

Content Automation: Your Secret Weapon in the AI-Era

Search habits are changing. 59% of people say that AI will soon become their main search tool, with 37% already embracing it. Marketers stand on the brink of a new age of content visibility, with GEO (Generative Engine Optimization) poised to completely reshape the search engine battleground.

Your secret weapon to win? **Fighting fire with fire: leveraging the dual benefits of automation and Artificial Intelligence (AI) for yourself.**

By strategically automating parts of your content process and enhancing them with artificial intelligence, you can optimize your speed, visibility, and content value in just a few clicks.

Here are a few ideas to get you started.

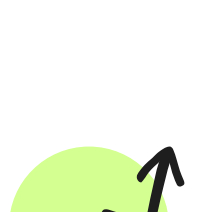


Never Forget Metadata Again



The setup:

- You create an automation that analyzes content marked in a specific workflow stage and uses AI to add accurate, GEO-optimized metadata.



The execution:

- An author sets a blog article to the “metadata” stage above. High-quality metadata instantly populates any empty fields.



The benefits:

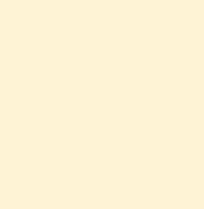
- You lighten the workload for your content teams without losing quality.
- Every asset remains enriched, searchable, and ready for AI discovery.

Legal Stays in the Loop



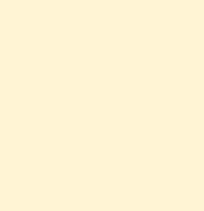
The setup:

- You set up an automation to route any content tagged as containing regulated or sensitive information to the legal department for review. You also set up an AI workflow to automatically detect this content and tag it in case it gets overlooked.



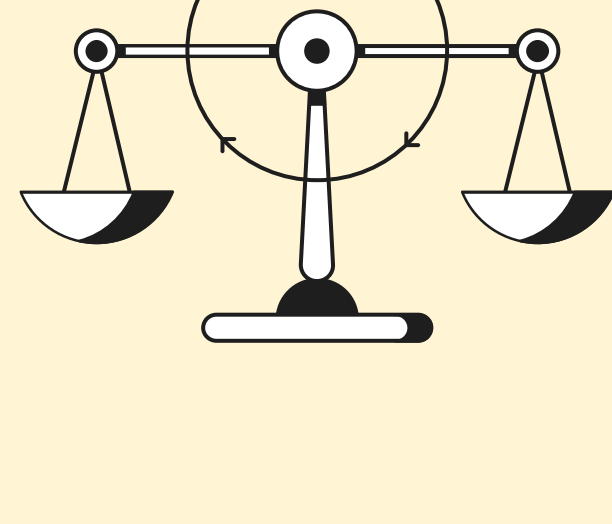
The execution:

- A team member hits Publish on a new product page – but it’s tagged for legal review. Before it publishes, automation sends it to the lawyers for approval first, ensuring humans stay in the loop with vital info.



The benefits:

- You get better oversight of crucial information before it goes public.
- You avoid feeding AI conflicting info on important points, which can lower your GEO.

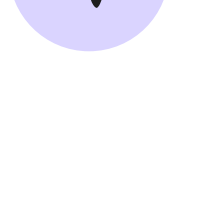


Streamline Translation for Better Scaling



The setup:

- You create an automation to route content tagged for multiple markets to translators.



The execution:

- A team member creates an article that falls into that category. The article is automatically sent to your translators – or your [AI translation tool](#) of choice – for immediate production.



The benefits:

- Your team enjoys accelerated time-to-market across all regions by cutting down on administrative delays.
- AI can collect a higher volume of consistent, localized information about your brand.

Social Media Made Easy



The setup:

- You create a tag for any content you want to turn into a social media post about.



The execution:

- When someone uses that tag, it triggers the creation of AI-generated social media posts about that piece of content – and notifies a human for approval before it publishes.



The benefits:

- AI does the heavy lifting for social media assets, but a human makes the final call.
- You can automatically create consistent social media posts at scale and go live in minutes, not hours.



Stay on Top of Outdated Content



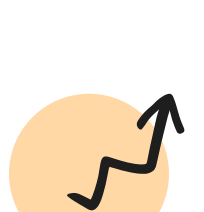
The setup:

- Outdated content can send conflicting messages to AI that reduce your GEO, so you set a trigger for AI to detect any content with years in the title. You automate a reminder telling the content team to update when that year has passed.



The execution:

- As the clock ticks over into the new year, you automatically have a comprehensive list of all the content that will need to be updated.



The benefits:

- You waste less time hunting down every page that needs a refresh.
- AI pulls the most up-to-date information from your site, increasing your authority and visibility to searchers on that platform.

Keep an Eye on Content Health



The setup:

- As time goes on, internal and external links can become outdated or broken. You set up a trigger to send an alert to your team when AI detects a dead link.



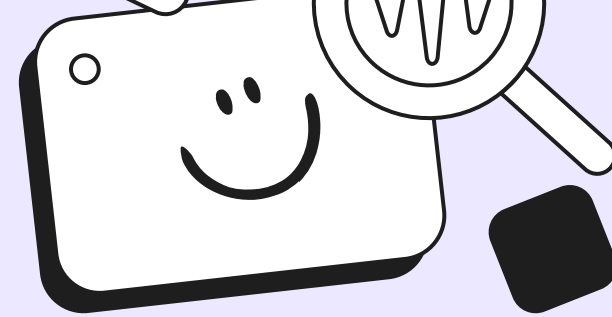
The execution:

- Team members are pinged as soon as an issue comes up and can remedy it before it impacts the user experience.



The benefits:

- You prevent content decay and extend the lifespan of your publications.
- Your brand consistently feeds AI engines with accurate, healthy content.



Make CMS Migrations a Breeze



The setup:

- Your team has decided that your current CMS just isn’t cutting it – it’s time to migrate. You set up an AI-powered automation to help identify your content components before the big move.



The execution:

- The automation runs, and you get an instant list of all the components you use in your content.



The benefits:

- You can more easily gather the info you need to maintain brand and structure consistency during the migration.
- Your teams save time, spending days instead of months overseeing the transition.

What Else Will You Automate?

- These are all great starter strategies for saving time while boosting your GEO. But good news – **the possibilities don’t stop there.** With **Storyblok’s FlowMotion**, enterprises can automate any process in their CMS – including the integrations that support it.

- Don’t just build a better content strategy. Build a smarter, faster, and stronger one that will keep you scalable and competitive for the AI era.

Learn how **Storyblok** and **FlowMotion** can supercharge your content strategy.

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