Perform one-time bulk upload using WP All Import Pro

While this saved time in theory, it led to significant errors in practice—most notably, missing article content and incorrect image counts. This required manual correction post-import, undermining the automation's purpose.

### Refined Approach:

1. Upload single Word doc
2. Generate article-specific CSV (1 doc = 1 file)
3. Upload featured + inline images to media library
4. Import single post via WP All Import Pro
5. Confirm in WordPress and repeat for each article

This updated cycle significantly reduced compounded errors vs. the bulk master file approach.

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## Metrics

- 5 Articles processed
  - Word count range: 600–2000 words
  - Up to 4 inline images per post
  - Estimated reading times: 3–10 minutes
  - Complexity ratings: 3–5
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## Lessons, Breakdowns & Mitigation

- **Small batch automation > bulk imports** in editorial workflows

- The original plan was to bulk upload all articles at once. While this succeeded in some areas (like title, excerpt, and metadata), it failed to reliably capture full article content and image logic—critical for post integrity.
  - This led to the refinement of a new process: generating and importing one article at a time. It added structure, preserved formatting, and ensured accuracy.
  - Human oversight remains essential
  - WP All Import Pro is powerful but demands accurate CSV prep
  - Even advanced AI needs structured guardrails + validation
  - Misinterpretation of image counts required multiple corrections; future iterations will prompt explicit image tracking.
  - Content body field was initially omitted in final CSVs due to serialization mismatch — now confirmed resolved with file-by-file review.
  - Case reinforced the principle that automation must *enhance* rather than replace editorial quality control.
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## Future Enhancements for Strategy GPT Workflow Accuracy

- **Structured Memory Retention:** A persistent memory protocol would store details like image count, article structure, and previous actions—improving continuity and reducing repeated errors.
- **Pre-Import Validation Checklist:** Auto-flag missing or malformed fields before final CSV export to avoid import gaps.
- **Inline Image Counter + Validator:** Automatically count and tag all images per document to eliminate human correction steps.
- **Step-by-Step CSV Builder:** Incrementally builds post data, validating each step before generating the final file.
- **Complexity-Based Processing Logic:** Adapts protocol rigor based on document length, formatting, and image volume.

These enhancements would increase trust in Strategy GPT’s ability to automate reliably, particularly in high-context editorial workflows.

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## Status

All articles published and scheduled via updated CSVs. Hero Image automation deferred until confidence is rebuilt post-audit.

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## Next Steps

- Document Hero Image import protocol using ACF + WP All Import Pro Add-on
- Test updated image and content sync logic in a low-risk environment
- Consider creating a reusable “Content Intake + Prep” form for future cycles