

Opal Content Chain

– from brief to publish-ready content



A standardized content workflow in Optimizely Opal that connects brand voice, personas, SEO, and accessibility in one automated flow. An editor submits a brief and receives a field-mapped package for a standard page (headline, intro, body, CTA) plus promo-block copy and channel-adapted social posts - delivered in a consistent, copy/paste-ready format for Optimizely CMS.

Use case – What we simplify

Teams producing content across channels often struggle with inconsistent tone, late SEO/accessibility fixes, and repeated rewriting between web and social.

Opal Content Chain makes content creation repeatable by building quality in from the start and reducing rework.

Problems we solve

- Inconsistent messaging across teams and channels.
- SEO/accessibility added late, driving rework.
- Incomplete briefs causing guesswork and back-and-forth.
- Duplicate effort rewriting for web, promo blocks, and social.
- Scaling content production without lowering quality.

How it works in Optimizely Opal

- Instructions as guardrails : reusable rules for brand voice, personas, SEO structure, and accessibility/plain language.
- Specialized Agents as building blocks: brief normalization, page draft generation, quality review (PASS/FAIL + patch instructions), and promo/social content creation.
- Workflow Agent orchestration: runs the chain end-to-end with conditional logic and a controlled revision loop (iterate up to a set limit; escalate with clear blockers when human input is needed).

What the editor receives

- Standard page package: H1, intro, structured body copy, CTA, plus meta title/description, internal link suggestions, and accessibility notes.
- Promo block copy: short headline + 2–4 sentences + CTA.
- Social copy: LinkedIn, X, Facebook, Instagram - tailored in tone and length, with hashtag suggestions and optional image idea/alt text.
- Quality status: PASS/FAIL and tracked assumptions/open questions.

Business value

- Faster production with fewer review cycles.
- Higher baseline quality (SEO and accessibility by default).
- Scalable governance through consistent Instructions and a quality gate.
- A better editor experience: one clearly labeled package, ready to publish.