

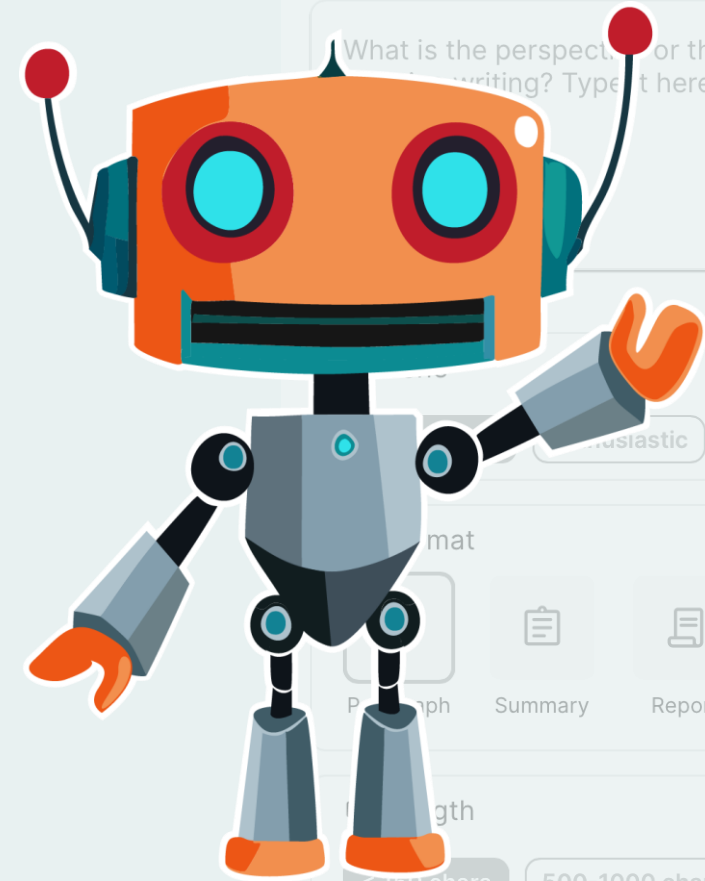
Epinova AI Assistant for Optimizely

Editor's Guide

Welcome to the Future!

The Epinova AI Assistant empowers you as a web editor by automating tedious tasks, from generating entire pages to optimizing content for SEO and accessibility.

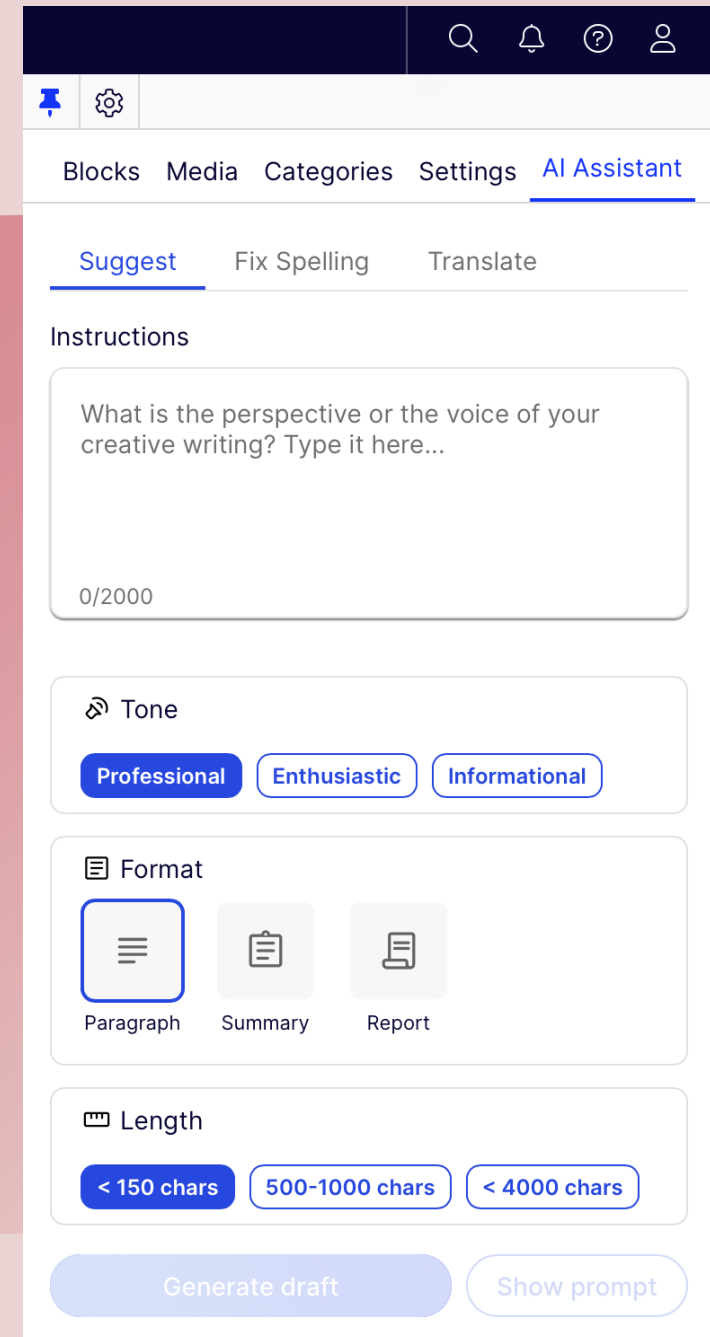
With just a few keystrokes, you'll craft headlines, intros, and body text, perfectly tailored in tone and length.



Getting Started

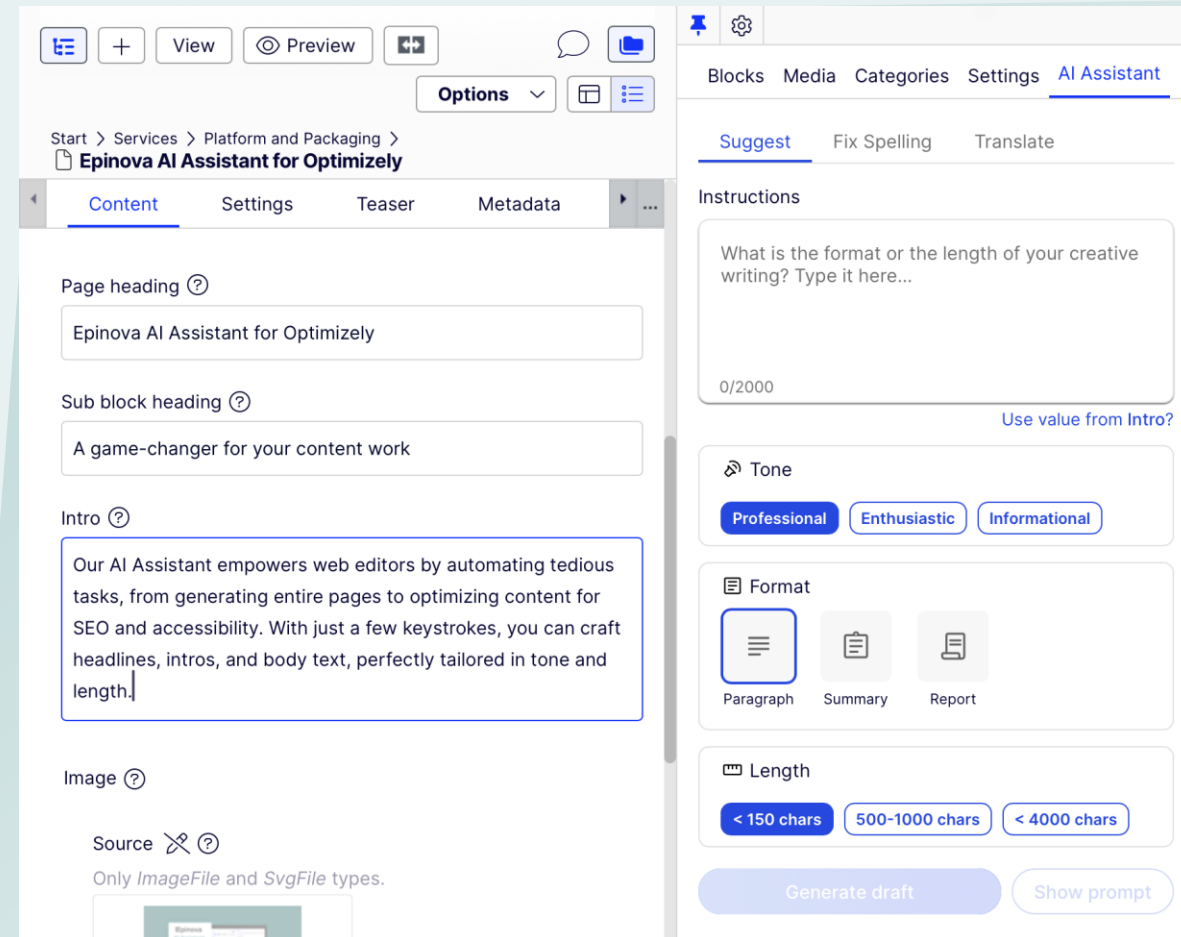
You'll find the AI Assistant tab in the upper right corner of the CMS.

If you haven't added it yet, you can do so by clicking the gear icon and choosing "Add gadgets" and finding the AI Assistant in the list.



Using the AI Assistant: Instructions and Settings

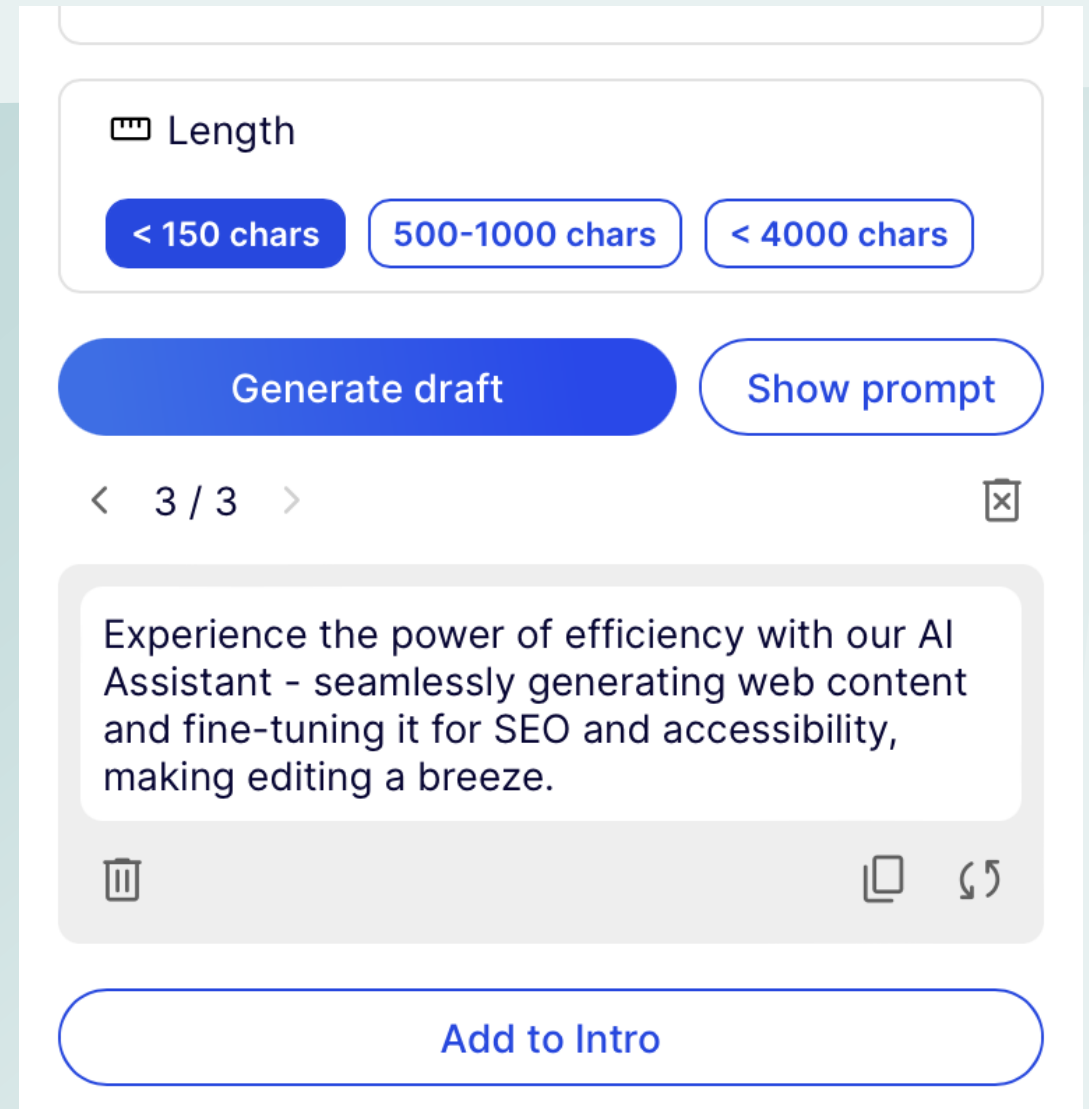
- Select any text field you want to replace text in.
- Write your instructions in the AI Assistant tab, or use the value (text) from the field.
- Choose the tone, format and length.
- Click Generate draft.



Tone, format and length options may vary depending on your AI Assistant configuration

Using the AI Assistant: The Results

- Review the result and click the bottom Add to... button to replace the content.
- If needed, click any compatible field to change which content to replace
- Earlier generations are saved for you to step back and compare.



The screenshot displays the AI Assistant interface. At the top, there is a 'Length' section with three buttons: '< 150 chars', '500-1000 chars', and '< 4000 chars'. Below this are two main buttons: 'Generate draft' (highlighted in blue) and 'Show prompt'. A navigation bar shows '< 3 / 3 >' and a trash icon. The main content area contains a text box with the draft: 'Experience the power of efficiency with our AI Assistant - seamlessly generating web content and fine-tuning it for SEO and accessibility, making editing a breeze.' Below the text box are icons for trash, copy, and refresh. At the bottom, there is a large blue button labeled 'Add to Intro'.

The AI Assistant is Context Aware

- Available and default features depends on your selected field
- It will default to Alt text when you select a text field connected to an image
- Summarize will default when you select a Meta Description field
- Suggest, Fix Spelling and Translate is available for all text fields
- Field behaviors are configurable by a developer

Suggest Fix Spelling Translate

Instructions

Who are the characters or the audience of your creative writing? Type it here...

0/2000

[Use value from Intro?](#)

Suggest Fix Spelling Translate Alt Text

Generate descriptive alt text for enhanced accessibility and SEO from Source into AltText

Generate draft Show prompt

Suggest Fix Spelling Translate Summarize

Summarize the content of Main Body into MetaDescription

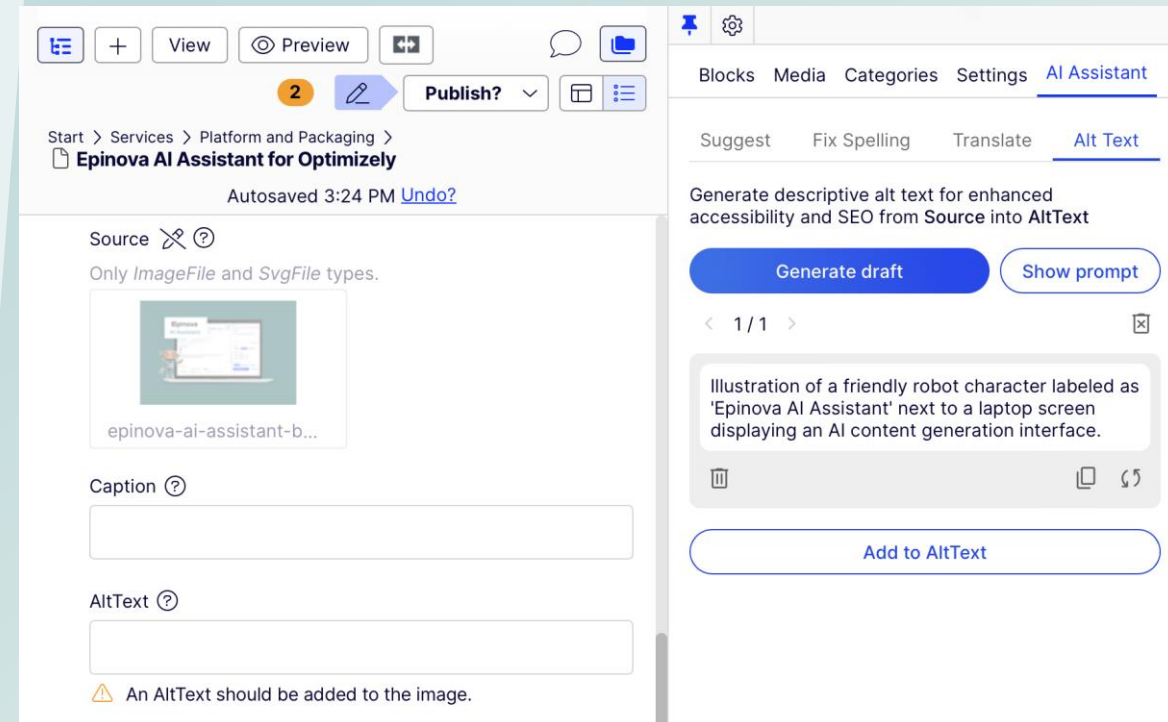
Tone

Professional Enthusiastic Informational

Generate draft Show prompt

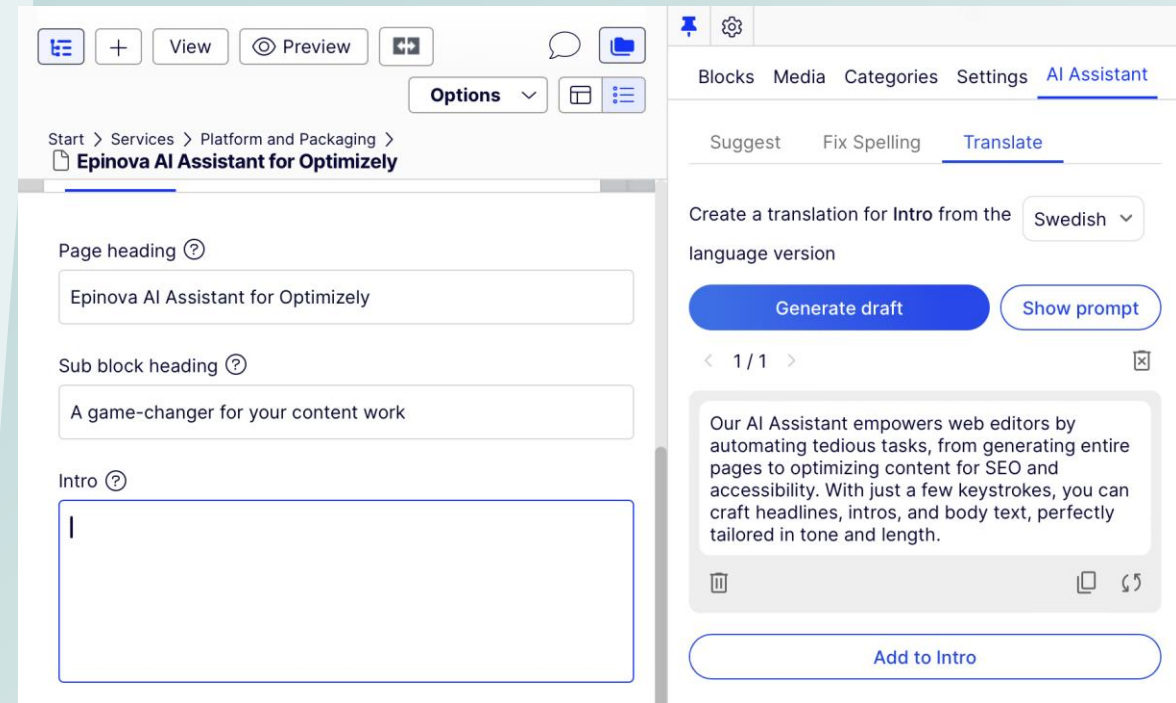
Generate an Alt Text From a Source Image

- Select an alt text field you want to generate content for from an image and the AI Assistant will default to the Alt Text tab.
- Click Generate draft.
- Review the result and click Add to Alt Text to add your content.



Translate Language Versions

- Select a field you want to auto-translate from another language
- Choose the Translate tab in the AI Assistant.
- Select the source language version and click Generate draft
- Review the result and click Add to... to add your translated content to the selected field.



Fix Spelling

- Click the field you want to check for spelling errors and choose the Fix Spelling tab in AI Assistant.
- Click Use value from... to copy the content into instructions.
- Click Generate Draft.
- Review the color-coded spelling fixes in the result and click Add to... to replace the content.

Blocks Media Categories Settings AI Assistant

Suggest Fix Spelling Translate

Instructions

Our AI Assistant empowers web editoors by automating tedious tasks, from generating entire pages to optimizing content for SEO and accessibility. With just few keystrokes, you can craft head lines, intros, and body text, perfectly tailored in tone and length.

259/2000

Use value from Intro?

Generate draft Show prompt

< 1 / 1 > ✕

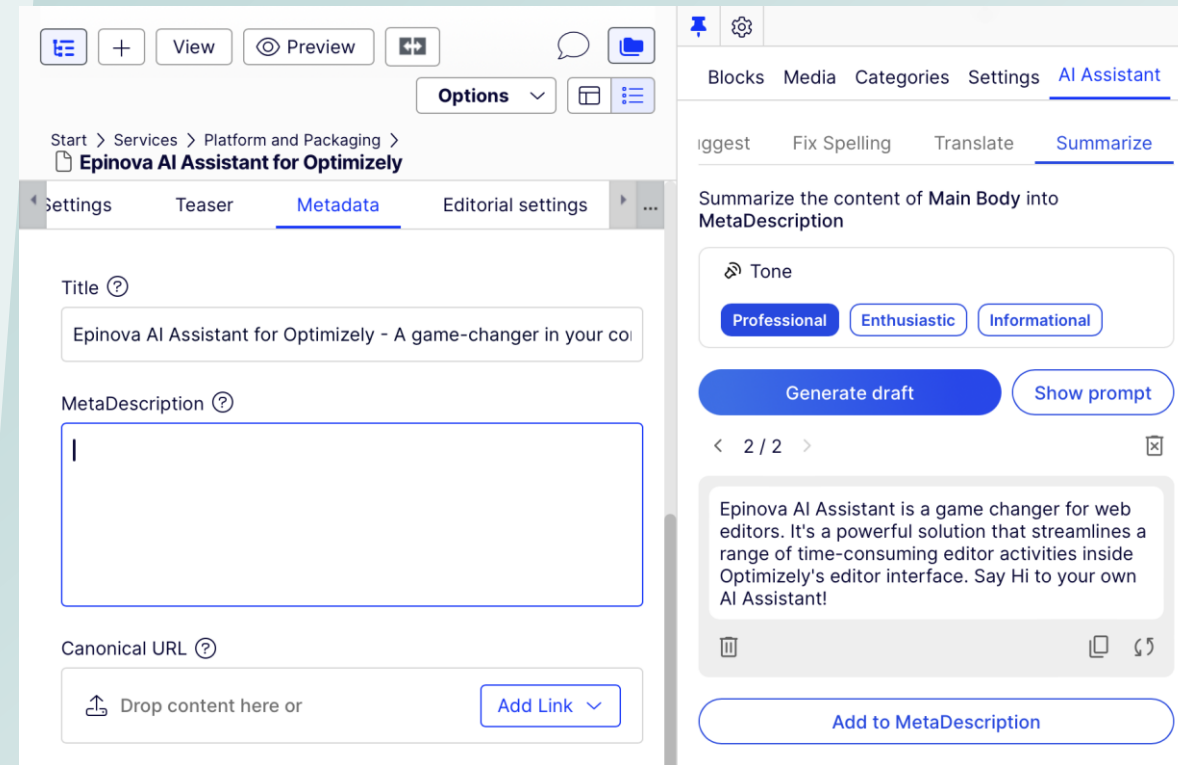
Our AI Assistant empowers web editoorseditors by automating tedious tasks, from generating entire pages to optimizing content for SEO and accessibility. With just a few keystrokes, you can craft head linesheadlines, intros, and body text, perfectly tailored in tone and length.

🗑️ 📄 ↶

Add to Intro

Generate Metadata

- Under the Metadata tab, click the MetaDescription field and the AI Assistant will default to Summarize mode.
- Choose your tone and click Generate draft.
- Review and click Add to MetaDescription



Title and MetaDescription labels may vary depending on how your CMS is set up.

Examples of a Paragraph With Different Tonalities

Original

Our AI Assistant helps make web editing easier by handling tasks and improving content quickly and accurately.

Professional

Improve your web content effortlessly with our AI Assistant - streamlining editing tasks and enhancing accuracy with ease.

Enthusiastic

Say goodbye to tedious web editing! Our incredible AI Assistant streamlines tasks and elevates content with lightning-fast precision.

Informational

Save time and improve your website's content with our AI Assistant. It efficiently handles tasks and enhances your content for a seamless web editing experience.

The tonalities available in your AI Assistant are customizable by a developer.

Format: Paragraph

- Use it to create basic content in various lengths and tones.

Example paragraph, 500-1000 chars

Our AI Assistant is here to revolutionize web editing by alleviating the burden of mundane tasks and improving content with speed and precision. With advanced technology and algorithms, our assistant can effortlessly handle various editing tasks, freeing up your time to focus on other important aspects of your website. Not only does it help in saving time, but it also ensures that your content is constantly improved by catching and correcting any errors or inconsistencies. Our AI Assistant is the perfect tool for busy professionals who value efficiency and accuracy in their web editing process. Say goodbye to tedious editing tasks and hello to a more streamlined and polished website. Let our AI Assistant be your trusted companion in making web editing easier and more effective.

Format: Summary

- Use it to create summaries of longer form content.

Example summary, 500-1000 chars

The AI Assistant offered by our company is a powerful tool that aims to simplify and enhance the process of web editing. With its advanced technology, it is able to handle various tasks with efficiency and speed, saving valuable time and effort for our users. Not only does it perform its tasks with precision, but it also has the ability to improve the content based on data-driven insights, ensuring high-quality output. This AI-powered assistant is a reliable and impressive addition to any web editing process, making it easier and more effective for businesses and individuals. With its vast capabilities and intelligent features, our AI Assistant is the perfect solution for those looking to streamline their web editing process and produce top-notch content.

Format: Report

- Use it to create longer form content, often divided into several paragraphs with headings.

Example report, 500-1000 chars

Introduction:

In today's fast-paced digital world, web editing has become an integral part of any business. However, the constant need to update and improve content can be time-consuming and overwhelming. That's where our AI Assistant comes in. With its advanced algorithms and cutting-edge technology, our AI Assistant aims to revolutionize web editing and make the process easier, faster, and more accurate.

Tasks:

One of the main features of our AI Assistant is its ability to handle a wide range of tasks. From simple tasks like spell checking and grammar correction to more complex tasks like formatting and restructuring content, our AI Assistant can do it all. This not only saves time for web editors but also ensures that the content is of high quality and error-free.

Improving content:

Another significant advantage of our AI Assistant is its ability to improve content quickly and accurately. By analyzing the existing content and using natural language processing, our AI Assistant can suggest changes and improvements to make the content more engaging and appealing to the target

Length

The length is a guideline for the AI assistant response.

- **Up to 150 chars** for headings
- **500-1000 chars** for intros and preambles
- **<4000 chars** for longer-form content

Our AI Assistant is here to revolutionize web editing by alleviating the burden of mundane tasks and improving content with speed and precision. With advanced technology and algorithms, our assistant can effortlessly handle various editing tasks, freeing up your time to focus on other important aspects of your website. Not only does it help in saving time, but it also ensures that your content is constantly improved by catching and correcting any errors or inconsistencies. Our AI Assistant is the perfect tool for busy professionals who value efficiency and accuracy in their web editing process. Say goodbye to tedious editing tasks and hello to a more streamlined and polished website. Let our AI Assistant be your trusted companion in making web editing easier and more effective.

The Alt Text Manager

- The Alt Text Manager helps you keeping track of any images that are missing alt texts.
- It can automatically generate suggestions for alt texts for any instances where they are missing.
- You review and publish the updates alt texts directly from the UI in a workflow designed for speed.

Alt Text Manager

Optimizely CMS

AI Assistant

Alt Text Generator

Epinova AI Tools > Alt Text Generator

< Alt Text Generator

Filter: All sites Scan now

Language	Status	Missing	Review
dansk	0%	1	1
English	0%	11	10
svenska	0%	66	0

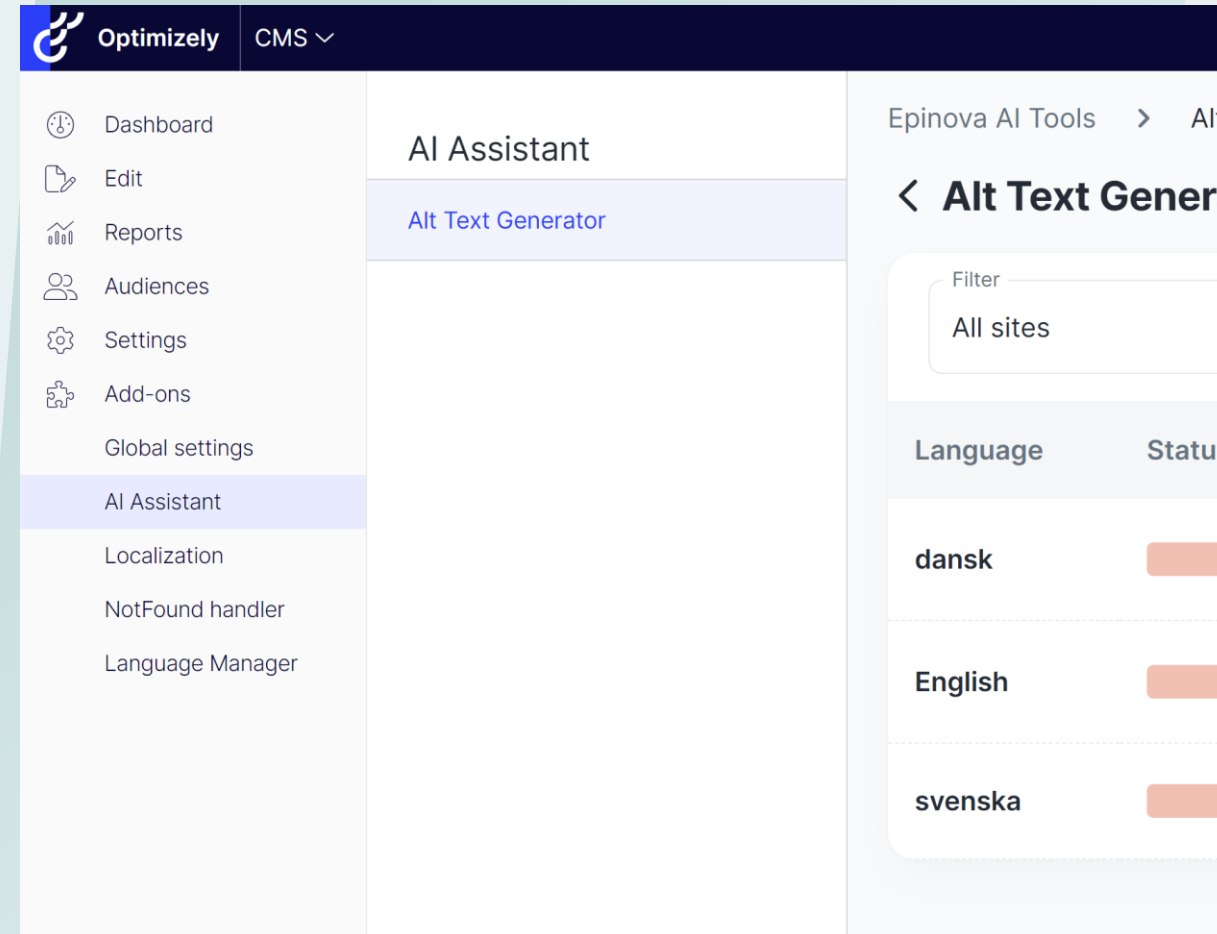
Generate 1 Review 1

Generate 10 Review 10

Generate 66 Review

Using the Alt Text Manager: Instructions

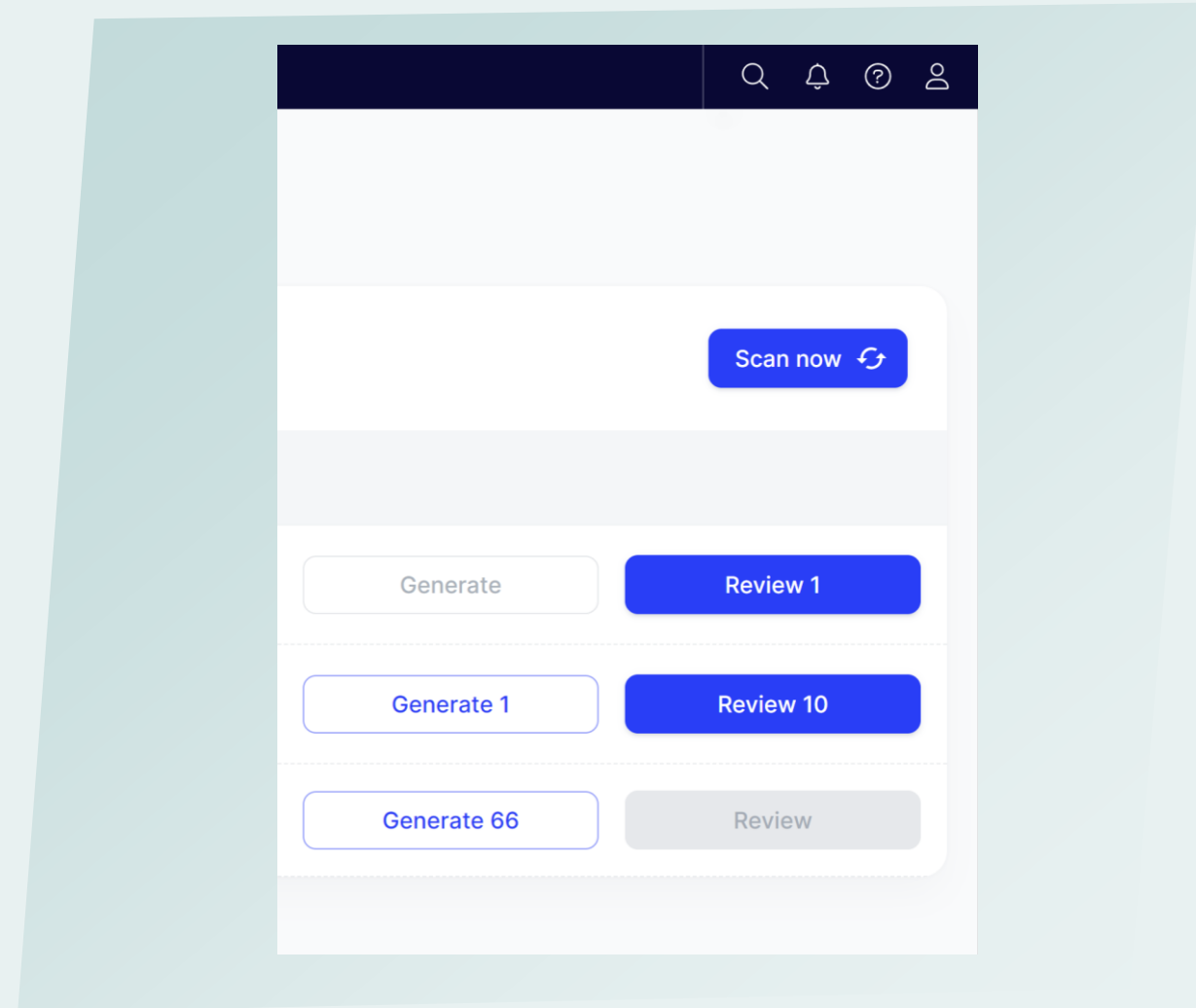
- To get started open the AI Assistant plugin found in Add-ons
- Alt Text Manager will list the different language sites that are available
- Scan now to update the missing alt texts
 - The AI will identify images which are missing alt texts, and currently used.



The screenshot displays the Optimizely CMS interface. The top navigation bar includes the Optimizely logo and a 'CMS' dropdown menu. A left-hand sidebar menu lists various system components: Dashboard, Edit, Reports, Audiences, Settings, Add-ons, Global settings, AI Assistant (highlighted), Localization, NotFound handler, and Language Manager. The main content area is titled 'AI Assistant' and features a sub-menu with 'Alt Text Generator' selected. On the right side, the 'Epinova AI Tools' section is visible, containing a filter for 'All sites' and a table with columns for 'Language' and 'Status'. The table lists three languages: 'dansk', 'English', and 'svenska', each with a corresponding orange status indicator.

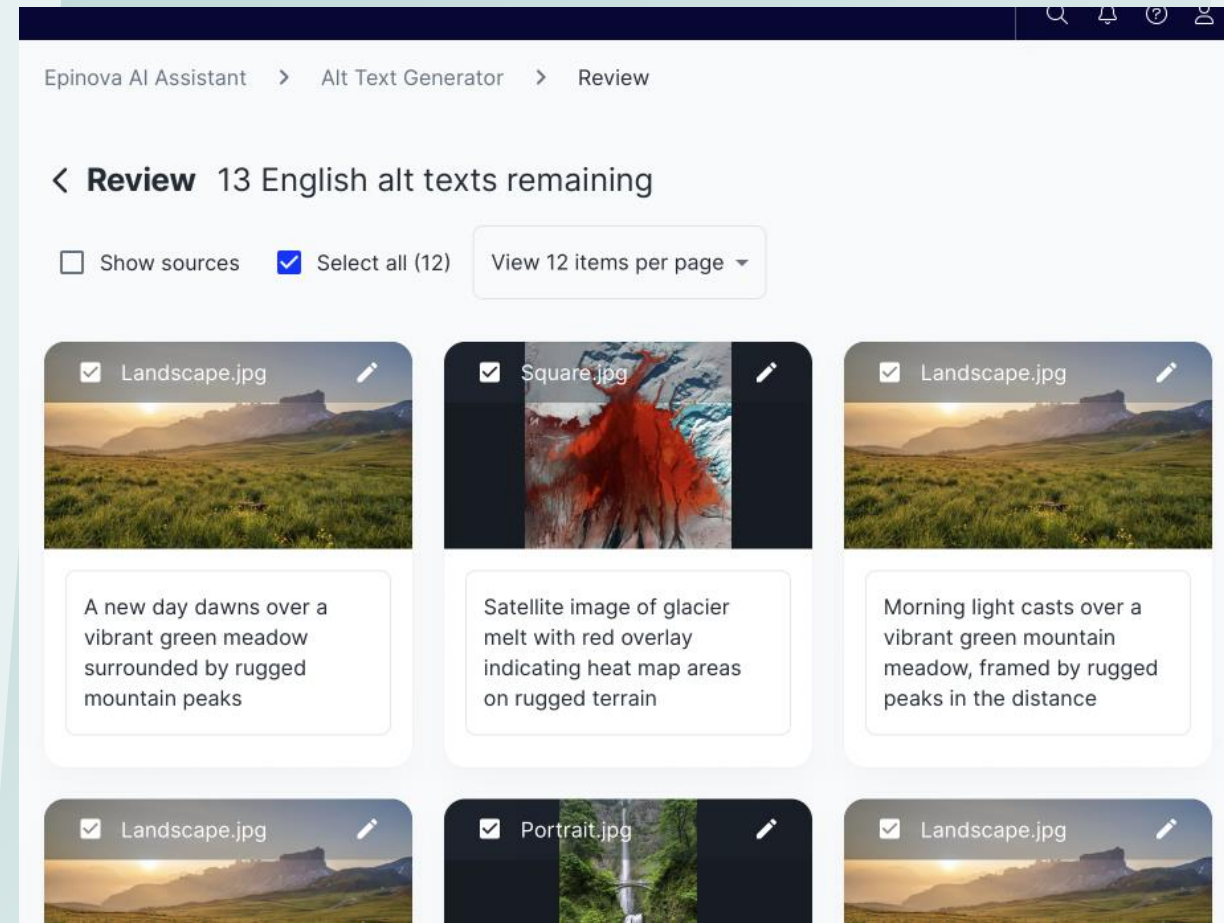
Using the Alt Text Manager: Instructions

- Clicking on the Generate button will process images on the site
 - All images which are missing alt texts in the language will be processed
 - Should an alt-text generation fail, you can see it here
- To view the created alt texts - click on Review



Using the Alt Text Manager: Review

- All the suggested alt texts are presented in review mode allowing the editor to make updates, exclude or approve individual or selected images.
- Changes to the suggested alt texts are made by clicking on the text box and typing a new suggestion.



Using the Alt Text Manager: The results

- The edit pen shown at the top of the image will take you back to the CMS where the image is stored.
- Click Publish to add the current page of new alt texts to the corresponding images.



Kontorsmöte med team som använder bärbara datorer och post-it-lappar för brainstorming i ett ljus rum

Page 3 of 8 pages

[< Previous](#)

[Publish 8](#)