

## Use Case.

**Solution description:** Content Migration Accelerator is an Opal-based agent built to eliminate the most repetitive, labour-intensive work in site migrations and consolidations. It accelerates content auditing, rationalisation, and content model definition while keeping humans firmly in control of decisions.

---

**How it drives value:** By combining Opal's analytical capabilities with clear human strategy inputs, Content Migration Accelerator enables a faster, more confident definition of a future-ready, insight- and best practice-led site content model. This dramatically shortens discovery phases for site migrations, consolidations, and redesigns, giving content, design, and development teams early clarity on what needs to be built. Teams spend less time inventorying the past and more time shaping the next experience. The solution is delivered as an AI-powered agent and workflow built in the Opal sandbox, designed specifically for content and experience teams working on large, complex sites. It operates at both page and component level, transforming a fragmented legacy content estate into a clear, prioritised blueprint for the new site experience.

---

**Problem it solves:** Most organisations undertaking a migration are dealing with sites that are 10–15 years old. Content types are inconsistent, standards are undocumented, pages are duplicated, and schemas have evolved without clear intent. Audits typically rely on multiple tools, spreadsheets, and documents, with heavy handoffs between content, product, and design teams. The result is a slow, subjective, and error-prone process that delays decisions on new components, templates, and content models.

---

**Ideal users:** Content Migration Accelerator is designed for site migrations or consolidations that introduce new designs and builds of templates, components, and content models, particularly in B2B, highly regulated environments with thousands of pages and complex brand, compliance, and business rules.

---

**How-to:** Teams start by declaring their strategy and future-state experience pillars for the new site, alongside any inputs they want to give Opal: brand, legal, regulatory, and business constraints, target audiences, key messages, and desired user actions. Guided by these inputs, the agent scans and analyses existing site pages and components, consolidates information from multiple tools into a single shared environment, and performs gap analysis against best practices and stated experience goals. The output is a clearly defined & informed new content model, which unblocks rationalised pages, components, and templates and a prioritised backlog for content, design, and development.

Able to be customized based on content team needs, it removes low-impact, high effort tasks of manual auditing and coordination work. **Content Migration Accelerator frees content and discovery teams to focus on creativity, ideation, and experience design while enabling delivery teams to move confidently into detailed design, content and development work!**

# Workflow.

The agent workflows as follows:

1. An email to the agent's email alias initiates the workflow
  - a. The email should contain the populated template in the body of the email
2. The agent initiates a GEO scan (Agent: GEO Recommendations\_SMEDA) based on the URL provided
  - a. GEO Recommendations\_SMEDA is based on the GEO Recommendations agent in Opal but with customized instructions for this workflow
3. The agent extracts the URL and provides to Content Model Creator (Agent: Content Model Creation)
  - a. Note that the Content Model Creator agent requires URL extracted as a separate step, unlike the GEO agent
4. The shared content from all workflow steps and the original brief is passed to the summarizer step (Agent: Create SMEDA Content Model)
5. Output is returned to the user as an email.



## Aliasing / agent name.

The full name of the agent is the Site Migration Experience Design Agent v2. It's aliased as @smedav2.

## Inputs.

Shown below are the templated instructions to be included in the email to start the workflow. This can be customized.

### Template (populated)

Opal Agent Content Audit & Recommendation Request Form

Please complete this form to provide the Opal Agent with the necessary information for a comprehensive content audit and strategic recommendations. Your detailed input will enable the agent to analyze your content, align recommendations with your new site's vision, ensure compliance, and inform the development of a robust content model. All sections below should be filled out to the best of your ability.

1. **URLs for Audit**

Provide a website URL that you would like the Opal Agent to audit. These URLs should represent the content you wish to analyze for trends, performance, and alignment with your objectives.

*Example:*

<https://www.koerber-technologies.com/>

2. **Experience Principles of the New Site**

Authoritative, easy-to-understand, expertise

3. **Compliance, Legal, and Regulatory Guidelines**

Can't use word tobacco next to pharma

4. **Business Objectives and Key Performance Indicators (KPIs)**

Lead gen increase by 10%

5. **Target Audience(s)**

B2B audiences, desktop majority, English more spoken as second language

6. **Competitive Landscape**

Who are your main competitors, and what are their content strategies? What are their strengths and weaknesses?

Other manufacturing companies for tobacco

**7. Existing Content Inventory/Audit (if available)**

Not yet

**8. Content Types & Formats**

Product detail, carousels, articles are just a few of them but recommend all based

[Your input here]

**9. Content Governance & Workflow**

Briefly describe your current or desired content governance process, including content creation, review, approval, and publishing workflows.

requires 3 rounds of feedback after issuing a brief

**10. Technical Constraints/Platform**

Are there any technical constraints or specific CMS platforms being considered that might influence content model recommendations?

[kontent.ai](https://kontent.ai) cms

**11. Personalization Strategy**

Do you have a personalization strategy in mind for delivering tailored content experiences?

ABM-level personalization for buyer personas across industries, products, and customer type (new vs returning)

## Template (blank)

1. **URL for Audit**
2. **Experience Principles of the New Site**
3. **Compliance, Legal, and Regulatory Guidelines**
4. **Business Objectives and Key Performance Indicators (KPIs)**
5. **Target Audience(s)**
6. **Competitive Landscape**
7. **Existing Content Inventory/Audit (if available)**

## 8. Content Types & Formats

## 9. Content Governance & Workflow

## 10. Technical Constraints/Platform

## 11. Personalization Strategy

# Outputs.

Sample output is shown below. The workflow can be customized to modify these outputs.

**To:** Alex Liss (alex.liss@hugeinc.com)

**From:** The Opal Agent

Dear Alex,

This message synthesizes your personalization brief, content model proposal, and GEO analysis into a comprehensive strategy aimed at significantly enhancing Körber Technologies' digital presence, increasing lead generation by 10%, and achieving high AI citation readiness. Our focus is to present [SITE] as an **authoritative, easy-to-understand, and expert leader** to your B2B audiences, predominantly desktop users with English often as a second language, while adhering to critical compliance guidelines (e.g., avoiding "tobacco" next to "pharma").-----Current State & Critical Challenges

The audit reveals a strong content foundation and powerful E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) signals, particularly through key executives like Arungalai Anbarasu. However, several critical foundational issues are hindering your digital performance and AI citation readiness:

- **Low AI Citation Readiness (Score: 35/100):** The complete absence of crucial JSON-LD schema markup (Organization, Person, FAQPage) prevents AI models from semantically understanding your site, making it unlikely to be cited as a source. Your

competitors already leverage this.

- **Poor Mobile Performance:** An "Extremely High Mobile LCP" of **9.1 seconds** leads to a poor user experience and can cause AI crawlers to abandon pages, severely impacting indexing and citation potential.
- **Missing AI Directives:** The lack of an `llms.txt` file means no explicit permission is granted for AI crawlers to use your content for training, potentially excluding your site from future AI models.
- **High JavaScript Dependency:** This contributes to slow load times, further impacting AI crawler efficiency.

These issues place Körber Technologies at a significant disadvantage against competitors in the manufacturing sector.----Strategic Content Model for [kontent.ai](#)

To address these challenges and build a scalable, future-proof digital platform on [kontent.ai](#), we propose a **modular content model**. This model is designed to support your experience principles, facilitate content creation, and enable future personalization strategies. Key Content Types Proposed:

The model introduces 11 new component types and a comprehensive Homepage content type, all designed for reusability and structured content delivery:

Component Type	Purpose
<b>SEOComponent</b>	Centralizes all SEO metadata, including Open Graph tags.
<b>HeroComponent</b>	For engaging banner sections with headlines, descriptions, CTAs, and images.
<b>SolutionCardComponent</b>	Standardizes the display of individual solutions with images, titles, and links.
<b>RichTextComponent</b>	A versatile component for managing rich text content across the site.
<b>ClientLogoComponent</b>	For showcasing client partnerships with logos and alt text.
<b>IndustryLinkComponent</b>	To organize and link to specific industry pages.
<b>EcosystemComponent</b>	Tailored for sections like "Our ecosystem approach," combining content elements.
<b>InsightCardComponent</b>	For presenting news, insights, or events with all necessary meta-data.

<b>CallToActionComponent</b>	A generic, reusable CTA section with image, title, description, and button.
<b>NavigationLinkComponent &amp; SocialMediaLinkComponent</b>	Essential for structured navigation and social media presence.
<b>Homepage</b>	A robust content type orchestrating all these components to build a dynamic and easily manageable structure.

This modular approach will streamline your content governance workflow, supporting your requirement for 3 rounds of feedback after a brief, and ensure consistency across your digital properties.-----Actionable GEO Optimization Plan

To rapidly improve AI citation readiness and address performance bottlenecks, we recommend the following phased action plan: Immediate (24 hours)

1. **Implement Organization Schema:** Embed the provided JSON-LD script for "Organization" schema into the `<head>` of all pages to establish Körber Technologies as a primary entity for AI.
2. **Create and Deploy `llms.txt`:** Place a `llms.txt` file in your root directory with `User-agent: *` and `Allow: /` to explicitly grant AI crawlers permission to use your content.
3. **Optimize Homepage Hero Image:** Compress and serve a smaller, next-gen format (e.g., WebP) of the main hero image, especially for mobile, to drastically reduce the Largest Contentful Paint (LCP) time.

Short-Term (7 days)

1. **Implement Person Schema for Key Executives:** Create a "Leadership" page with bios for executives like Arungalai Anbarasu and add the provided "Person" schema. Link content authors to their respective bios to boost E-E-A-T signals.
2. **Add FAQ Schema to Product/Service Pages:** Identify 3-5 common questions for key products/services and implement `FAQPage` schema on relevant pages. This allows direct extraction of Q&A by AI platforms like ChatGPT and Google AI Overviews.

Long-Term (30 days)

1. **Develop Topic-Specific Content Hubs:** Based on business objectives, identify 3-5 core topic clusters (e.g., battery cell production, sustainable packaging). Develop cornerstone content for each, supported by articles answering specific user questions, linking back to the main hubs. This will establish semantic authority and increase citation likelihood.

-----Overall Impact & Next Steps

While [SITE] Technologies possesses significant inherent expertise and authority, the current digital infrastructure is critically underperforming in terms of AI citation readiness and mobile user experience.

By implementing the proposed [kontent.ai](#) content model and executing the phased GEO optimization plan, you will:

- **Significantly improve AI visibility and citation:** Position Körber Technologies as a trusted and citable source for AI models.
- **Enhance user experience:** Drastically improve mobile performance, leading to better engagement and lower bounce rates.
- **Boost lead generation:** A more discoverable, authoritative, and user-friendly site directly supports your 10% lead generation increase objective.
- **Strengthen competitive advantage:** Close the gap with competitors who are already leveraging semantic markup and superior technical foundations.

We recommend a follow-up discussion to delve deeper into these recommendations and outline a detailed implementation roadmap.

Best regards,

The Opal Agent