# Scribendo HQ – WordPress User Guide
# Configuring The Content Automation Engine

## Configuring The Scribendo HQ Account API Connection

### Prerequisites:

**A current account with Scribendo HQ is required to use this service and this plugin.**
If you do not already have an account you can sign up using the link below:
**Scribendo HQ Account Links:**

**Sign Up:** https://scribo.scribendohq.ai/sign-up
Note: After the initial account sign up, always use the Account login below.

**Account:** https://scribo.scribendohq.ai/tenant-login

**Support:** https://scribo.scribendohq.ai/request-support

**Upon signup you will receive an email containing your Scribendo HQ account login details.**

Hello,
Thank you for choosing Scribendo HQ for your AI Automated Content Creation needs! We are thrilled to have you as a customer and look forward to serving your content generation needs.

You can use the following access details below to login, configure the Scribendo HQ connection, and get started creating content.

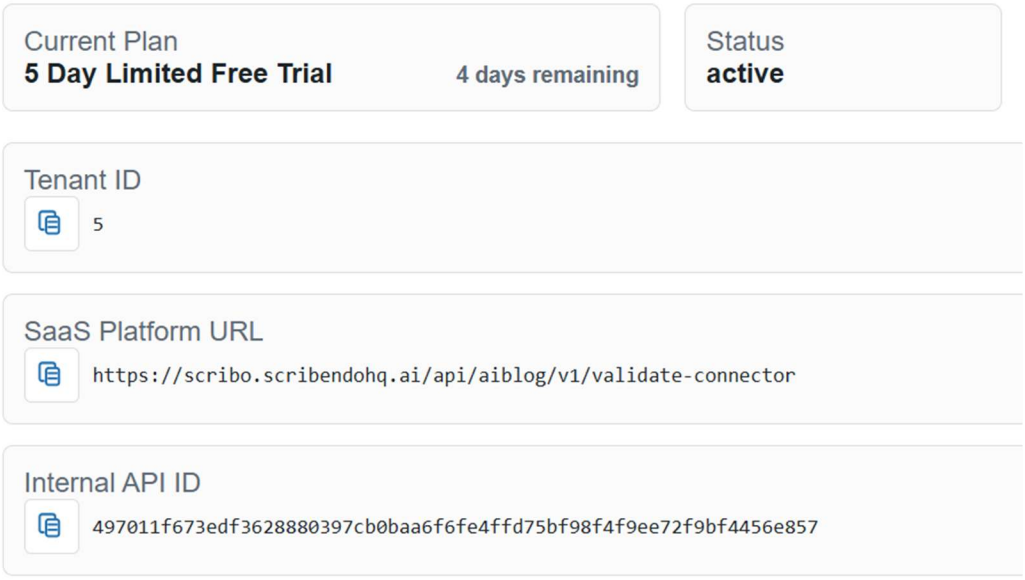
Login to: https://scribo.scribendohq.ai/tenant-login
Username is your signup email address: youremail@email.com
Password: (Use Provided Password)

After logging in, you can view your Tenant Configuration details and copy the values needed to configure your Website plugin.

Happy Content Creation!
The Scribendo HQ Team

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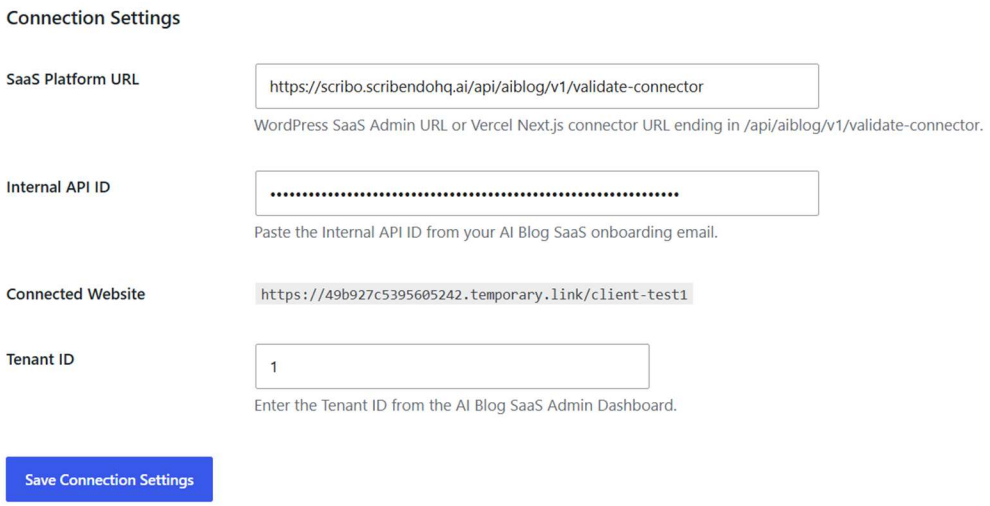
**Login to your Scribendo HQ account in a separate window than your WordPress plugin.**




**Copy and paste the values from your account view above into the WordPress plugin using the directions below.**

## Configuring the Scribendo HQ WordPress Plugin API Connection

1. Confirm the SaaS Platform URL.
2. Copy and paste the “Internal API ID” from your welcome email.
3. Copy and paste the “Tenant ID” from your welcome email.
4. Click “Save Connection Settings.”




5. Click "Test API" located at the bottom of the connection settings screen.




6. You should see a "Validated" message upon successful connection and are good to proceed with the rest of the configurations.




*If you have any issues connecting then confirm the above settings and retest.*
*Visit this link if you are unable to connect after confirming all settings.*
https://scribo.scribendohq.ai/request-support

# Scribendo HQ - Configuring Blog Article Automation

## Prerequisites:

**Before setting up the AI Blog Post configuration you will need to create blog categories and provide a one or two paragraph description for each category.**

Our blog AI engine will use the category level copy as a fallback safety net for category content generation ideas in the event articles are triggered, but no configuration was created in the AI Blog Post configuration for that blog category.

Writing the category description copy will also help you start thinking about optimized sub-category topics in the next steps that will configure our AI engine to optimize the articles with unique content automation that provides more human centric output.

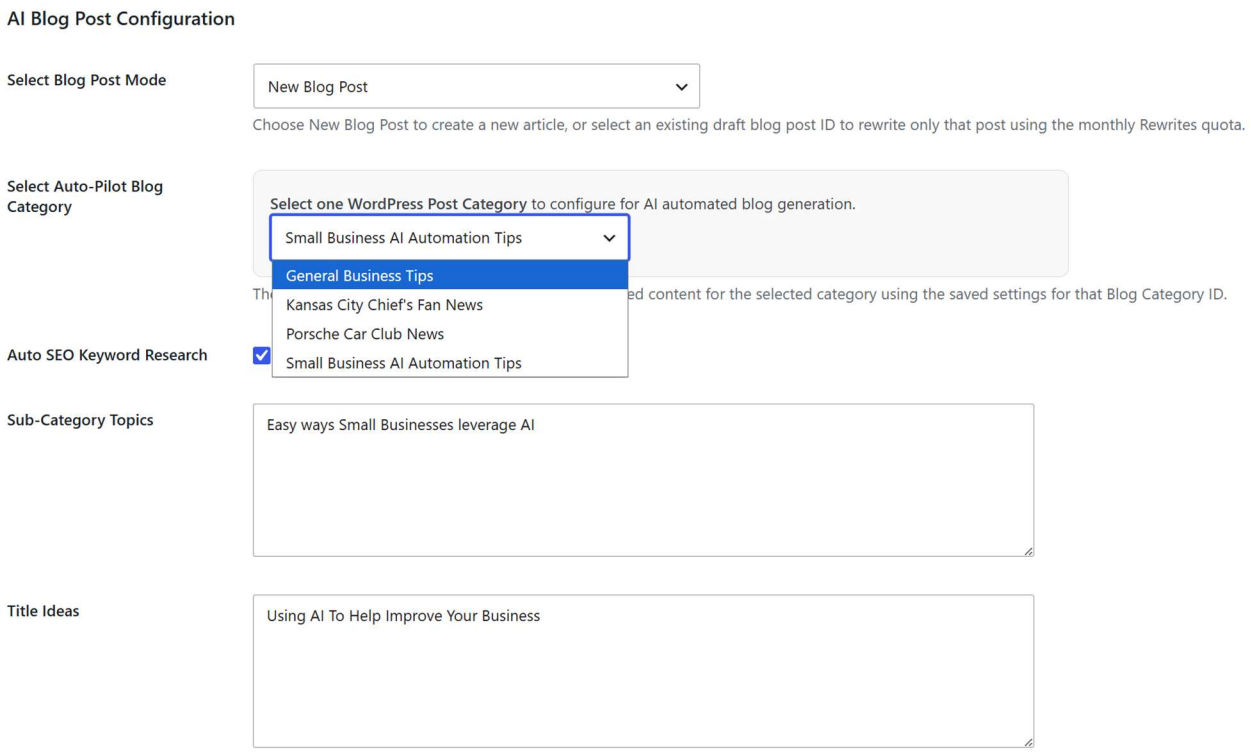
The category copy should describe how the articles in each category will benefit and add value for your readers. Answering questions about what they will expect to learn, how the content will help their businesses or hobbies adds human intrigue that will make them want to subscribe and keep them coming back.

The category copy will be read by our internal AI prompt engine to embed unique article generation ideas based on humanized value-added topics you configure for our AI engine to generate compelling humanized articles that capture attention and keep the audience coming back.

## Configuration Blog Article Content Generation

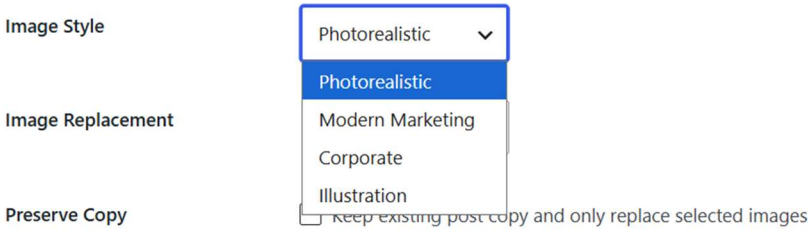
### Use the following steps to configure Scribendo HQ for blog article content generation:

1. Select Either “New Blog Post” or a prior existing article if you are rewriting an existing article.
2. Select the “Blog Category” the configurations will be saved for.
   Note: The configurations are saved per category for articles to be written on autopilot using the scheduler feature if desired.
3. Check the box “Auto SEO Keyword Research” if you would like for the AI engine to automatically place keywords in the articles to be written. We recommend having this checked for better results.
4. Enter sub-category topics you would like to have auto generated. Try to give a brief paragraph for each sub-topic or sub-category you would like to create content for.
5. Provide title ideas for each sub-topic or sub-category idea. If you struggle to think of ideas, you can visit some of the most popular magazines and news sources that are the industry sources for these categories. We don’t recommend copying verbatim; however the content engine will create unique titles using these ideas.



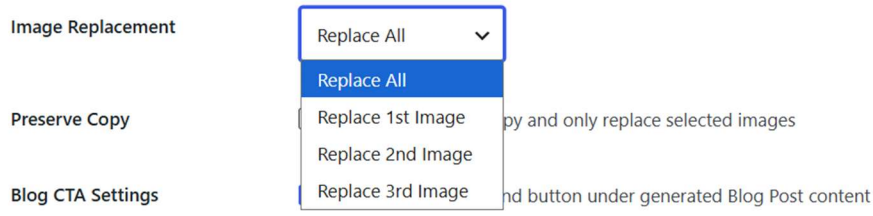

6. **Image Style Settings**

   Description

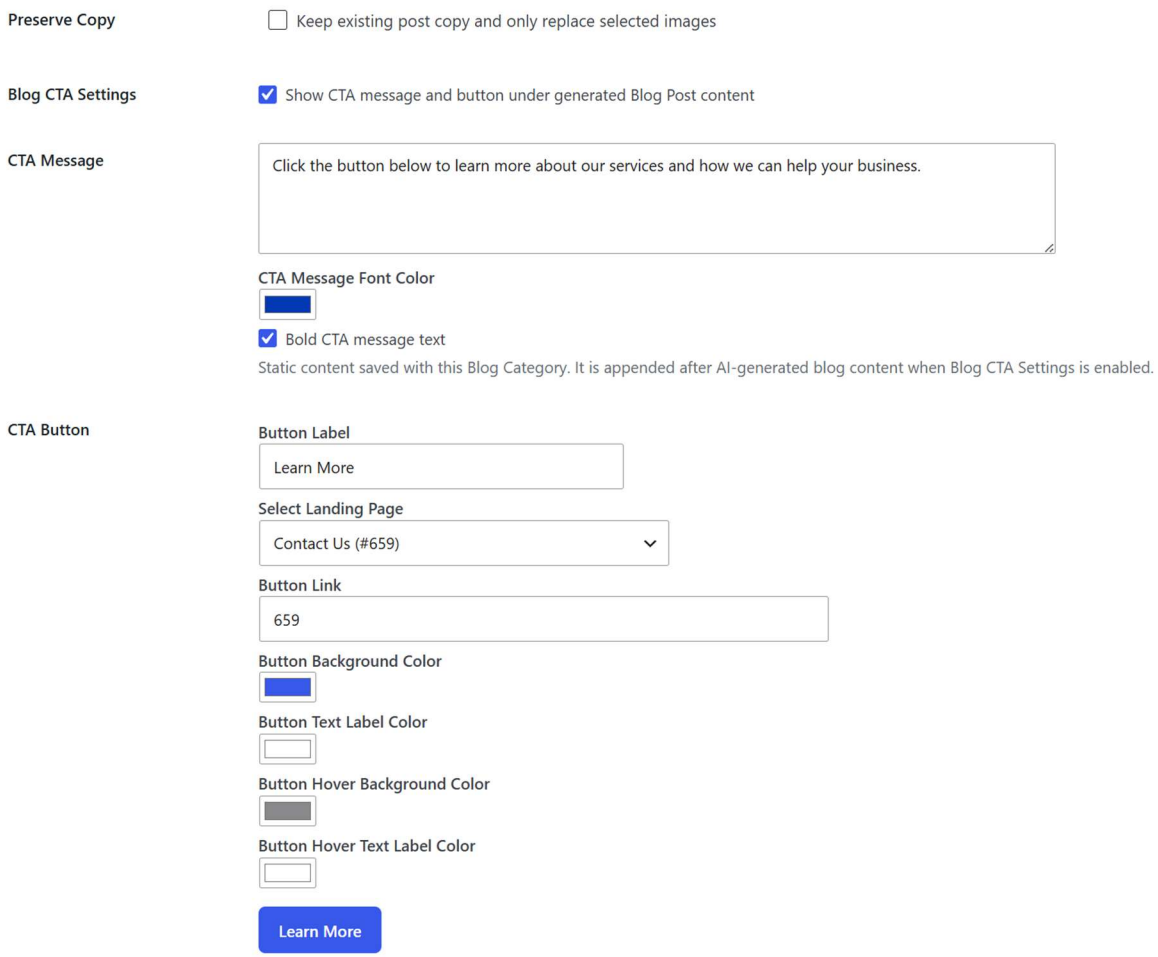



7. **Selective Image Replacement**

   Description

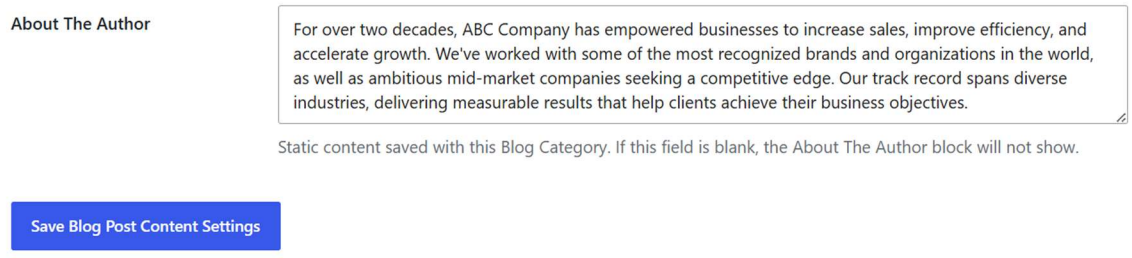


8. **Preserving Copy on content rewrites**
   Check the "Preserve Copy" box if you would like to generate new photos but leave the existing copy. (This is only for overwriting an existing article using the "Run Now" button).
9. **Call to Action (CTA)**
   a. Check the "Show CTA message under generated Blog Post content" button if you would like to show a Call-to-Action button. A call to action prompts the user to contact you to learn more about your products or services.
   b. Type in the action the reader should take to learn more.
   c. Select the CTA Message font color and if you would like to have the message in bold.
   d. Enter the button label you would like to show on the button. Typically, "Learn More" or similar will suffice.
   e. Select the contact page, sign up page or URL the button should send the reader to once clicked.
   f. Select the Button color, text color, hover colors. You can preview the entries by hovering over the button.




**10. About The Author copy:**

If you would like to show "About the Author" copy after each article, then enter it here as shown below on this screen.

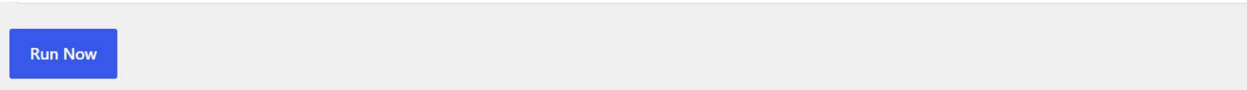



11. **Save Blog Post Settings Button**

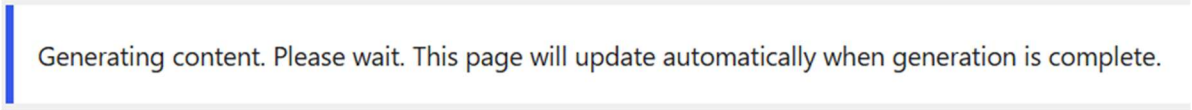
After each entry is made you can click "Save Blog Post Content Settings" button to save

the configurations. Note, that these configurations are saved for each individual Blog Category selected unless you have selected an individual page to overwrite.

12. **Run Now Button**
    The "Run Now" button immediately runs the content generation engine against either a selected page or the Blog Category the settings were saved for. A "Working" message will show while the content generation engine is working.
    You can check the newly generated article post once the Success Message is displayed.




13. **You will see the Content Generation confirmation**



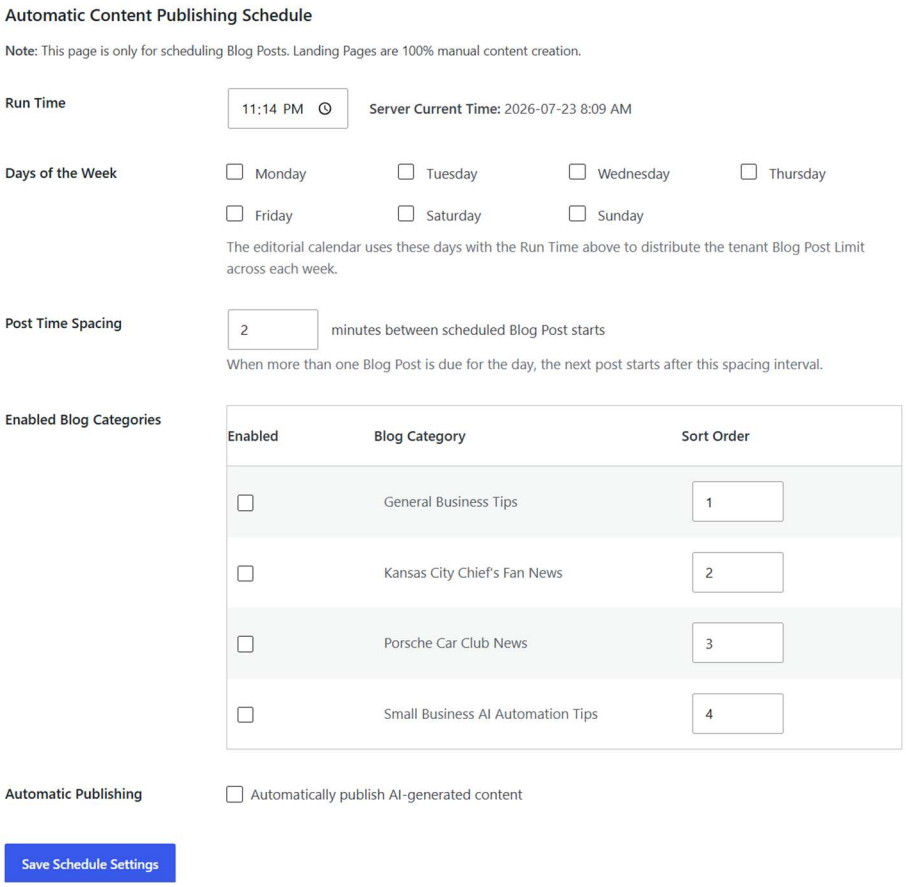

**Wait on this page until you see the content generation success message.**



# Blog Article Editorial Calendar

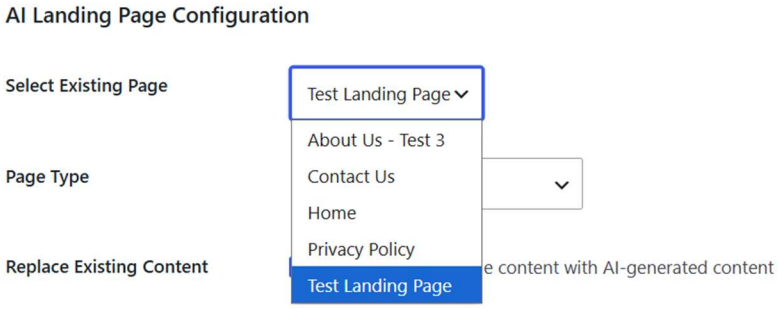
**Use the following instructions to configure automated creation of blog Articles.**

1. Enter the time that you would like for the automated articles to run.
2. Select the days of the week you would like for the articles to be generated on.
3. Enter the time spacing in between articles. This is for higher volume plans where multiple articles may be scheduled to run on the same day.
4. Select “Enable” for the Blog Categories you would like to enable content automation and the sort order in which they are written. The Scribendo HQ engine will create content in the sort order configured.
5. Automatic Publishing. Leaving unchecked defaults to content being created in “Draft” mode where you can review and fine tune as needed. Check this if you want content automatically to set to “Published” mode. Leaving unc
6. Click “Save Schedule Settings” to save the article automation schedule.

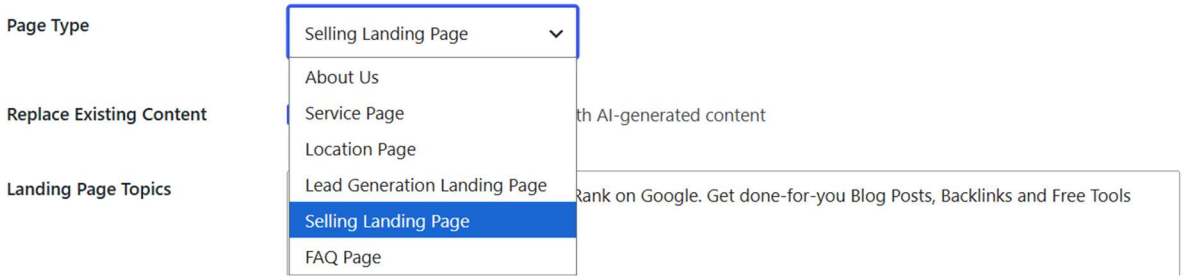



# Scribendo HQ - AI Landing Page Configuration

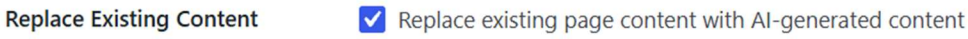
1. Select an existing landing page that you would like to create content for.



2. Select the type of landing page you are writing for.
   We recommend selecting the “Selling Landing Page” type if your page needs to generate leads or sales.




3. Leaving checked will write content or overwrite the page content if any exists.
   If you would like to preserve existing copy then uncheck this box.




4. Provide some landing page topics the content engine should review when creating content for this page.




5. Provide some title ideas for the content engine to review and create SEO optimized page titles.



6. Brief Content Guidance.
   Provide some key selling points or reader benefits the audience can expect to learn in the article. The more compelling the benefits the better. Be sure to state facts that can be backed up by product features or data.



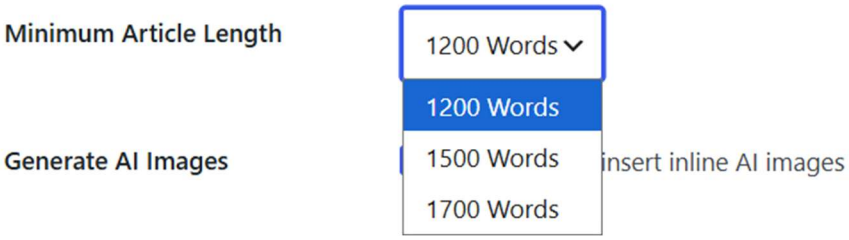

7. Select the post author (The WordPress site user that the post will be from)
   We recommend setting up a "Marketing" or "News" user for this purpose.




8. Select the "Content Tone" you are writing for.
   For selling landing pages we recommend selecting "High Conversion Sales" as the option.



9. Select the minimum article length of the content to be created.



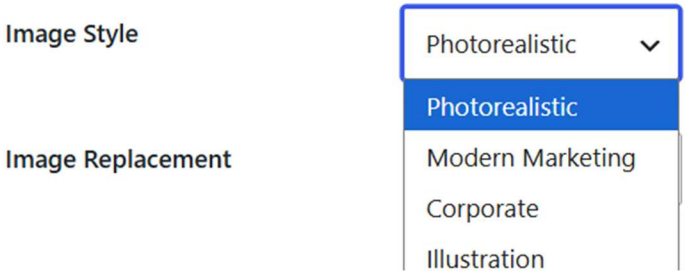

10. Select "Generate AI Images" if you would like for Scribendo HQ to create images for you.



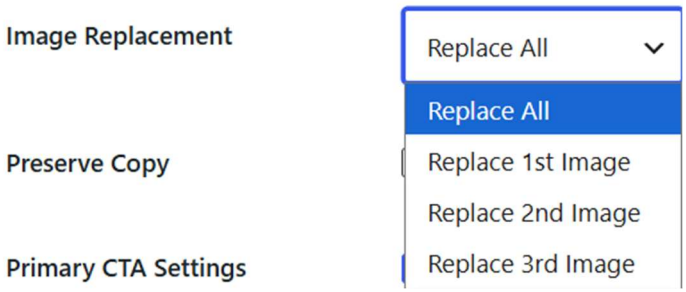

11. Provide your brand colors if you have a brand style guide.




12. Choose the Image Style you would like to have generated for this page.




13. Leave "Replace All" selected if you are writing content on this page for the first time. Choose whether to generate all images or replace only certain images if you are performing a page content rewrite the Scribendo HQ engine previously had written.

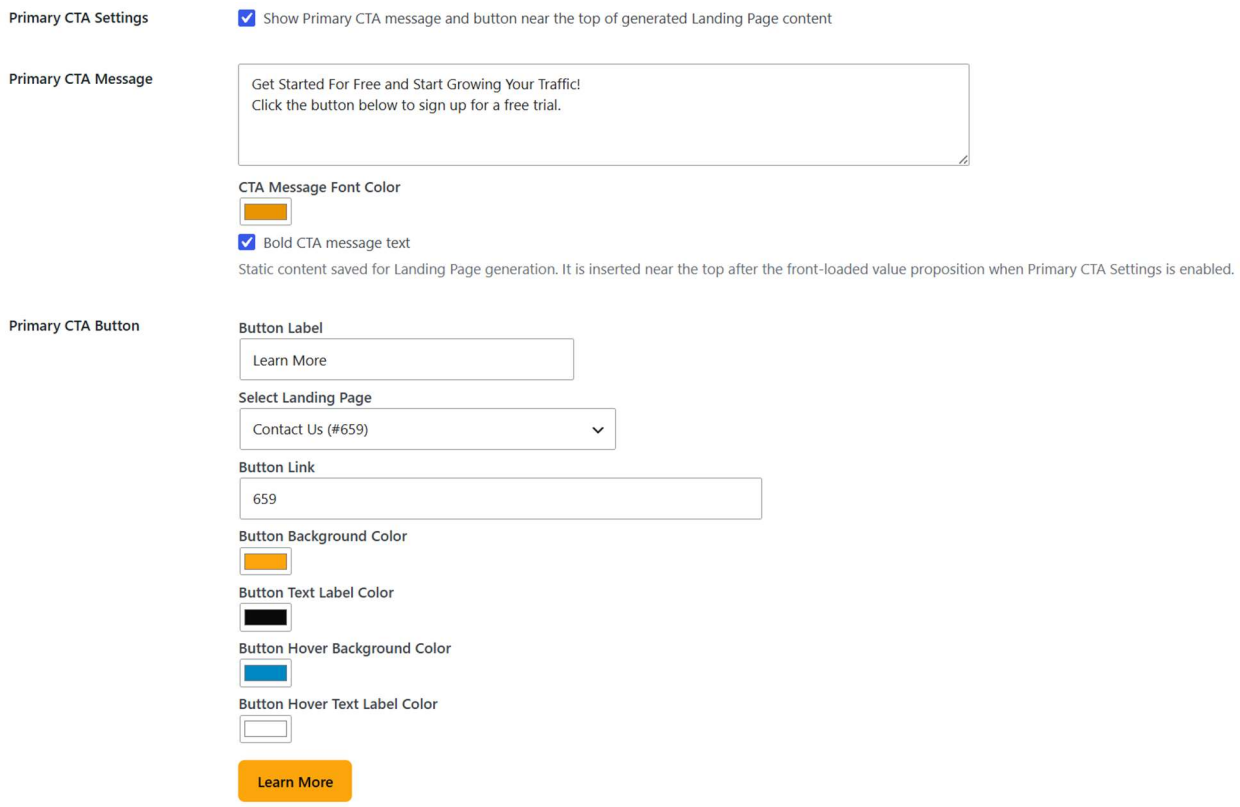


If you would like to preserve existing copy for a previously Scribendo HQ written page but replace certain images, then check this box.




14. **Primary CTA Settings**
    To help increase conversion, the primary CTA will show underneath the first selling main benefit paragraph.
    a. To enable the Primary CTA, check this box: “Show Primary CTA Message and button near the top of generated lading page content.”
    b. Enter a CTA message. Typically, brief selling type of messaging; “Start Growing Sales Today,” “Start Saving Today,” etc.
    c. Choose the font color and bold settings for the CTA message.
    d. Enter the “Button Label” to show for the button. Typically, brief action language such as “Learn More.”
    e. Select an existing landing page the CTA button should link to when clicked. Typically a sign-up form or a contact page so the audience can sign up or express interest in your service.

15. Select / Enter the CTA button colors (button text, main background, hover colors). You can test your selections by hovering your mouse over the button.

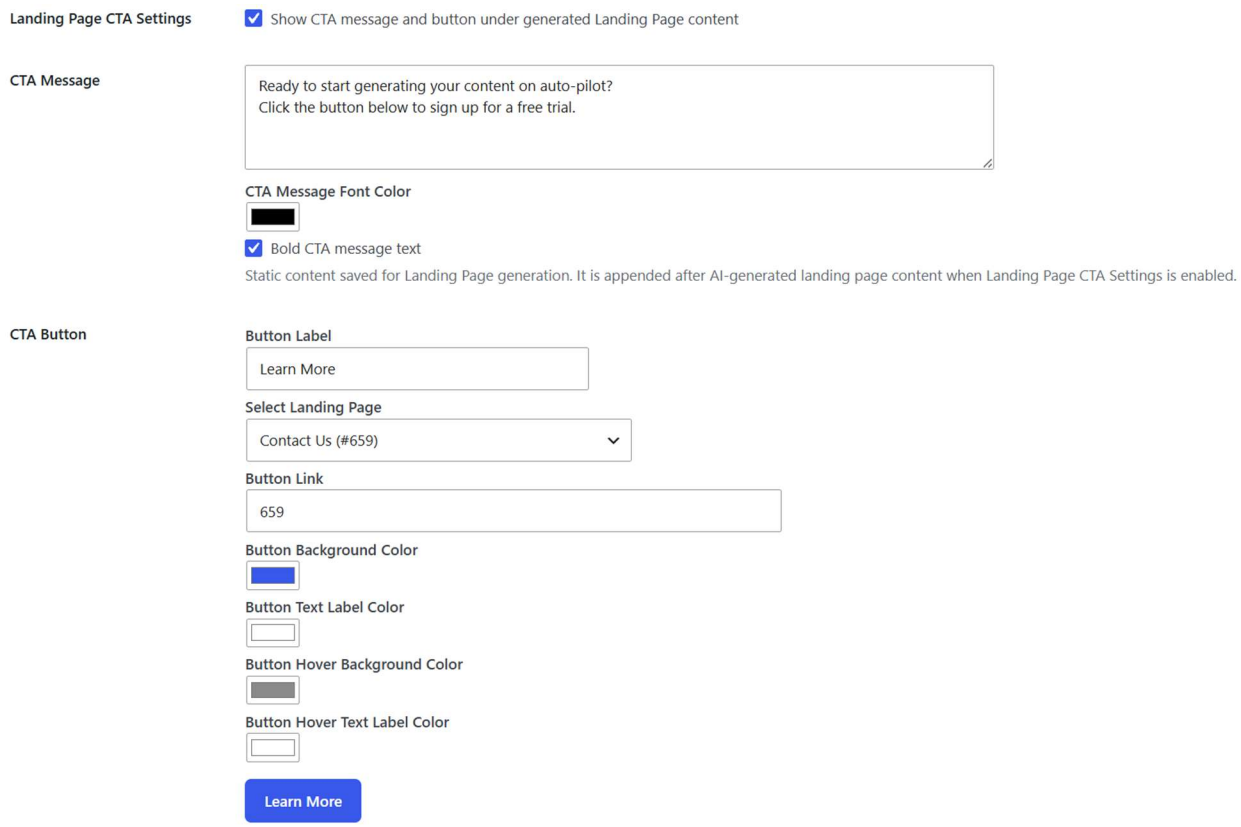



16. **Secondary CTA Settings.**

The secondary CTA will show at the bottom of the page after the final selling conclusion paragraph.

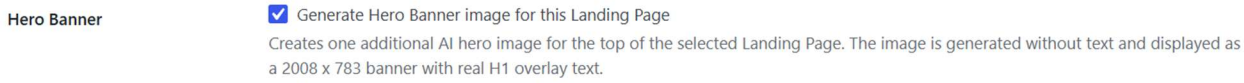
a. To enable the Secondary CTA, Check this box: “Show CTA message and button under generated Landing Page content.”
b. Enter a CTA message. Typically, brief selling type of messaging; “Start Growing Sales Today,” “Start Saving Today,” etc.
c. Choose the font color and bold settings for the CTA message.
d. Enter the “Button Label” to show for the button. Typically, brief action language such as “Learn More.”
e. Select an existing landing page the CTA button should link to when clicked. Typically a sign-up form or a contact page so the audience can sign up or express interest in your service.

Select / Enter the CTA button colors (button text, main background, hover colors). You can test your selections by hovering your mouse over the button.



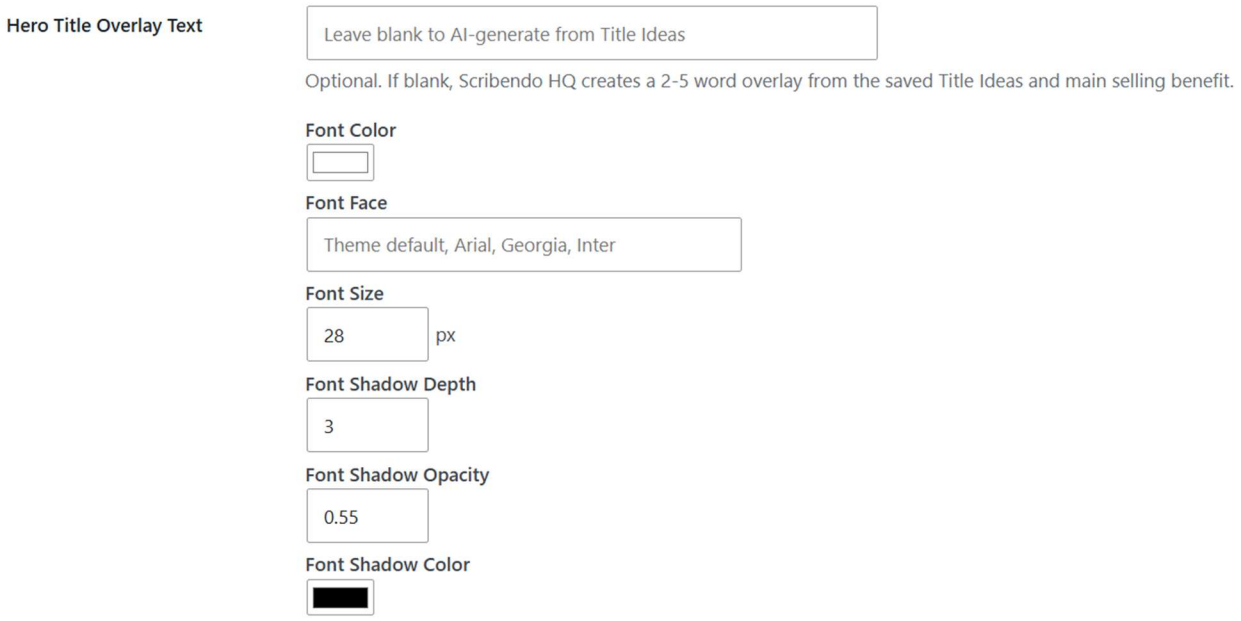

17. **Hero Banner:**

Check the box to generate a large hero banner at the top of the landing page.




Scribendo HQ will automatically generate an optimized title if the Hero Title Overlay Text field is left blank or you can enter your own title. It is recommended to use a 2-5 word overview title that offers a compelling benefit the page will offer the audience.

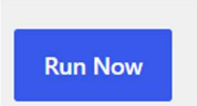
Configure the font color, font size, and shadow settings.



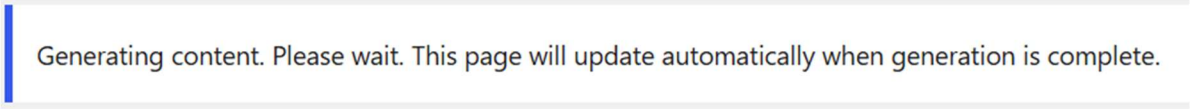

18. **Saving Landing Page Settings:**
    Click this button to save all above configurations for landing page content generation.



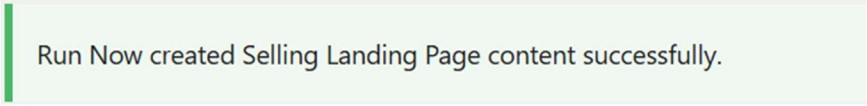

19. **Click the "Run Now" button to generate content for the page that was selected.**




20. **You will see the Content Generation confirmation**



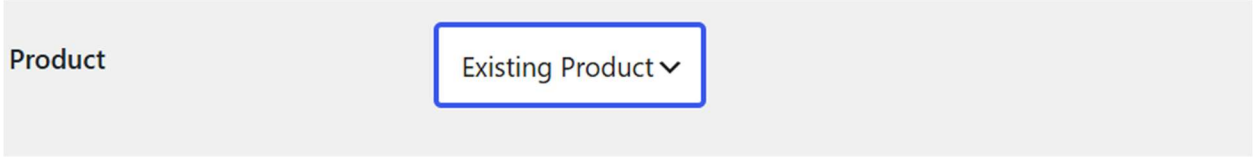

**Wait on this page until you see the content generation success message.**



# Scribendo HQ - Product Content Generation

**Use these instructions below to configure product content automation.**

1. Select New Product or Existing Product to generate content for.




2. If Existing Product is chosen, then select the product in which to generate content for.



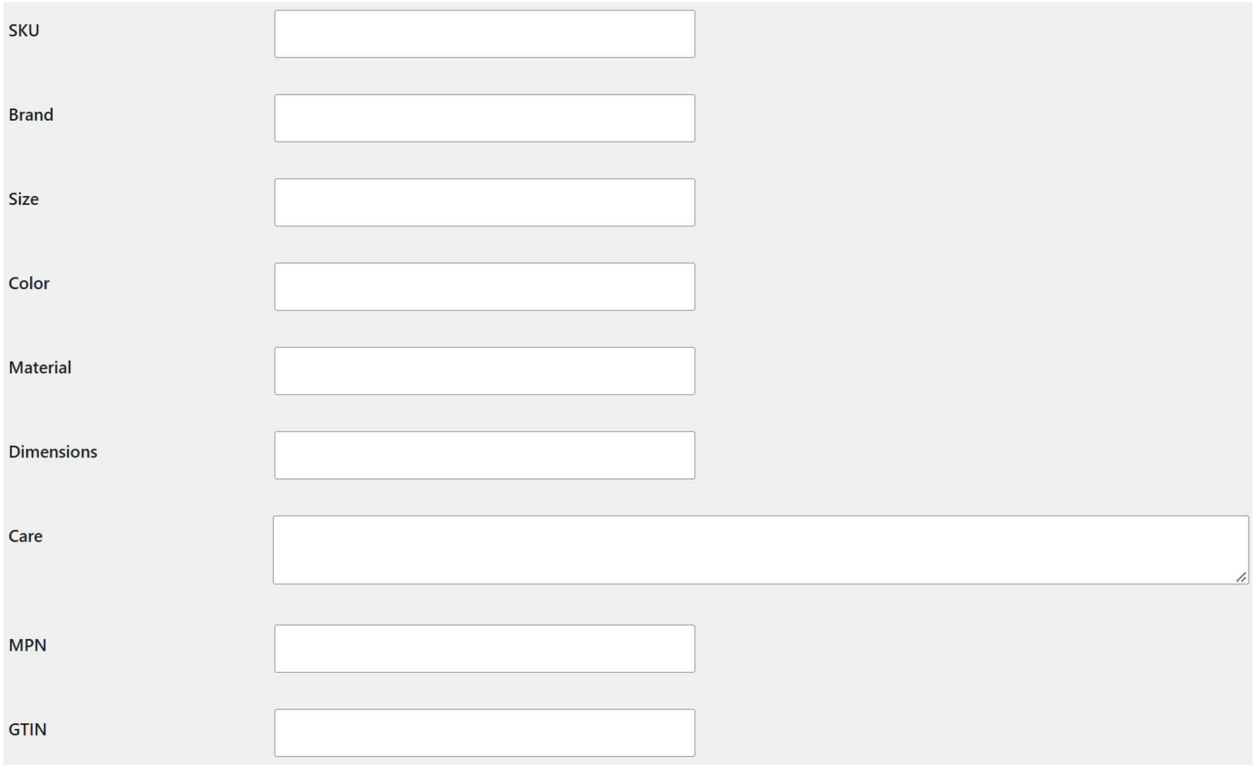

3. Choose or confirm the Category the product should be assigned to.



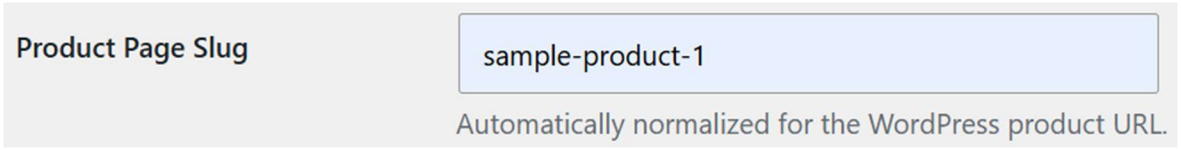

4. Enter or edit the Product Name for the product.



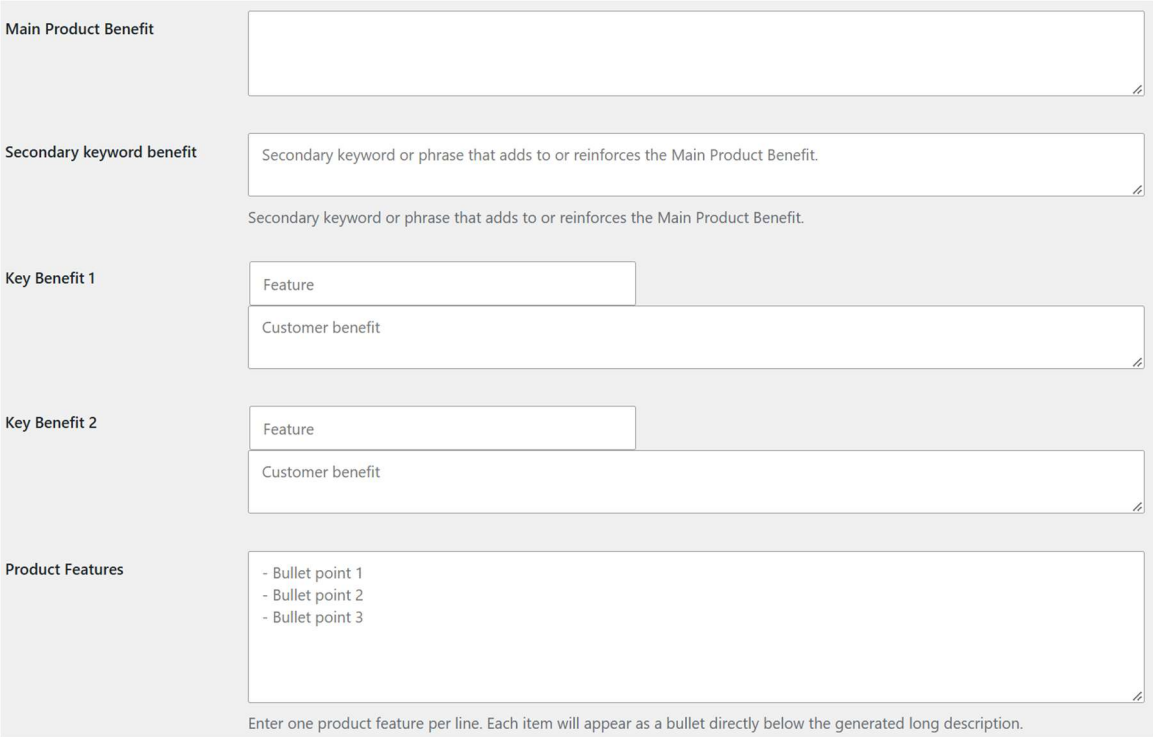
5. Enter SKU as required and other recommended fields for better conversion and selling meta data concerns.



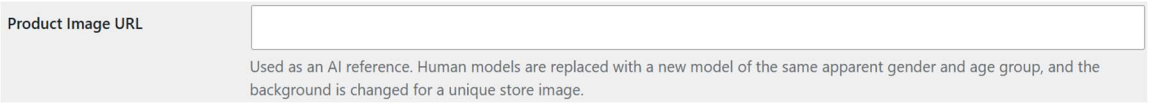

6. Enter a unique URL Slug to be used



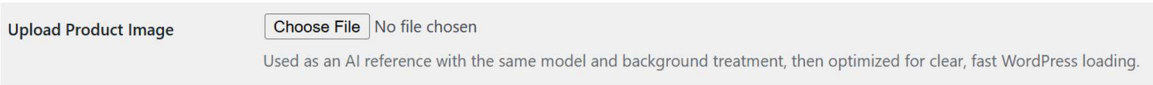
7. Enter the selling and key marketing attributes for the product.




8. Image Generation:
   If using an existing image enter the URL of the image source.



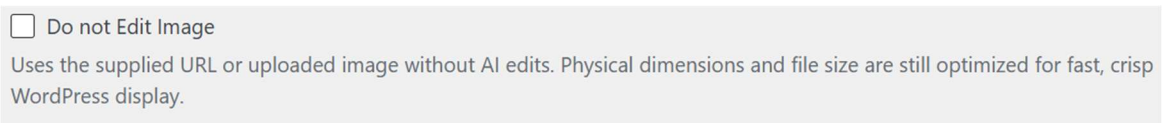

   If using your own then upload your file as normal.



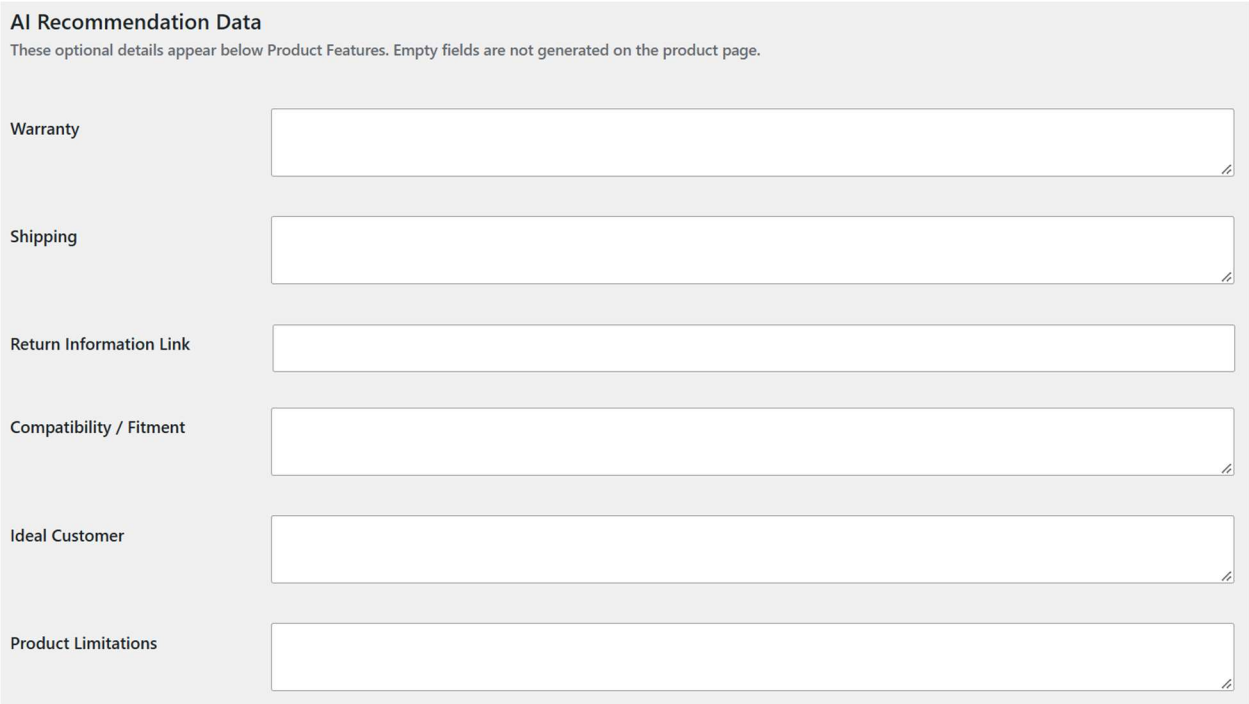

   To keep an existing pre-assigned image check the box to “Keep Existing”




   Click “Do not Edit Image” if you would like to use your provided upload image unedited.



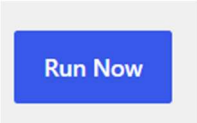
9. **Enter AI Recommended Data Points as optional.**
   These points create stronger meta data for Search Engines and AI Bots to recommend the site to buyers based on the culmination of the data generated.



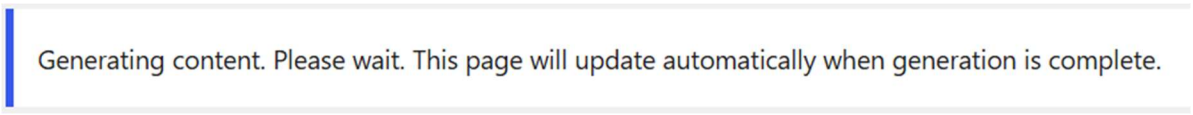

10. **Choose "Save."**
    Recommended: Choose "Save" to save all of the product configuration data points entered for this product.



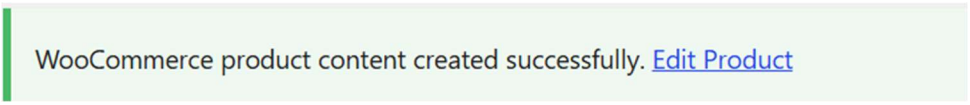

11. **Choose "Run Now."**
    Choose "Run Now." The Scribendo HQ AI Engine will generate the optimized product page data.



12. **You will see the Content Generation confirmation**




**Wait on this page until you see the content generation success message.**




**If you need support, you can use this link below to view frequently asked questions or request support.**

**Support:** https://scribo.scribendohq.ai/request-support