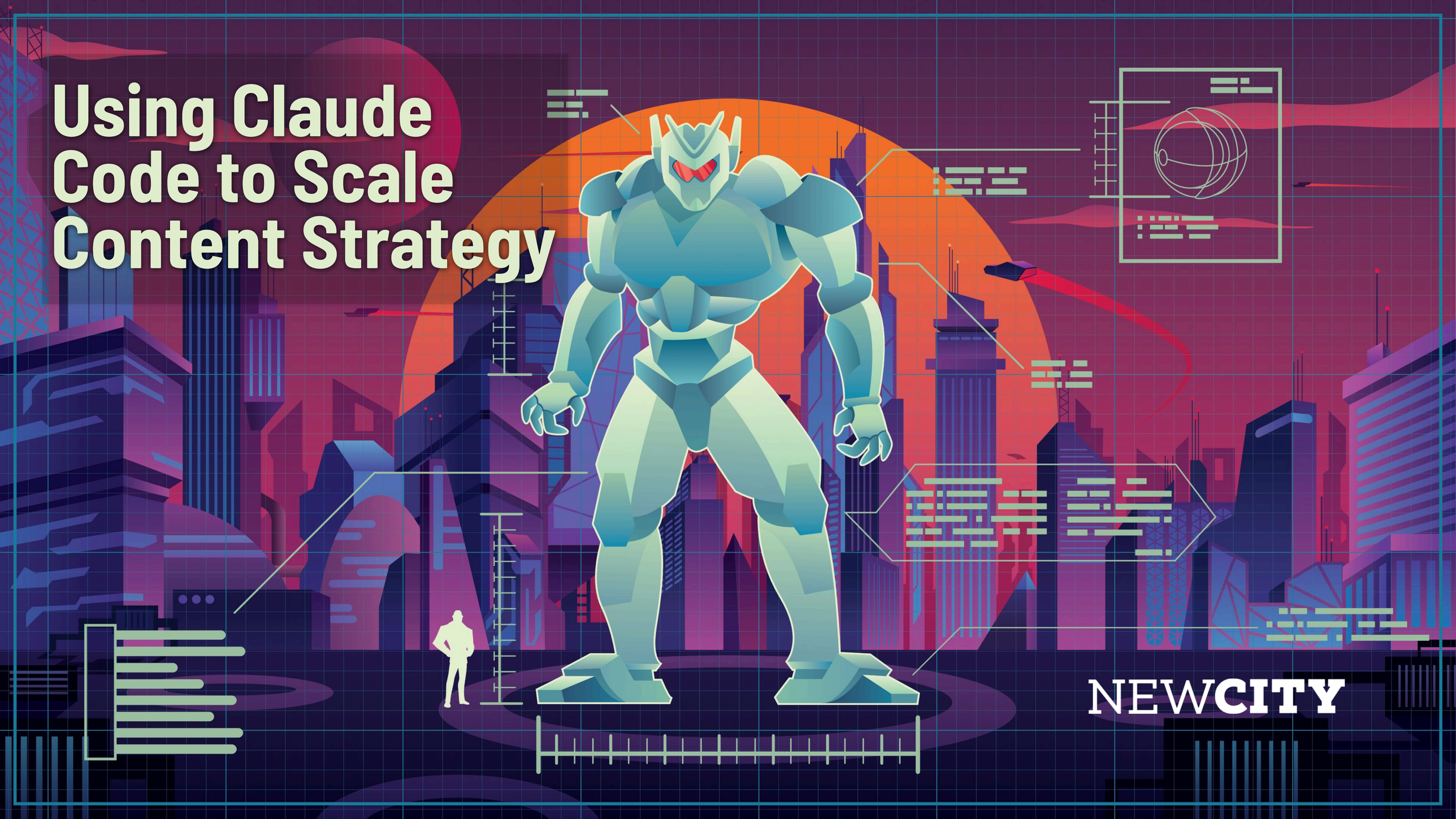
Using Claude Code to Scale Content Strategy



NEWCITY

Hi, I'm David!



David Poteet
President, Sr. UX Strategist
dpoteet@insidenewcity.com

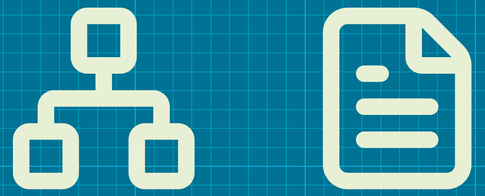
Slides & Handout at
nwcty.com/scaling-content

Let's talk about

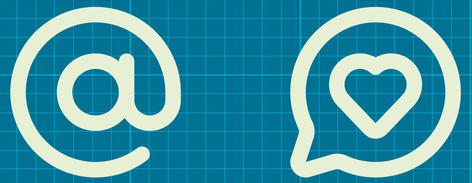
1. Reality of what AI can and can't do
2. Two approaches to building automation with AI
3. The problems with content at scale
4. 10 Lessons in 10 Months with Claude Code, building tools to solve this problem

What kind of content strategy?

1. Evergreen



2. Blogs, Social



Who I’m listening to



Cal Newport
calnewport.com



Brendan Dell
brendandell.com



Errol Brandt
kiraa.ai



Stef Hutka
stefaniehutka.com

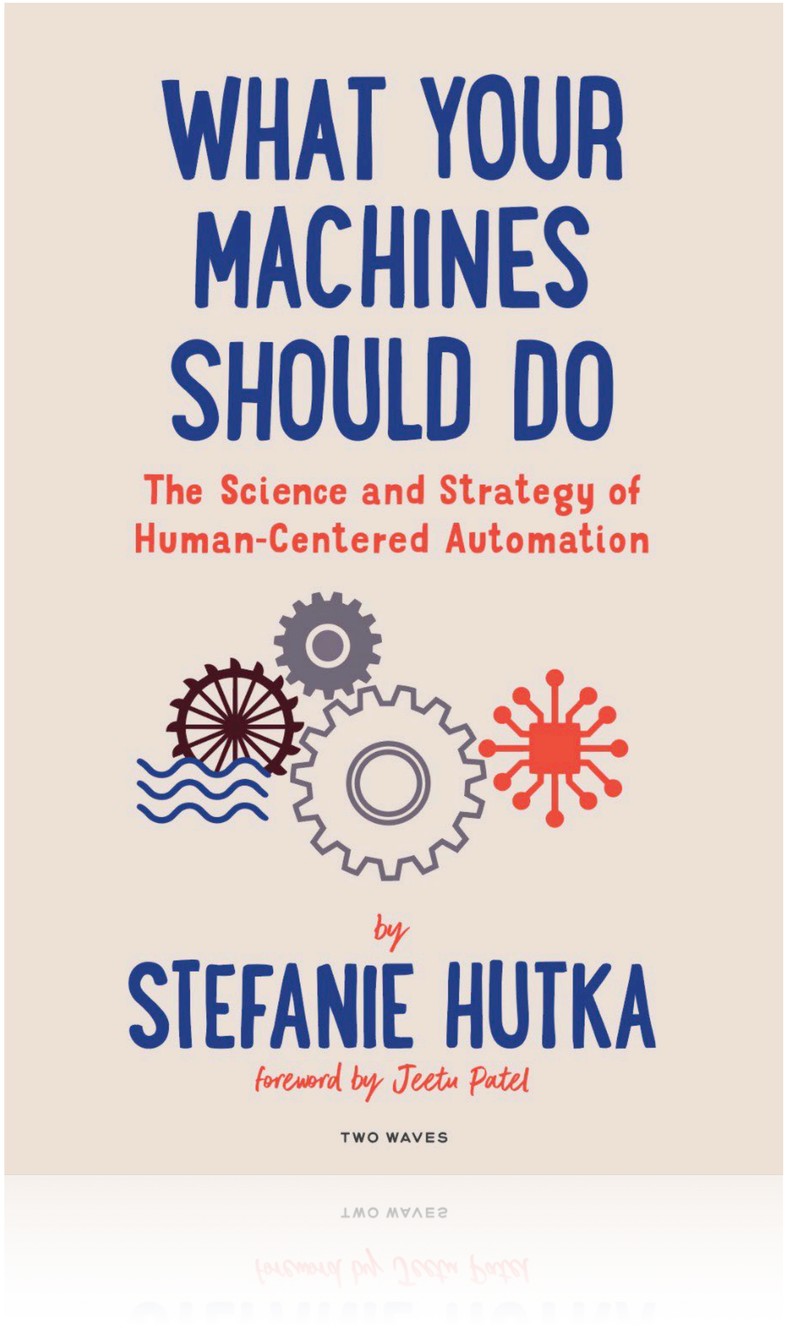


Micah Almond
morebetter.technology

Human-Centered Automation

Stefanie Hutka's new book

https://www.stefaniehutka.com/book



My Hot Take on AI



1. AI tools are incapable of replacing human judgment, curiosity, ethics, accountability.

2. AI can automate some tasks.
It can't automate entire jobs.

3. A lot of the talk about AI benefits is around efficiency. Not quality. Efficiency ≠ quality.

4. Any automation in history that promises to give us more free time never does, we just use the time to do more work.

Look up Jevons Paradox

5. Making things easier doesn't mean we're making them better.

6. AI *can* be used to create tools and automations that augment the work of humans.

7. Offloading cognitive work to AI tools degrades your ability to think for yourself, willingness to do hard work.

8. The big AI company valuations only make sense if we start relying on them for everything, and giving them all our money.

9. Artificial Generalized Intelligence is a pipedream. or a pipe-nightmare.

Look up TESCREAL

Using AI to build automations and tools for yourself, your team, and others

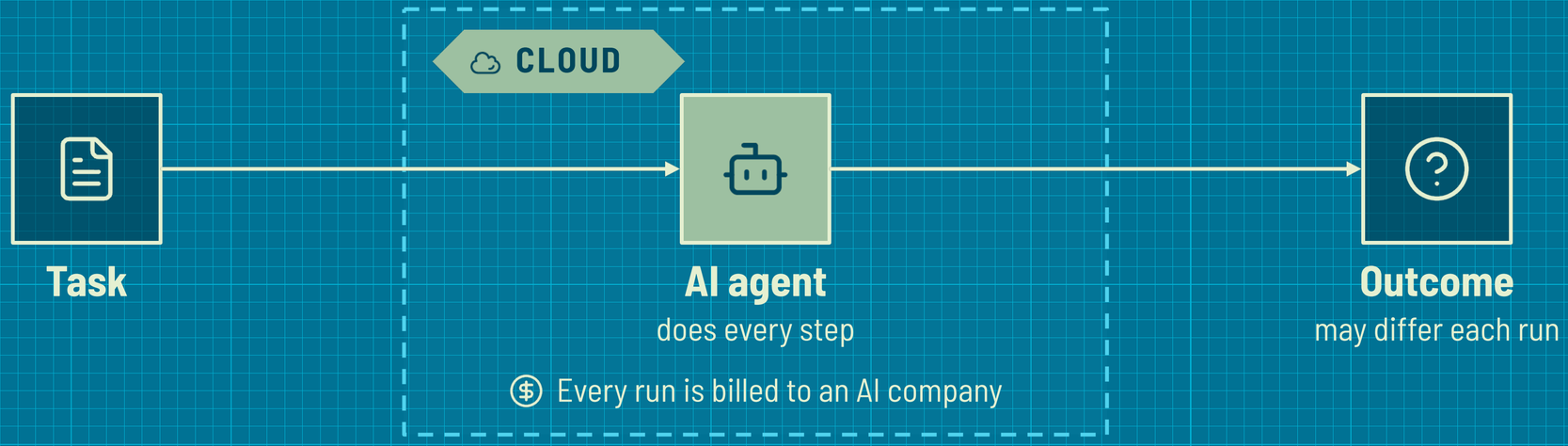
Non-devs *can* build their own tools with coding agents if they understand...

- How to organize a software project
- Basic software principles
- Test-driven development
- Databases
- Git repositories

maybe not for the public 🫣

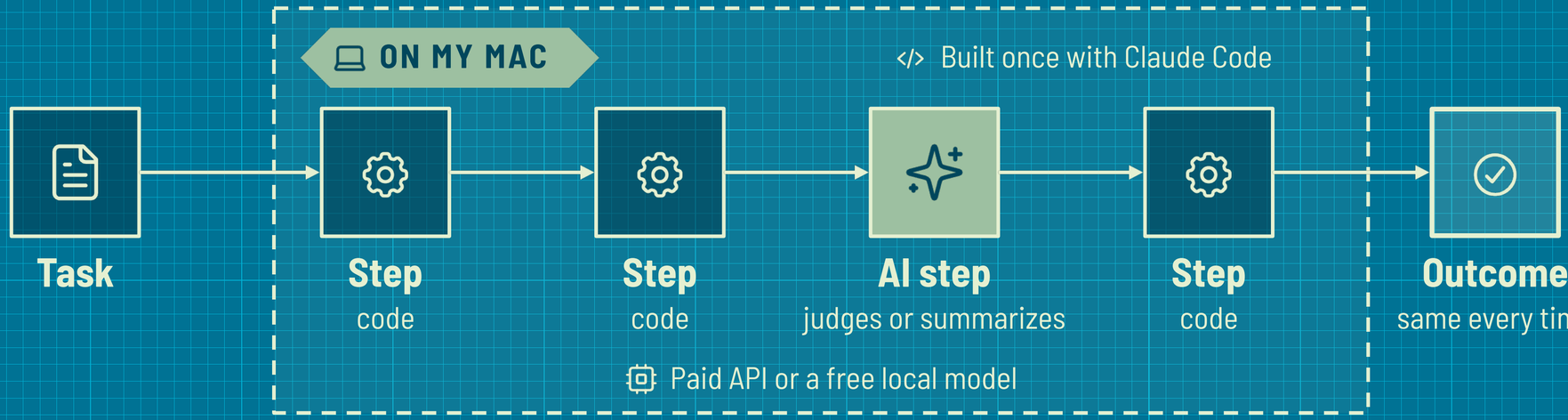
1 Use agents to deliver the outcome

The agent does every step, every time



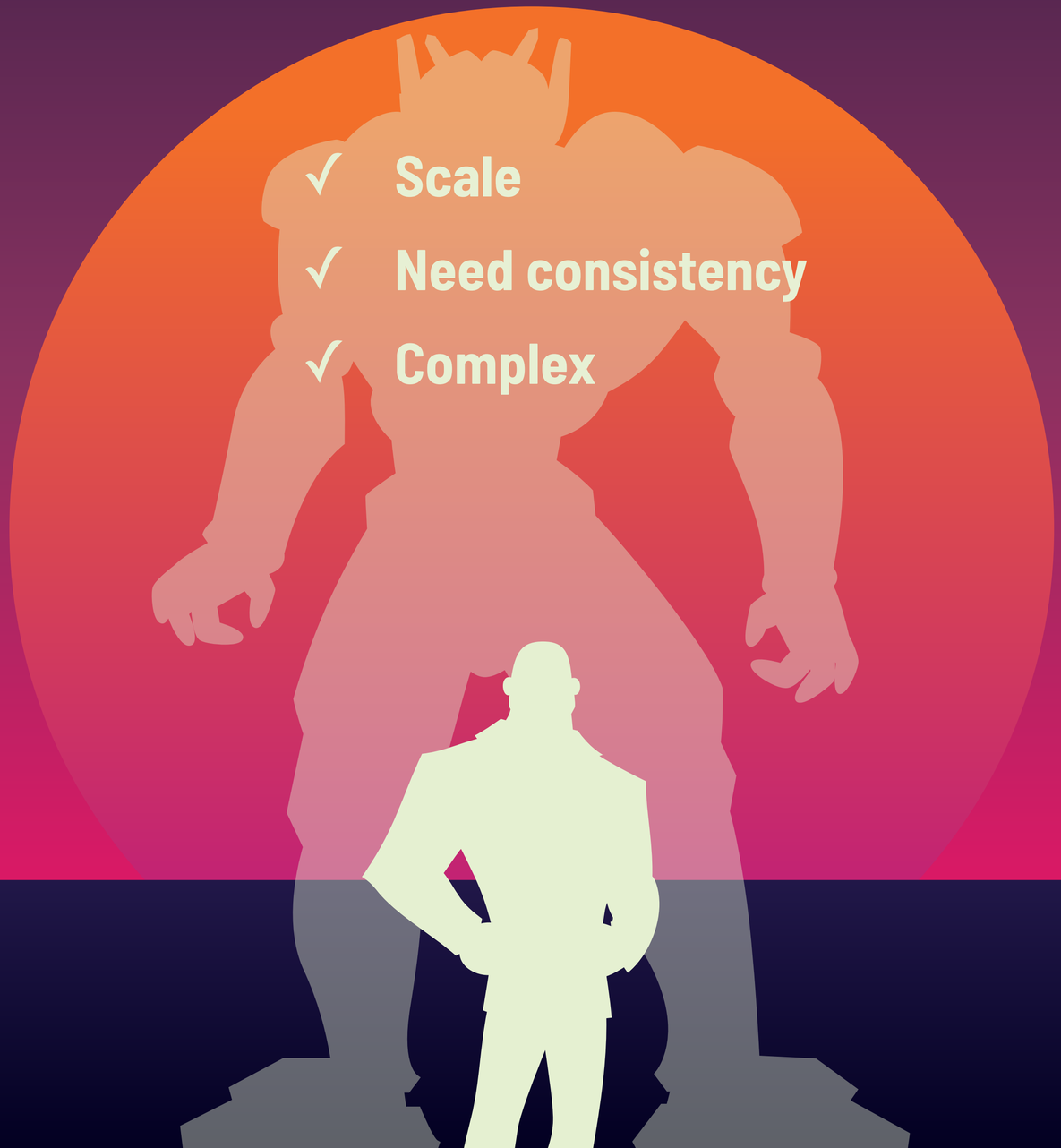
Non-deterministic
Same task, different results

2 Use agentic coding to build automations that deliver the outcome



Mostly deterministic
Same steps on every run

Higher Ed Content



What are higher ed's content challenges?



Decentralized

Inconsistent training, qualification

Brand coherence

Academics like to say all the things

All the stakeholders!

Web = Filing cabinet

No policy = VIP opinion wins

Organizational underpants are showing

Wild West technology landscape

Security nightmare

Accessibility

Unclear ownership

And now your content feeds AI bots!

Scale

thousands or **tens of thousands** of pages means you're dealing with...

CONTENT DEBT

Not just Technical Debt!

Content Work Plan - UTK College of Social Work

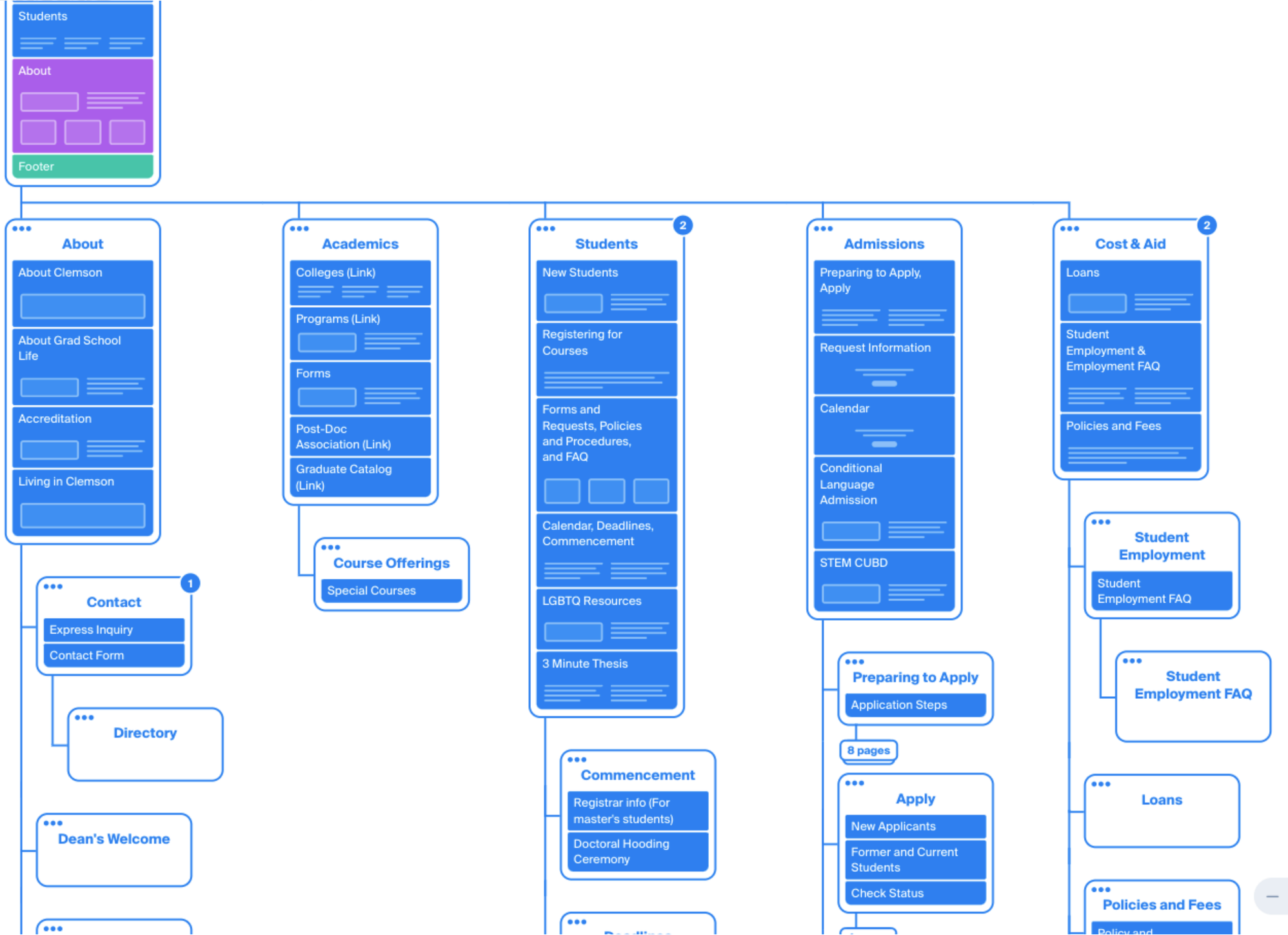
File Edit View Insert Format Data Tools Extensions Help Multiple Select Data Validation

Menus 100% $ % 123 Arial 10

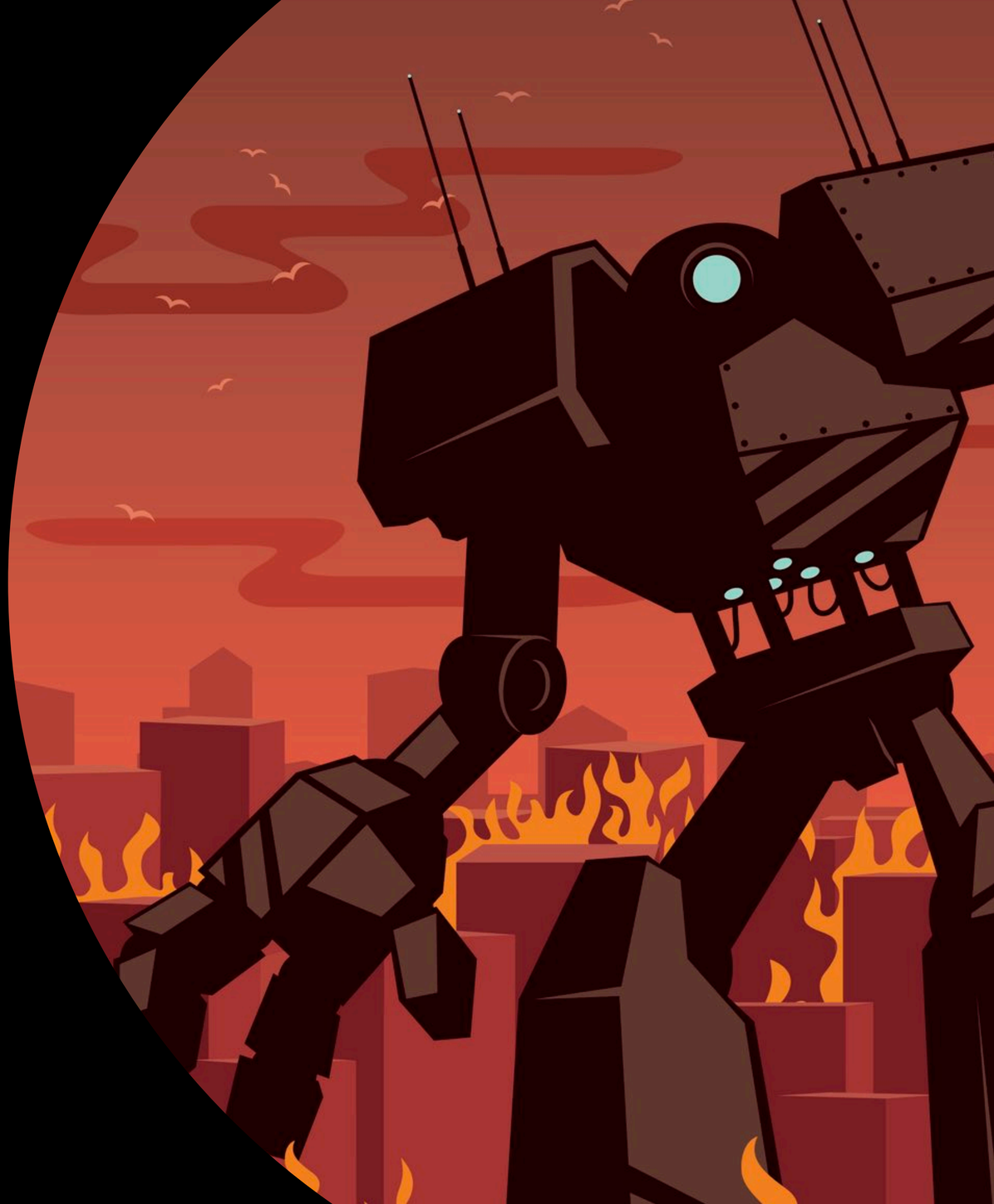
A1 Level 1

	A	B	C	D	F	G	H	I	J	K	N	O	P
1	**Level 1**	**Level 2** Drop-down/Sidebar	**Level 3** Sidebar	**Level 4** Sidebar	**Current URL**	**New URL**	**Page type**	**Action**	**IA Notes**	**CSW notes**	**Assigned to**	**Due date**	**Status**
2	Home				https://csw.utk.edu/	https://csw-dev.utk.edu/		Update	See wireframe		csw		Approved
3	About the College				https://csw.utk.edu/about-the-college/	https://csw-dev.utk.edu/about/		Edit	Message from the dean, strategic vision and giving, locations, offices		csw		Approved
4		a message from the dean			https://csw.utk.edu/message-from-the-dean-of-the-college/	https://csw-dev.utk.edu/about/a-message-from-the-dean/	Page	Create					Approved
5		Research			https://csw.utk.edu/research/	https://csw-dev.utk.edu/about/research/	Page	Combine	Combine with https://csw.utk.edu/research/research-centers-and-affiliates/; link to SWORPS as an external site - not moving into this domain, right? https://sworps.org/ ; **update**: also links to the Faculty Research page under Faculty	This is tricky - Our Dean and Research person wants a really fleshed out Research page that shows which faculty do which kind of research as well as information on their projects. The idea was that would replace this general "research" page once they got me the information I needed for it and then there would be another page for the Centers and affiliates.	csw		Approved
6			Faculty Research Changed to office of research			https://csw-dev.utk.edu/about/research/office-of-research/		Create	Info on each faculty's area of research (per dean's request) -- use new directory custom post type to populate this dynamically with faculty contact cards?	See comment about Research. But I am open to other ideas.	CSW		Approved
7			**SWORPS**			https://csw-dev.utk.edu/about/research/sworps/	Page	Create	General intermediary page on CSW site that links off to SWORPS site for details about specific programs, events, etc.		csw		Approved
8			**Center for behavioral health**			https://csw-dev.utk.edu/about/research/center-for-behavioral-health-research/	Page	Create			csw		Approved
9			**Center for Vet social work**			https://csw-dev.utk.edu/about/research/center-for-veterinary-social-work/	Page	Create			csw		Approved
10		Campus Locations				https://csw-dev.utk.edu/about/campus-locations/		Edit	**Update**: Add a note about online as a mode to this page and link to online options for the programs. Action note: This would technically be a new page to "Create" but since its content could be pretty straightforward (routing to child pages and the online programs), I put it down as an "Edit" since it might not take as long to write/source the content.	This is just a thought and might be dumb - would an "online campus" option be worth while since we offer so many online programs? Or is that dumb?	csw		Approved
11			**Knoxville Campus**		https://csw.utk.edu/knoxville-campus/	https://csw-dev.utk.edu/about/campus-locations/knoxville-campus/		Migrate		Kendra - need stats help	csw		Approved
12			**Nashville Campus**		https://csw.utk.edu/nashville/	https://csw-dev.utk.edu/about/campus-locations/nashville-campus/		Migrate		Kendra - need stats help	csw		Approved
						https://csw-dev.utk.edu/about/c							

No page lives alone!



What can we do?

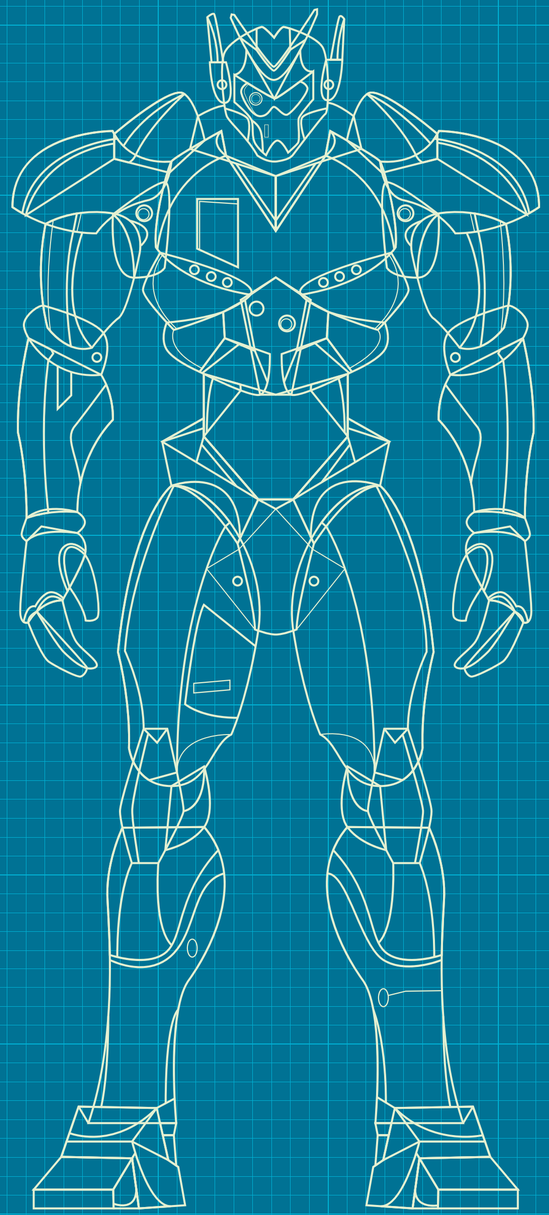




My first website! Radford University in 1994



Maybe we could finally build something that could handle the scale...

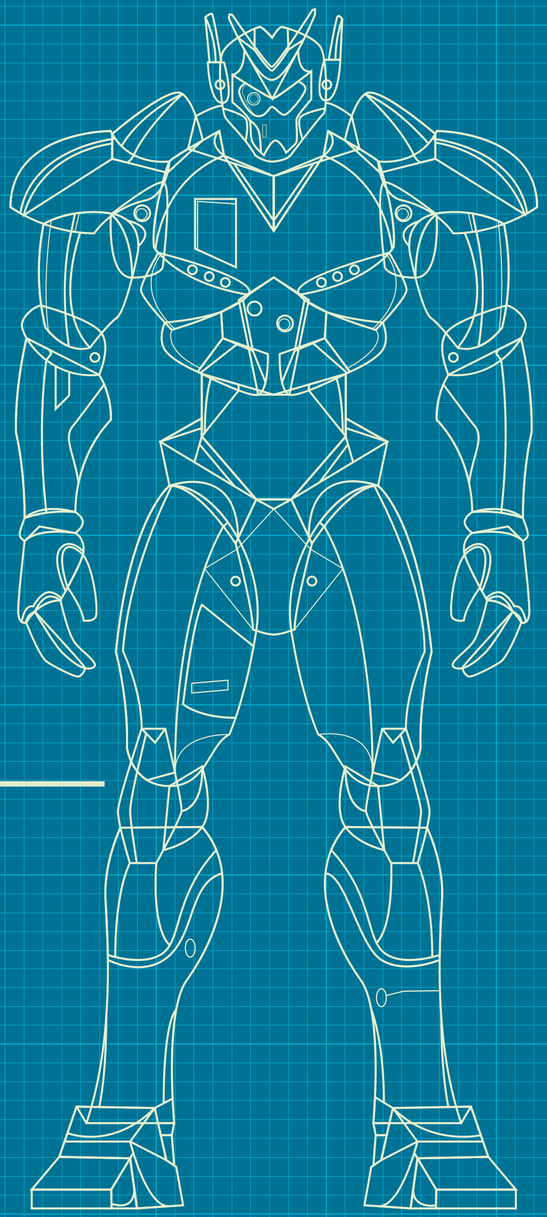


What else could it unlock?

Sizing a project

Comprehensive web inventory

Mind the gap

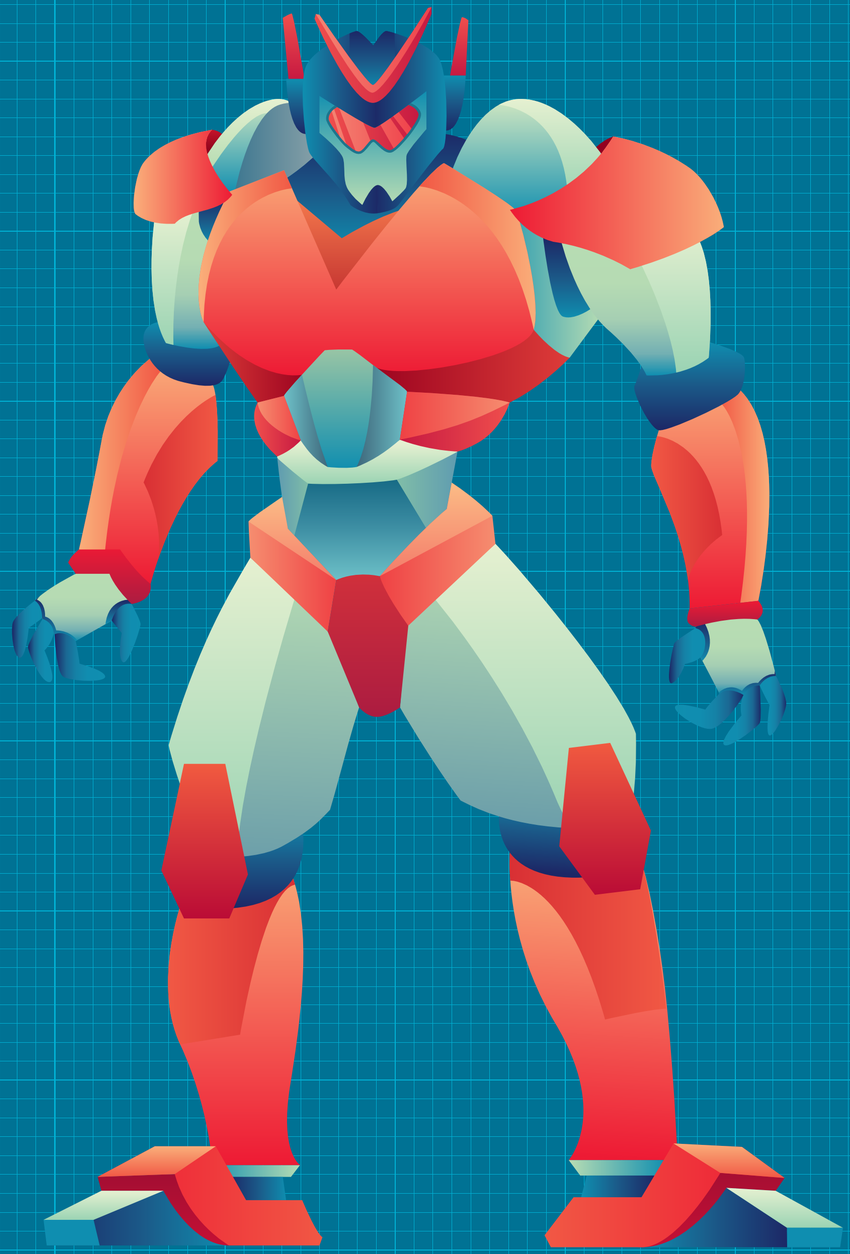


Redundant
Outdated
Trivial

*Thanks to **Gerry McGovern** who invented this wonderful term!*



My Journey with Claude Code

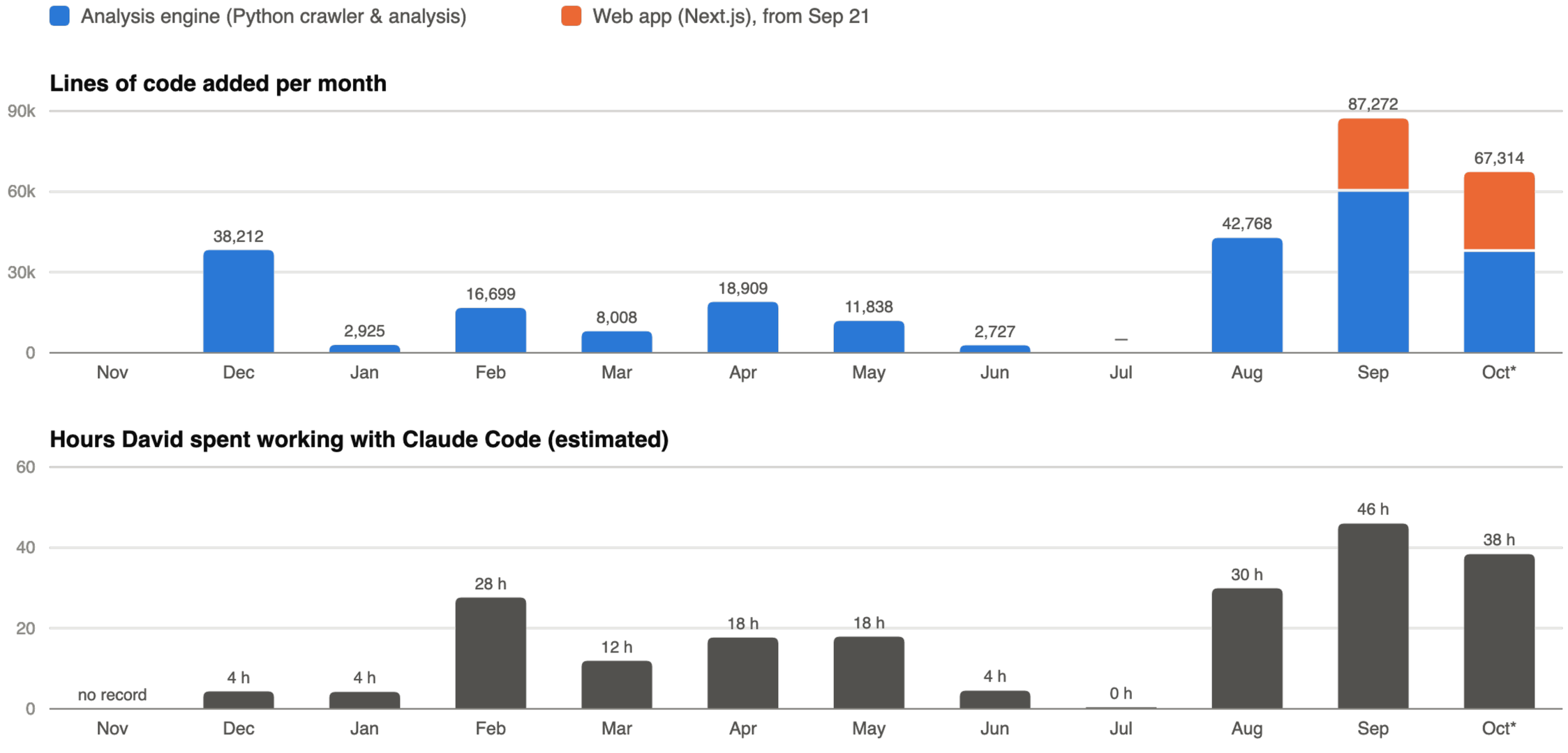


My Tools

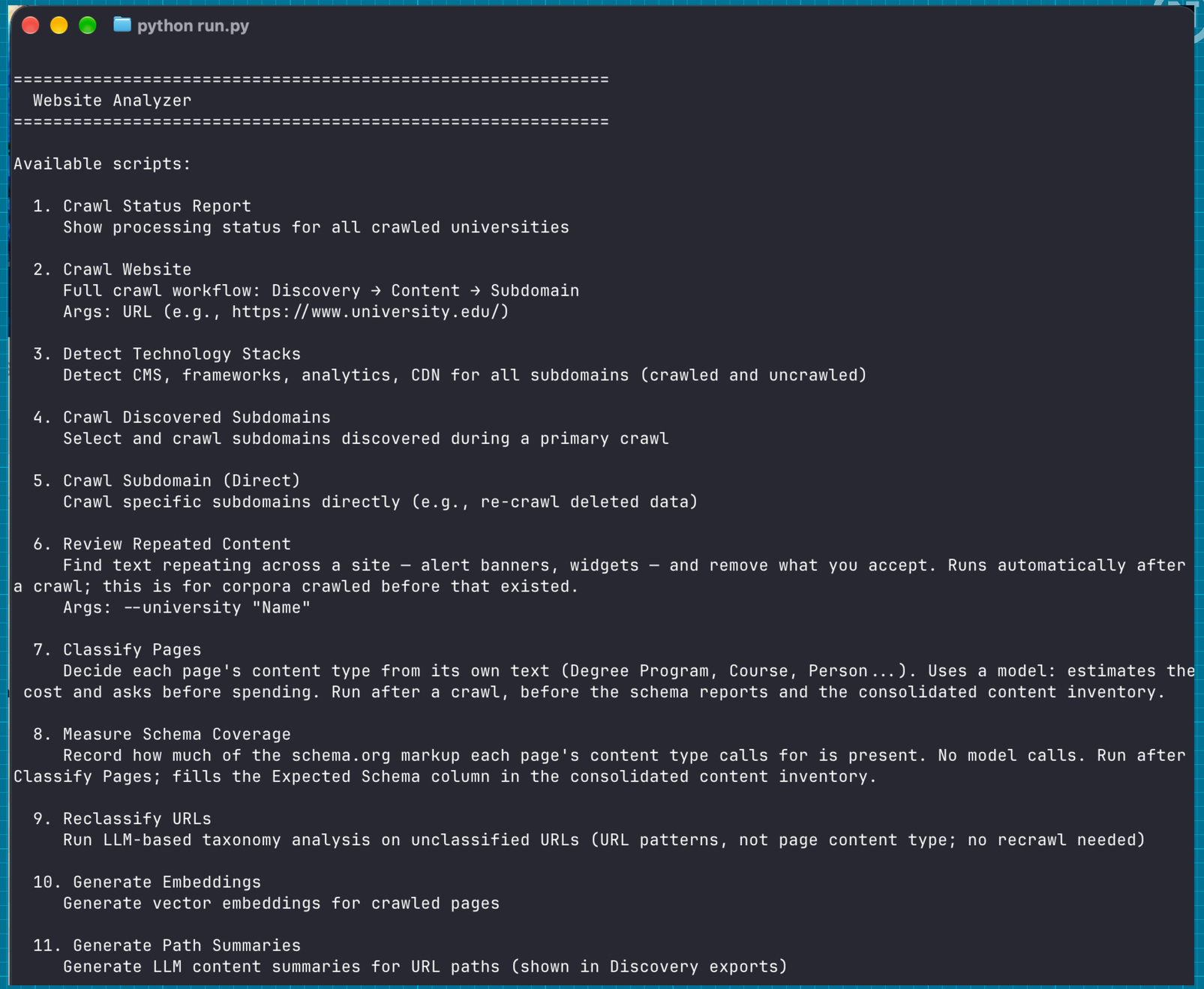
- Claude Code (running in Cursor)
- Memory System (built on Memsearch)
- Ollama (local AI models)
- Supabase
- Gitlab
- Shadcn/ui

Not a weekend vibe coding project

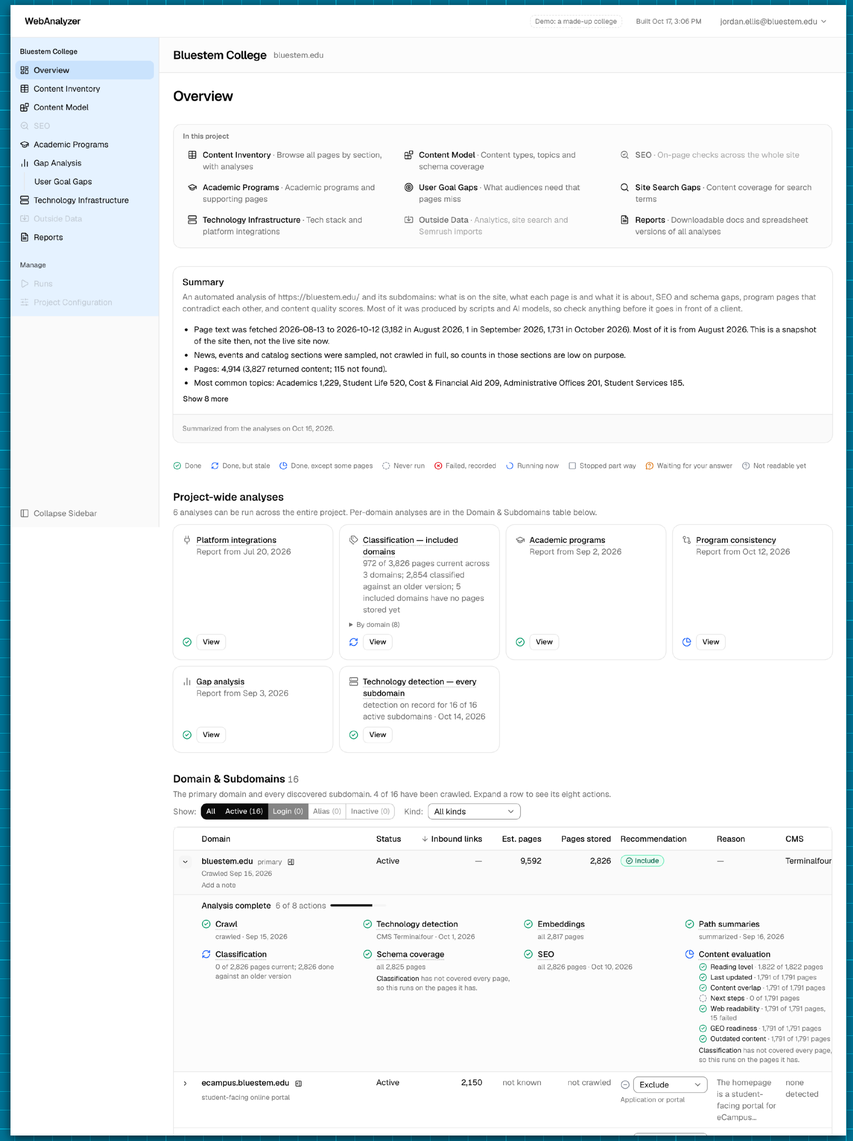
Nov 2025 – Oct 2026 · one non-developer, one AI coding assistant



8 months in Command Line Interface

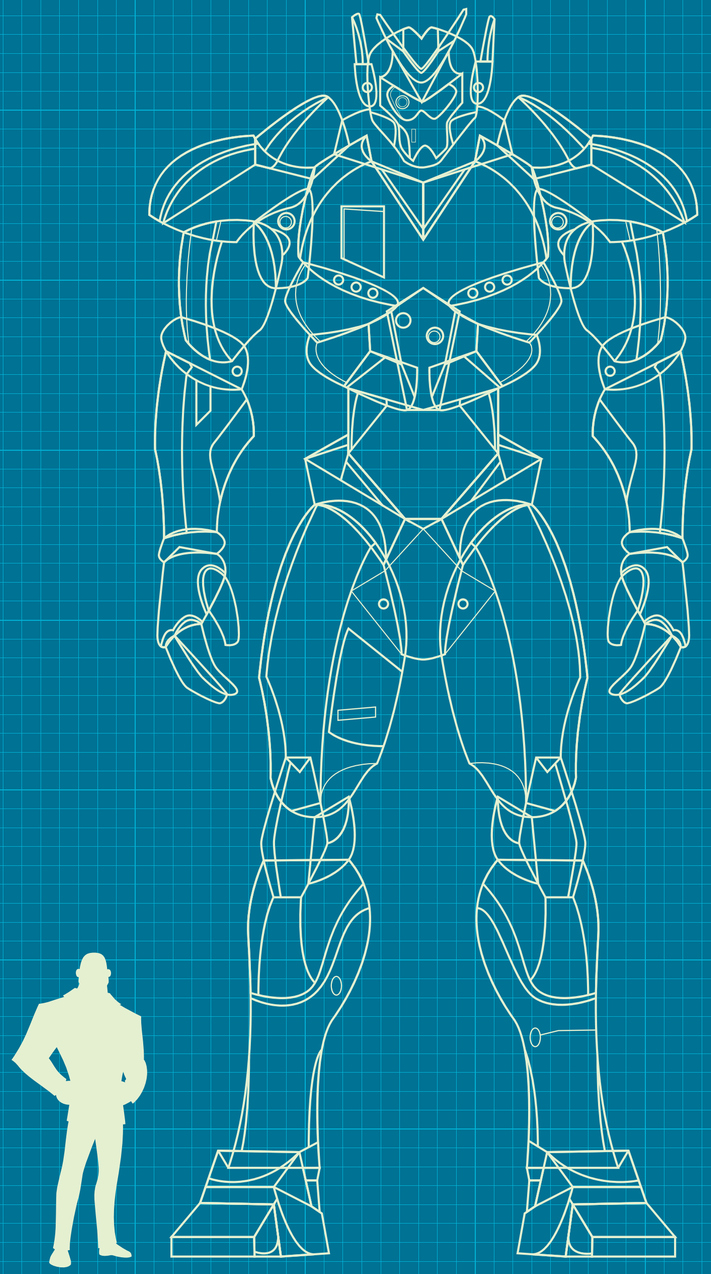


2 months building the web app

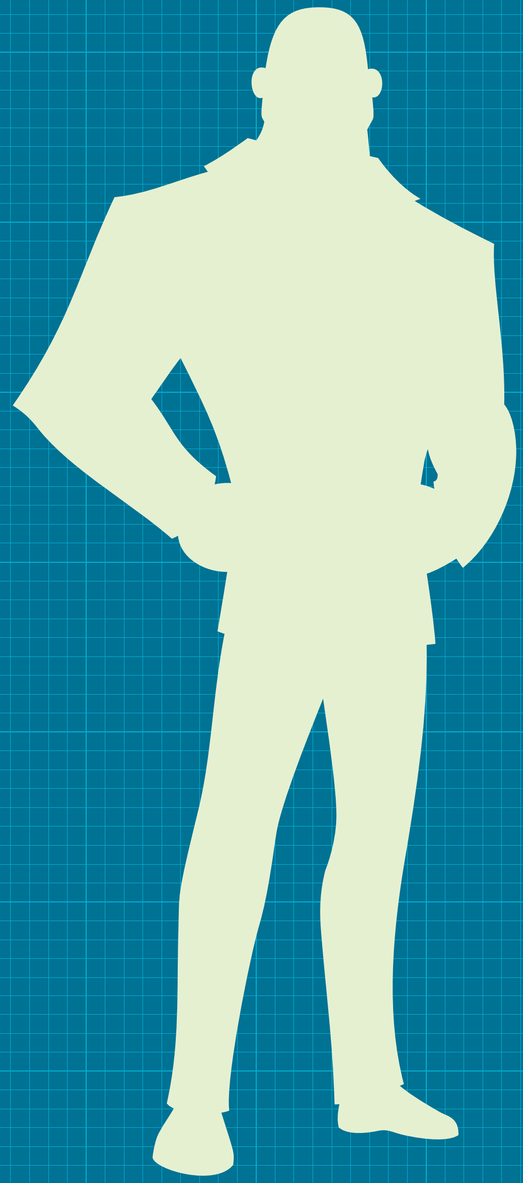




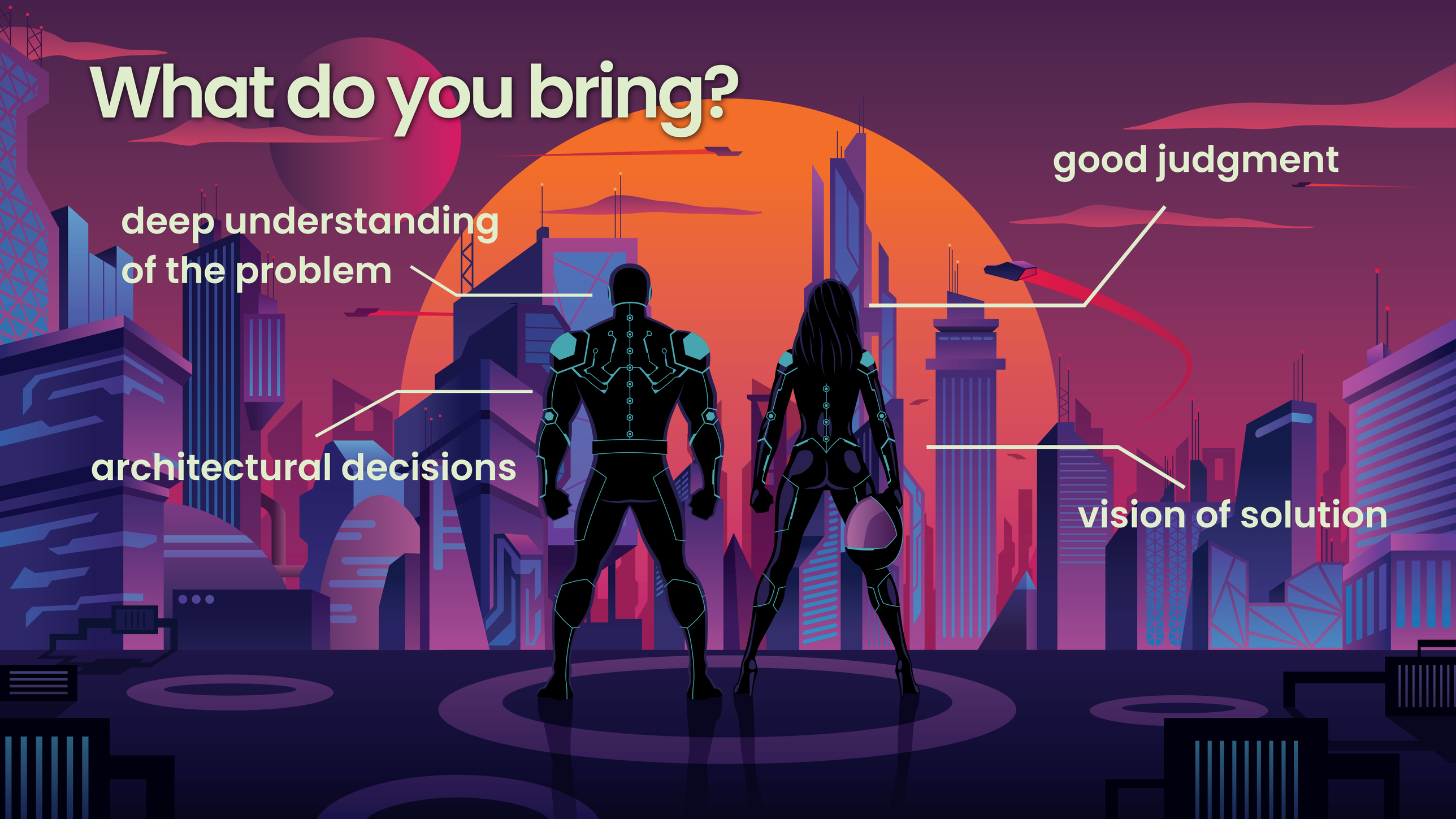
10 Lessons in 10 Months with Claude Code



1. AI can’t do jack without you.

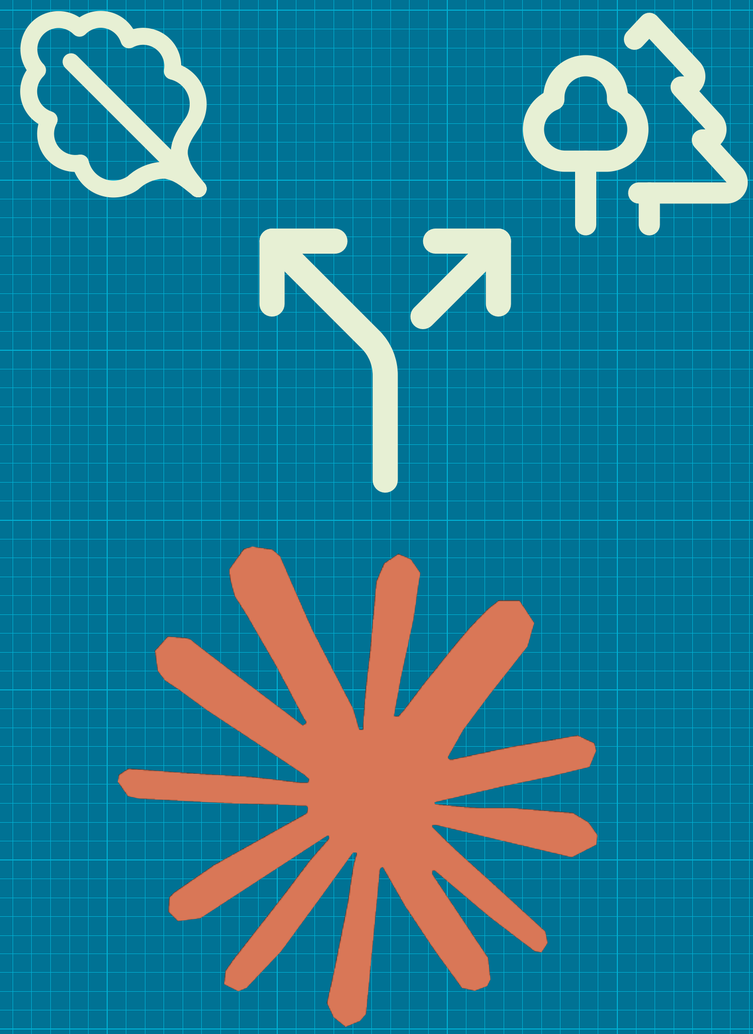


What do you bring?



Claude will make dumb decisions without asking you. It can’t see the big picture.

(see hot take #1)



SYSTEM ARCHITECTURE

WEBSITE ANALYZER · LAYOUT B

ON MY MAC

LOCAL · APPLE SILICON · FREE TO RUN

A-01

Analysis engine

Python

Crawler and analyses

Worker checks Supabase for jobs

A-02

Ollama · local models

Embeddings today

More as local models improve

EMBEDDINGS

IN THE CLOUD

HOSTED SERVICES · PAID

CRAWLS

B-01

University websites

what gets crawled

PROMPTS

B-02

Anthropic API

Haiku · Sonnet · Opus

JOBS

RESULTS

B-03

Supabase

Database · sign-in

Per-client access

READS & QUEUES

People

in a browser

SIGN IN

PANTHEON

C-01

Web app

Next.js · shadcn/ui

DEPLOYS

My GitLab → GitHub

The web app talks only to Supabase. The Mac only connects outward, so nothing in the cloud can reach it.

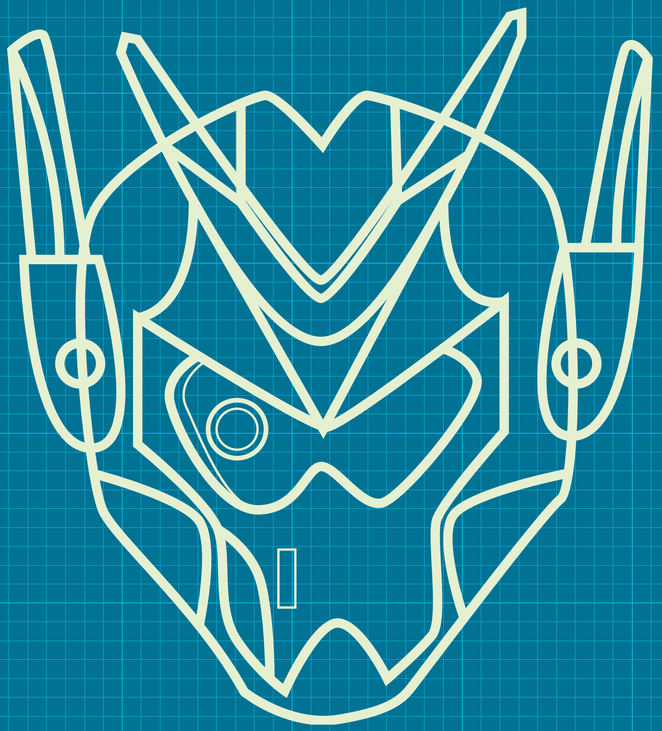
SCALE: NOT TO SCALE

WEBSITE ANALYZER	
SYS-ARCH · LAYOUT B	REV 10.2026

Pipeline Steps & Methods

Stage	Step	Done by	Model
Crawl	Find every URL (browser crawl, sitemap)	Code	—
Crawl	Sort URLs into content types by pattern	Code	—
Crawl	Suggest new URL patterns (optional)	AI	Haiku
Crawl	Choose what to sample	**A person**	—
Crawl	Fetch pages and extract text	Code	—
Crawl	Find repeated blocks / judge each one	Code / AI	Haiku
Crawl	Detect technologies	Code	—
Crawl	Read subdomain homepages	AI	Haiku
Analyze	Embeddings, for similarity search	**Local AI**	qwen3-embedding (Ollama, free)
Analyze	Classify page content type	AI	Haiku (Sonnet + Opus for deliverables)
Analyze	Page role, SEO, schema, search gaps	Code	—
Analyze	Program consistency, content gaps	AI	Sonnet
Analyze	Template discovery	Code, then a person reviews	—
Evaluate	Reading level, last updated, content overlap	Code / local embeddings	— (free)
Evaluate	Next steps	AI	Haiku
Evaluate	Web readability, GEO readiness	AI	Sonnet
Evaluate	Outdated content	Code + AI	Haiku

2. Focus on clean data, solid logic before further analysis, UI.



I thought the crawler would be the easy part.

Tested on over 20 sites!

- Failures recorded as success
- Bot blocking, WAFs and rate limits
- Extracting the real content from the page
- URL explosions and infinite spaces
- Host identity
- Redirects
- Subdomains
- Soft 404s and error pages

Look, I made a thing

Bluestem College

Overview

Content Inventory

Content Model

SEO

Academic Programs

Gap Analysis

User Goal Gaps

Technology Infrastructure

Outside Data

Reports

Manage

Runs

Project Configuration

Bluestem College bluestem.edu

Overview

In this project

- **Content Inventory** · Browse all pages by section, with analyses
- **Content Model** · Content types, topics and schema coverage
- **SEO** · On-page checks across the whole site
- **Academic Programs** · Academic programs and supporting pages
- **User Goal Gaps** · What audiences need that pages miss
- **Site Search Gaps** · Content coverage for search terms
- **Technology Infrastructure** · Tech stack and platform integrations
- **Outside Data** · Analytics, site search and Semrush imports
- **Reports** · Downloadable docs and spreadsheet versions of all analyses

Summary

An automated analysis of https://bluestem.edu/ and its subdomains: what is on the site, what each page is and what it is about, SEO and schema gaps, program pages that contradict each other, and content quality scores. Most of it was produced by scripts and AI models, so check anything before it goes in front of a client.

- Page text was fetched 2026-08-13 to 2026-10-12 (3,182 in August 2026, 1 in September 2026, 1,731 in October 2026). Most of it is from August 2026. This is a snapshot of the site then, not the live site now.
- News, events and catalog sections were sampled, not crawled in full, so counts in those sections are low on purpose.
- Pages: 4,914 (3,827 returned content; 115 not found).
- Most common topics: Academics 1,229, Student Life 520, Cost & Financial Aid 209, Administrative Offices 201, Student Services 185.

Show 8 more

Summarized from the analyses on Oct 16, 2026.

Done · Done, but stale · Done, except some pages · Never run · Failed, recorded · Running now · Stopped part way · Waiting for your answer · Not readable yet

Bluestem College

Overview

Content Inventory

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Bluestem College bluestem.edu

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Domain & Subdomains 16

The primary domain and every discovered subdomain. 4 of 16 have been crawled. Expand a row to see its eight actions.

Show: All | Active (16) | Login (0) | Alias (0) | Inactive (0) Kind: All kinds

Domain	Status	Inbound links	Est. pages	Pages stored	Recommendation	Reason	CMS
bluestem.edu primary Crawled Sep 15, 2026 Add a note	Active	—	9,592	2,826	Include	—	Terminalfour

Analysis complete 6 of 8 actions

- **Crawl** — crawled · Sep 15, 2026
- **Technology detection** — CMS Terminalfour · Oct 1, 2026
- **Embeddings** — all 2,817 pages
- **Path summaries** — summarized · Sep 16, 2026
- **Classification** — 0 of 2,826 pages current; 2,826 done against an older version
- **Schema coverage** — all 2,825 pages. Classification has not covered every page, so this runs on the pages it has.
- **SEO** — all 2,826 pages · Oct 10, 2026
- **Content evaluation**
  - Reading level · 1,822 of 1,822 pages
  - Last updated · 1,791 of 1,791 pages
  - Content overlap · 1,791 of 1,791 pages
  - Next steps · 0 of 1,791 pages
  - Web readability · 1,791 of 1,791 pages, 15 failed
  - GEO readiness · 1,791 of 1,791 pages
  - Outdated content · 1,791 of 1,791 pages

  Classification has not covered every page, so this runs on the pages it has.

Domain	Status	Inbound links	Est. pages	Pages stored	Recommendation	Reason	CMS
ecampus.bluestem.edu student-facing online portal	Active	2,150	not known	not crawled	Exclude Application or portal	The homepage is a student-facing portal for eCampus…	none detected
catalog.bluestem.edu Crawled Sep 29, 2026 Modern Campus Catalog blocks all bot traffic: excluded by default. Get the catalog as a data…	Active	1,752	1	1	Exclude Course catalog	Homepage is the Bluestem College 2026-2027…	Modern Campus Catalog
foundation.bluestem.edu Crawled Sep 29, 2026 fundraising for Bluestem College	Active	1,460	51	28	Include Alumni or giving	The homepage is substantive public content from Bluestem…	Terminalfour

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Bluestem College bluestem.edu

Technology Infrastructure

What the pages load, what each domain is built on, and where the markup falls short of a standard. A rebuild has to keep every embedded platform working, so those are marked.

Platforms detected	Pages scanned	Domains with a stack	Conformance findings
14	**2,650**	**14**	**8**
9 run code on the page	detected Mar 9, 2026	each sampled separately	over 4,914 pages examined

Third-party platforms | Stack by domain | Standards & security

Third-party platforms

Every platform in one table. Add a note to any of them to record what you know that the fingerprints cannot say. File-only: the newest platform-integration summary and its per-platform reports.

Cards | Table

Platform	Category	Embedded	↓ Pages	References	Found in	Dependencies	Examples	Note
TerminalFour	Content management	Yes	2,460 93%	3	script_src	Dependencies **Bootstrap**: Currently served vi… show more…	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
LinkedIn	Social	No	2,418 91%	2,424	link_href	These are simple outbound links — no embedded code to… show more…	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
EAB Navigate	advising	No	2,414 91%	4,860	link_href	These are simple outbound links — no embedded code to… show more…	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
Microsoft Forms	Forms	Yes	199	275	iframe_src,		www.bluestem.edu/alumni/	Add a note

Project Configuration

Collapse Sidebar

Platform	Category	Embedded	↓ Pages	References	Found in	Dependencies	Examples	Note
TerminalFour	Content management	Yes	2,460 93%	3	script_src	Dependencies **Bootstrap**: Currently served vi... show more...	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
LinkedIn	Social	No	2,418 91%	2,424	link_href	These are simple outbound links — no embedded code to... show more...	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
EAB Navigate	advising	No	2,414 91%	4,860	link_href	These are simple outbound links — no embedded code to... show more...	www.bluestem.edu/ www.bluestem.edu/bco/ www.bluestem.edu/gps/	Add a note
Microsoft Forms	Forms	Yes	199 8%	275	iframe_src, link_href	**Dependencies**: No JavaScript libraries require... show more...	www.bluestem.edu/alumni/ www.bluestem.edu/contact/ www.bluestem.edu/grants/...	Add a note
TFAForms	Forms	Yes	141 5%	5	script_src	Dependencies **wForms Library**: Core... show more...	www.bluestem.edu/about/ www.bluestem.edu/contact/ www.bluestem.edu/study/a...	Add a note
Bluestem College Catalog	Catalog	Yes	124 5%	2	iframe_src, script_src	Dependencies No apparent jQuery or external... show more...	www.bluestem.edu/study/a... www.bluestem.edu/online-l... www.bluestem.edu/about/t...	Add a note
YuJa	Media	Yes	71 3%	5	iframe_src	Dependencies No JavaScript dependencies... show more...	www.bluestem.edu/study/e... www.bluestem.edu/about/... www.bluestem.edu/bco/saf...	Add a note
YouTube	Media	Yes	18 under 1%	21	iframe_src	Dependencies **None identified:** Standard... show more...	www.bluestem.edu/resourc... www.bluestem.edu/special... www.bluestem.edu/paying-...	Add a note
Handshake	career services	No	7 under 1%	11	link_href	These are simple outbound links — no embedded code to... show more...	www.bluestem.edu/alumni/ www.bluestem.edu/resourc... www.bluestem.edu/busines...	Add a note
Microsoft Power BI	analytics	No	6 under 1%	13	link_href	These are simple outbound links	www.bluestem.edu/commu...	Add a note

Bluestem College

Overview
Content Inventory
Content Model
SEO
Academic Programs
Gap Analysis
User Goal Gaps
Technology Infrastructure
Outside Data
Reports

Manage

Runs
Project Configuration

Bluestem College bluestem.edu

Technology Infrastructure

What the pages load, what each domain is built on, and where the markup falls short of a standard. A rebuild has to keep every embedded platform working, so those are marked.

Platforms detected
14
9 run code on the page

Pages scanned
2,650
detected Mar 9, 2026

Domains with a stack
14
each sampled separately

Conformance findings
8
over 4,914 pages examined

Third-party platforms Stack by domain Standards & security

Stack by domain

What each domain announces about itself, from a sample of its pages. A blank cell means nothing was detected, not that nothing is there.

Domain	CMS	CRM	Frameworks	JavaScript	Analytics	CDN	Servers	Hosting	Sampled
blog.bluestem.edu	WordPress 7.1.3	—	—	jQuery, jQuery Migrate 3.4.1	Google Tag Manager	—	—	Flywheel 5.1.0	5 Oct 12, 2026
careers.bluestem.edu	—	—	—	—	Google Tag Manager	Amazon CloudFront	—	Amazon Web Services	1 Oct 1, 2026
catalog.bluestem.edu	Modern Campus Catalog	—	Bootstrap	jQuery 1.8.1, 3.7.1, jQuery Migrate 3.4.1	Google Analytics, Google Tag Manager	Amazon S3, Cloudflare, Google Hosted Libraries, cdnjs,	—	Amazon Web Services	1 Oct 1, 2026

Project Configuration

Collapse Sidebar

Domain	CMS	CRM	Frameworks	JavaScript	Analytics	CDN	Servers	Hosting	Sampled
blog.bluestem.edu	WordPress 7.1.3	—	—	jQuery, jQuery Migrate 3.4.1	Google Tag Manager	—	—	Flywheel 5.1.0	5 Oct 12, 2026
careers.bluestem.edu	—	—	—	—	Google Tag Manager	Amazon CloudFront	—	Amazon Web Services	1 Oct 1, 2026
catalog.bluestem.edu	Modern Campus Catalog	—	Bootstrap	jQuery 1.8.1, 3.7.1, jQuery Migrate 3.4.1	Google Analytics, Google Tag Manager	Amazon S3, Cloudflare, Google Hosted Libraries, cdnjs, jQuery CDN	—	Amazon Web Services	1 Oct 1, 2026
catalogarchive.bluestem.edu	—	—	—	—	—	—	—	Amazon Web Services	1 Oct 1, 2026
ceschedule.bluestem.edu	—	—	—	—	—	—	—	Amazon Web Services	1 Oct 1, 2026
bluestem.edu	Terminalfour	—	Bootstrap	—	Facebook Pixel 2.9.377, Google Analytics, Google Tag Manager, Linkedin Insight Tag, Siteimprove	—	Apache HTTP Server	—	5 Oct 1, 2026
ecampus.bluestem.edu	—	—	Bootstrap, Microsoft ASP.NET	—	—	—	IIS 10.0	—	1 Oct 1, 2026
foundation.bluestem.edu	Terminalfour	—	ZURB Foundation	Swiper	Siteimprove	Amazon CloudFront,	Apache HTTP	Amazon Web	5 Oct 1, 2026

Bluestem College

Overview
Content Inventory
Content Model
SEO
Academic Programs
Gap Analysis
User Goal Gaps
Technology Infrastructure
Outside Data
Reports

Manage

Runs
Project Configuration

Bluestem College bluestem.edu

Content Inventory

Sections | All pages | Condition map

The site's sections for Bluestem College: each path with the pages beneath it and what the section is about. Open a section to see its pages.

bluestem.edu · 1,855 pages 44 top-level sections, 39 with a summary Show: Ignored (9) Open all 2,834 pages

Path	Pages	Subpaths	Summary	Ignore
› Pages not in a folder	12	—	Bluestem College web pages covering IT help desk and service portal links, the six-course drop rule and its exceptions, Spanish-language enrollment and admissions info, continuing education, and the 2026-2027 academic catalog.	Open 12 pages
› /about/ Discover Bluestem College: Transforming Lives Through …	311	23	Board of trustee conflict-of-interest disclosures, campus president and administrator contact info, speaker request forms, screen reader accessibility guidance, student enrollment sign-up forms, and culinary space sponsorship branding opportunities.	Open 311 pages
/academiccalendarn Academic Calendar - Bluestem College	1	—	The URL path is currently inaccessible due to a 403 Forbidden error. The server is blocking the request, likely due to high traffic or a configuration issue. Content cannot be retrieved.	Open 1 page
› /admissions/ Apply and Register for Classes at Bluestem College – Blu…	35	11	Admissions guidance for Bluestem College: international student applications, new student orientation dates, campus contact and visit info, transcript submission, course waitlists, TSI testing, and registration blocks.	Open 35 pages

Bluestem College

Overview
Content Inventory
Content Model
SEO
Academic Programs
Gap Analysis
User Goal Gaps
Technology Infrastructure
Outside Data
Reports

Manage

Runs
Project Configuration

Bluestem College · Content Inventory

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/about/ Discover Bluestem College: Transforming Lives Through …	311	23	Board of trustee conflict-of-interest disclosures, campus president and administrator contact info, speaker request forms, screen reader accessibility guidance, student enrollment sign-up forms, and culinary space sponsorship branding opportunities.	Open 311 pages
/academiccalendarn Academic Calendar - Bluestem College	1	—	The URL path is currently inaccessible due to a 403 Forbidden error. The server is blocking the request, likely due to high traffic or a configuration issue. Content cannot be retrieved.	Open 1 page
/admissions/ Apply and Register for Classes at Bluestem College – Blu…	35	11	Admissions guidance for Bluestem College: international student applications, new student orientation dates, campus contact and visit info, transcript submission, course waitlists, TSI testing, and registration blocks.	Open 35 pages
/admissions-offices Contact the Admissions Office – Bluestem College	1	—		Open 1 page
/application/ Apply for Admission Today at Bluestem College – Blueste…	5	4		Open 5 pages
/apply-texas Apply Texas at Bluestem College – Bluestem College	1	—		Open 1 page
/campus-tours Campus and Virtual Tours – Bluestem College	1	—		Open 1 page
/international/ International Student Admissions – Bluestem College	3	2		Open 3 pages
/new-credit-students New College Student Enrollment – Bluestem College	1	—		Open 1 page
/orientation/ New Student Orientation – Bluestem College	6	5		Open 6 pages
/readmit-returning	1	—		Open 1 page

With clean data, well categorized and related, you can start to evaluate and ask bigger questions.

Bluestem College bluestem.edu

Content Inventory

Sections | All pages | Condition map

One row per page stored for Bluestem College. Analyses appear as columns on the same rows; filter, choose columns, save the view, or export what is shown.

Search URL or title | All domains | Filters 1 | Clear 1 filter

Section: /admissions/ ×

Showing 1–35 of 35 pages · 3,926 stored | Show: Ignored (9) | Custom view | Columns 9 | Export CSV

Title & URL	Primary topic	Sessions	Schema	SEO score	Reading level	Web readability	GEO readiness	Outdated
Apply and Register for Classes at Bluestem College … bluestem.edu/admissions/	Admissions	388,008	none expected	81	Grade 8.2 mostly lists and data	Fair 9 recs	Fair 11 recs	Critical 1 finding. Remove or archive the expired August entries from the 'Upcoming Dates' list and show th…
Contact the Admissions Office – Bluestem College bluestem.edu/admissions/admissions-offices/	Student Services	111,992	none expected	81	Grade 12.1 mostly lists and data	Fair 8 recs	Good 10 recs	None
Apply for Admission Today at Bluestem College – Bl… bluestem.edu/admissions/application/	Admissions	376,616	none expected	71	Grade 10.3	Fair 12 recs	Good 12 recs	None
Frequently Asked Questions – Bluestem College bluestem.edu/admissions/application/faqs/	Admissions	1,102	none expected	71	Grade 11.7 mostly lists and data	Fair 11 recs	Good 11 recs	Major 1 finding. Update the example tax years in the IRS Form 1040 requirement from 2023–2024 to the…
Meningitis Vaccination Requirement – Bluestem Coll… bluestem.edu/admissions/application/meningitis/	Health & Wellness	26,585	none expected	72	Grade 11.3	Fair 9 recs	Good 10 recs	Critical 1 finding. Remove or rewrite the 'In the meantime' Workday instructions and the 'expect it to be…
Requirements for Admission – Bluestem College bluestem.edu/admissions/application/requirements/	Admissions	13,414	none expected	72	not graded insufficient prose	Fair 7 recs	Poor 11 recs	None
Residency – Bluestem College bluestem.edu/admissions/application/residency/	Cost & Financial Aid	39,100	none expected	67	Grade 13.7	Fair 11 recs	Good 11 recs	None
Apply Texas at Bluestem College – Bluestem College bluestem.edu/admissions/apply-texas/	Admissions	3,806	none expected	72	Grade 11.8	Fair 10 recs	Fair 11 recs	None

WebAnalyzer

jordan.ellis@bluestem.edu

Analytics Data along with Evaluation Criteria like:

- Schema coverage
- SEO score
- GEO readiness
- Reading level
- Web readability
- Outdated

Bluestem College bluestem.edu

Content Inventory

Sections | All pages | Condition map

One row per page stored for Bluestem College. Analyses appear as columns on the sa
save the view, or export what is shown.

Search URL or title | All domains | Filters 1 | Clear 1

Section: /admissions/ ×

Showing 1–35 of 35 pages · 3,926 stored Show: Ignored (9)

Custom view | Columns 9 | Export CSV

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← Content Inventory

Parents and Family Members of First-Year College Students – Bluestem College

https://bluestem.edu/students/first-year-experience/parents-and-family-members-of-first-year-college-students/ Open beside

HTTP 200 Evergreen Article

First stored	Depth	Words	Images	Links on the page	Canonical
Aug 13, 2026	0	386	11	120 internal, 40 external	this page

Reading level	Web readability	GEO readiness	Repeats	Last updated	SEO	Sessions, 09/01/25-08/31/26
Grade 11.1	Good	Fair	4 pages	Jun 3, 2026	49 / 100	58

The page

The page's content after navigation, footer and repeated furniture are stripped. Most analyses read the formatted version; path summaries and the repeated-text cleanup read the plain text.

Formatted | Plain text

Parents and Family Members of First-Year College Students

The first year of college brings new responsibilities, questions and transitions for students and families alike. The First-Year Experience helps you understand what your student is navigating, what support is available and how you can help along the way.

mother and son smiling and posing in the hallway

How To Support Your Student During the First Year

The transition to college is a balance between independence and support. Families play an important role by encouraging responsibility while staying connected

Review

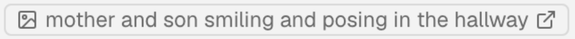
By Category | By Severity

Outdated content
None: a dated record of its time · updated Jun 3, 2026

SEO
49 / 100 · 5 checks short

✕ Meta description	0 of 15
✕ Schema.org	0 of 15
✕ Title tag	5 of 15

The first year of college brings new responsibilities, questions and transitions for students and families alike. The First-Year Experience helps you understand what your student is navigating, what support is available and how you can help along the way.



How To Support Your Student During the First Year

The transition to college is a balance between independence and support. Families play an important role by encouraging responsibility while staying connected.

- Ask open-ended questions about classes and how your student is feeling.
- Remind your student that asking for help is normal and encouraged.
- Support healthy routines around time management and deadlines.
- Talk early and often about finances and important dates.

Success Coaching Is Key

Every first-year student is supported by a success coach. Coaches help students navigate college expectations, stay on track academically and connect to resources when questions or challenges arise. Encourage your student to check in regularly with their success coach!

Learn More About Success Coac

Understanding Privacy & Comm

College is an important step tow ere may be limits to what Bluestem College can shar aged.

Read More About FERPA

What Your Student Is Experien

While every student's journey is

Before Classes Start

Preparing for college expectatio

First Eight Weeks

Establishing academic habits, connecting with support and navigating early challenges.

Staying on Track for the Rest of the Year

Replace the generic stage descriptions with concrete details. State what happens in each stage, with specific dates (orientation dates, census date, midterm period, registration for the next term) rather than vague phrases like 'establishing academic habits'

SEO

49 / 100 · 5 checks short

✗ Meta description	0 of 15
✗ Schema.org	0 of 15
✗ Title tag	5 of 15
✗ Open Graph	3 of 10
✗ Image alt text	6 of 10
✓ Canonical URL	10 of 10
✓ Twitter card	5 of 5
✓ Heading structure	10 of 10
✓ Mobile viewport	5 of 5
✓ Language attribute	5 of 5

GEO readiness

Fair · 14 recommendations

Out of 10: Citability 4 · Entity clarity 6 · Answer readiness 5 · Question coverage 4

14 recommendations

Replace the generic stage descriptions with concrete details. State what happens in each stage, with specific dates (orientation dates, census date, midterm period, registration for the next term) rather than vague phrases like 'establishing academic habits'

Answer FERPA questions directly: explain how a student grants a family member access (the specific form or process, where to find it) and what Bluestem College can and cannot share, such as grades, billing and attendance

Add specific financial information: FAFSA and Texas Application for State Financial Aid (TASFA) deadlines, estimated tuition per credit hour, payment plan options, and how and when bills

The transition to college is a balance between independence and support. Families play an important role by encouraging responsibility while staying connected.

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Learn More About Success Coaching

Understanding Privacy & Communication

College is an important step toward independence. Federal privacy laws (FERPA) protect student records, which means there may be limits to what Bluestem College can share directly with families. Ongoing communication between students and families is encouraged.

Read More About FERPA

What Your Student Is Experien

While every student's journey is

Before Classes Start

Preparing for college expectatio

First Eight Weeks

Establishing academic habits, co

Staying on Track for the Res

Using resources, planning ahead and building confidence as a college student.

Resources Families Ask About Most

Bluestem College provides coordinated support to help students succeed academically and manage the challenges that can come with their

- ✕ Title tag 5 of 15
- ✕ Open Graph 3 of 10
- ✕ Image alt text 6 of 10
- ✓ Canonical URL 10 of 10
- ✓ Twitter card 5 of 5
- ✓ Heading structure 10 of 10
- ✓ Mobile viewport 5 of 5
- ✓ Language attribute 5 of 5

GEO readiness
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> Add a dedicated contact block for families (office name, email, phone, hours, campus location) instead of relying on 'Learn More' links, since AI engines cannot cite what is not stated on the

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Read More About FERPA

What Your Student Is Experiencing

While every student's journey is unique, most first-year students move through these key stages.

Before Classes Start

Preparing for college expectatio

First Eight Weeks

Establishing academic habits, co

Staying on Track for the Res

Using resources, planning ahead

Resources Families Ask About

Bluestem College provides coor an come with their first year.

[A group of students walk across campus together

Financial Aid and Paying for College](/paying-for-college/)

Get information about financial aid, deadlines and where students can get help with funding questions.

Add specific financial information: FAFSA and Texas Application for State Financial Aid (TASFA) deadlines, estimated tuition per credit hour, payment plan options, and how and when bills are due, with links or direct instructions

- ✓ Twitter card 5 of 5
- ✓ Heading structure 10 of 10
- ✓ Mobile viewport 5 of 5
- ✓ Language attribute 5 of 5

GEO readiness
Fair · 14 recommendations

Out of 10: Citability 4 · Entity clarity 6 · Answer readiness 5 · Question coverage 4

14 recommendations

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> Add specific financial information: FAFSA and Texas Application for State Financial Aid (TASFA) deadlines, estimated tuition per credit hour, payment plan options, and how and when bills are due, with links or direct instructions

> Add a dedicated contact block for families (office name, email, phone, hours, campus location) instead of relying on 'Learn More' links, since AI engines cannot cite what is not stated on the page

> Add an FAQ section with question-style headings and 1–2 sentence direct answers (e.g., 'Can I talk to my student's professor?', 'How do I see my student's grades?', 'What if my student is struggling?') to improve extraction and snippet

Bluestem College

Overview
Content Inventory
Content Model
SEO
Academic Programs
Gap Analysis
User Goal Gaps
Technology Infrastructure
Outside Data
Reports

Manage

Runs
Project Configuration

Bluestem College bluestem.edu

Academic Programs

Every program the website presents, grouped by program area with the worst first. Read from the pages the classifier marked as program pages, with excluded pages left out: the site as it stands, not the official catalog.

Programs	Need attention	Findings	Not matched to a program
173	**3**	**85**	**37**
one per credential and subject, variations folded in; across 115 program areas	a conflict, an outdated statement or a credential named wrongly	3 high, 50 medium, 32 low	findings whose program the classifier did not name; listed under their area

Search: Program, credential or campus | Credential: Any credential | Campus: Any campus | Program area: Any area | Has findings

173 programs Show: Ignored, Not in current catalog (300)

Program	Credential	Campuses	Main	Supporting	Articles	Variations	Findings	
Career Training 1 program							15 findings, 1 high	
Certificate in Career Training ⚠	Certificate	Bluestem College	2	0	0	› 1	1 high, 9 medium, 5 low	Open
1 finding in this area name a program the classifier does not know (Guided pathways (general) / degree and certificate programs; no matching authoritative program), so they belong to no row above.								
Engineering 3 programs							11 findings	
B.S. in Engineering	B.S.	Bluestem College WillowCreek Campus	1	0	0	—	8 medium, 3 low	Open

Aviation Maintenance Technology 1 program							3 findings	
Certificate in Aviation Maintenance Technology	Certificate	not stated	1	0	0	—	2 medium 1 low	Open
Emergency Medical Services 1 program							3 findings	
Certificate, A.S. in Emergency Medical Services	Certificate, A.S.	not stated	1	0	0	—	3 medium	Open
1 finding in this area name a program the classifier does not know (Bluestem College (institution-wide), applicable to the EMS programs), so they belong to no row above.								
Career Pathways 1 program							2 findings	
Certificate in Career Pathways	Certificate	not stated	1	0	0	—	2 low	Open
2 findings in this area name a program the classifier does not know (AT&T Aspire Nanodegree scholarships (College Credit for Heroes) -- not the Certificate in Career Pathways, Transportation, Storage and Distribution Manager (occupation-level entry; no matching program page)), so they belong to no row above.								
Law Enforcement 1 program							1 finding	
Certificate in Law Enforcement no page of its own	Certificate	not stated	0	1	0	—	1 medium	Open
6 findings in this area name a program the classifier does not know (911 Dispatcher Program (Continuing Education), Basic Peace Officer (Law Enforcement Academy)), so they belong to no row above.								
Accounting 2 programs								
Certificate in Accounting	Certificate	not stated	1	0	0	—	none	Open
Certificate; A.S. in Accounting	Certificate; A.S.	not stated	1	0	0	—	none	Open
Agriculture 1 program								
A.S. in Agriculture	A.S.	not stated	2	0	0	—	none	Open
Allied Health 1 program								
Certificate in Allied Health	Certificate	not stated	1	0	0	—	none	Open

Bluestem College

- Overview
- Content Inventory
- Content Model
- SEO
- Academic Programs
- Gap Analysis
- User Goal Gaps
- Technology Infrastructure
- Outside Data
- Reports

Manage

- Runs
- Project Configuration

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← Academic Programs

A.A.S. in Nursing

A.A.S. · 3 high · 7 medium · 3 low

Program Page(s)

The program's own page is the one the comparison treats as authoritative.

The program as a whole 2

Associate Degree Nursing A.A.S. – Bluestem College · main

Associate Degree Nursing A.A.S. – Bluestem College · main

Other programs in Nursing

A.S. in Nursing
B.A.S. in Nursing
B.S. in Nursing
Certificate in Nursing
Field of Study in Nursing
Texas Direct Field of Study in Nursing
Texas Direct Transfer Degree in Nursing

Findings are file-only: read from the newest program-consistency workbook; matched to a program by its program page URL, else by its name (program_key); unmatched_findings counts those neither finds, which the screen shows under their program area From `program_consistency_bluestem-college_20261012.xlsx`.

Findings 13

What other pages say about this program against what its own page says. Conflicts first, statements that appear only in one place last. A finding you set aside stays in place, grayed, and stops counting.

Conflict 1

This page and the program's own page say different things about the same attribute.

Medium **length and schedule** supporting page quote not found on the page

Texas Direct - Nursing - Field of Study – Bluestem College

This page says	The program's own page says
"SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS (five semesters, 1-5)"	"The Associate Degree Nursing Program is a four semester, 60 credit hour program leading to the Associate of Applied Sciences Degree."

The page maps five full-time semesters for the same 60 credit hours that the nursing program's page delivers in four semesters.

Ignore this finding

Manage

Runs

Project Configuration

Findings 13

What other pages say about this program against what its own page says. Conflicts first, statements that appear only in one place last. A finding you set aside stays in place, grayed, and stops counting.

Texas Direct Field of Study in Nursing

Texas Direct Transfer Degree in Nursing

Findings are file-only: read from the newest program-consistency

Conflict 1

This page and the program's own page say different things about the same attribute.

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Texas Direct - Nursing - Field of Study – Bluestem College

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“SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS (five semesters, 1-5)”

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Ignore this finding

Ignore this finding

Omission 4

The program page states something this page leaves out where a reader would expect it.

High **admission requirements** supporting page

Not just what's there –
but what *should* be there.

What will my degree actually cost after financial aid?

What credits will transfer in?

How do I use my military education benefits here? Who do I talk to?

Can I get credit for work experience?

I want to be a nurse. What are my options?

What are the dimensions of the dorm rooms?

Bluestem College

Overview
Content Inventory
Content Model
SEO
Academic Programs
Gap Analysis
User Goal Gaps
Technology Infrastructure
Outside Data
Reports

Manage

Runs
Project Configuration

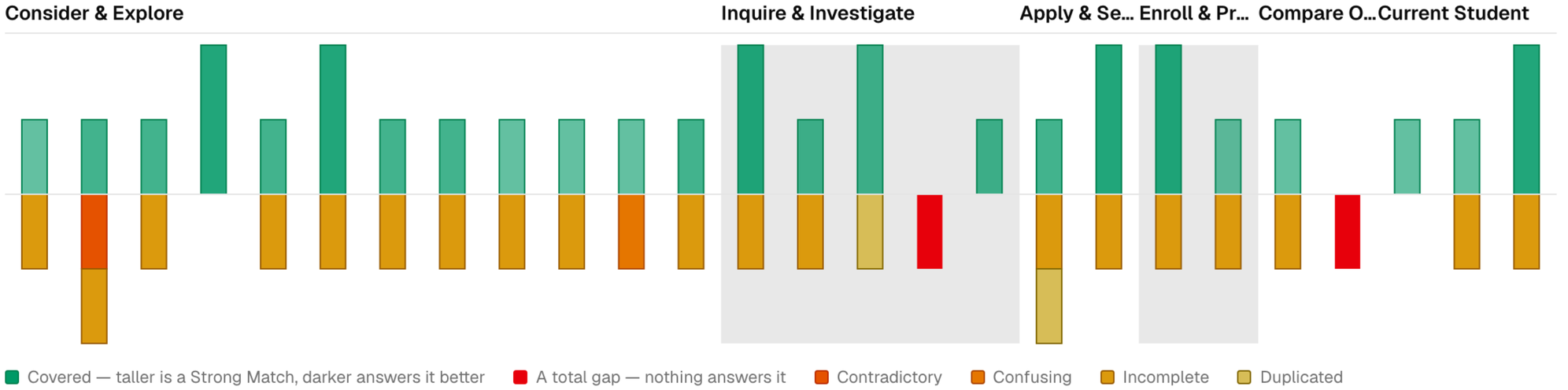
Bluestem College bluestem.edu

Gap Analysis

User Goal Gaps | Site Search Gaps

For each question a prospective student would ask, whether this site answers it — and where its pages disagree, leave something out, or say the same thing twice.

26 questions from a goal set whose version was not recorded · answered Sep 3, 2026 · imported from a run's own output file



Each bar is one question, in journey order. Above the line is how well the site covers it; below is what is wrong with the pages that do. A question can have both. Hover a bar for the question — there is no room to print 26 of them. The order is the order the questions were stored in: this run records no journey, so the stages are not claimed to be in journey order.

Coverage by Stage

Detailed Results

Coverage	Consider & Explore	Inquire & Investigate	Apply & Seek Funding	Enroll & Prepare to Start	Compare Offers & Decide	Current Student

Goal	Question	Coverage	Qua…	Best URL	Pages …	Contra…	Confusi…	Incomp…	Duplica…
Consider & Explore · 12									
Find a credential that fits around a job	What can I earn while working full time, and how long will it actually take?	Partial Match	2	https://bluestem.edu/…	5	—	—	1	—
Take a course without enrolling in a degree	How do I sign up for a non-credit class, and how is it different from a colle	Partial Match	3	https://bluestem.edu/…	5	1	—	1	—
Retrain for a different career	I want to change c… what could I move … does it pay, and ho… I'm working?					—	—	1	—
Decide whether to take college classes in high school	What is dual credit, … eligible to take it wh… in high school?					—	—	—	—
Decide whether to take college classes in high school	How do my dual credit courses count toward a degree here, and will they transfer elsewhere?	Partial Match	3	https://bluestem.edu/…	5	—	—	1	—
Develop my workforce	Can you train or upskill my existing employees?	Strong Match	4	https://bluestem.edu/…	5	—	—	1	—
Grow my business	I'm starting or growing a small business — what help is available?	Partial Match	3	https://bluestem.edu/…	5	—	—	1	—

How do my dual credit courses count toward a degree here, and will they transfer elsewhere?

Decide whether to take college classes in high school	How do my dual credit courses count toward a degree here, and will they transfer elsewhere?	Partial Match	3	https://bluestem.edu/high-sch…	5	—	—

Assessment

The site confirms dual credit counts toward both high school and college transcripts/GPA and toward a Bluestem College degree, and separately explains drop/withdrawal consequences via the Six Drop FAQ. However, transferability guidance is generic ('most credits transfer… always confirm') and the FAQ page merely redirects to a Transfer Services page rather than explaining how to check a specific receiving institution.

Pages named

https://bluestem.edu/high-school-students/dual-credit/future/
https://bluestem.edu/high-school-students/faq/
https://bluestem.edu/high-school-students/dual-credit/15forall/students-parents/
https://bluestem.edu/future-students/types-credit-ce/
https://bluestem.edu/SixDrop/

What a student would get wrong

A student must piece together the answer: degree applicability is on the 15 For All Students/Parents page and the Course Types page, general transferability language is on the same 15 For All page and repeated vaguely on the FAQ page (which just links to Transfer Services without detail), and drop/failure consequences are only on the separate SixDrop page. No page consolidates all four elements, and the specific step of checking a target university's own transfer equivalency tool is never actually shown, only referenced.

Could be consolidated

The FAQ page (bluestem.edu/high-school-students/faq/) points to 'Transfer Services' for transferability details, but that page's content was not included in the retrieved set, leaving the trail incomplete for the student.

Searched for on the site

“dual credit transcripts” 9 “dual credit graduation” 7 “transcript dual credit” 6
“transfer dual credit high schooler” 4 “dual credit course crosswalk” 4
8 queries in all, at least 0.01% of the site’s searches.

Recorded with version 7 of the goal set (this run did not record which set it used; this is the site’s latest), from Export-Searches-2026-09-09.csv, searches from Jan 1, 2026 to Sep 10, 2026; matched to the goal when the set was written.

Where this question came from

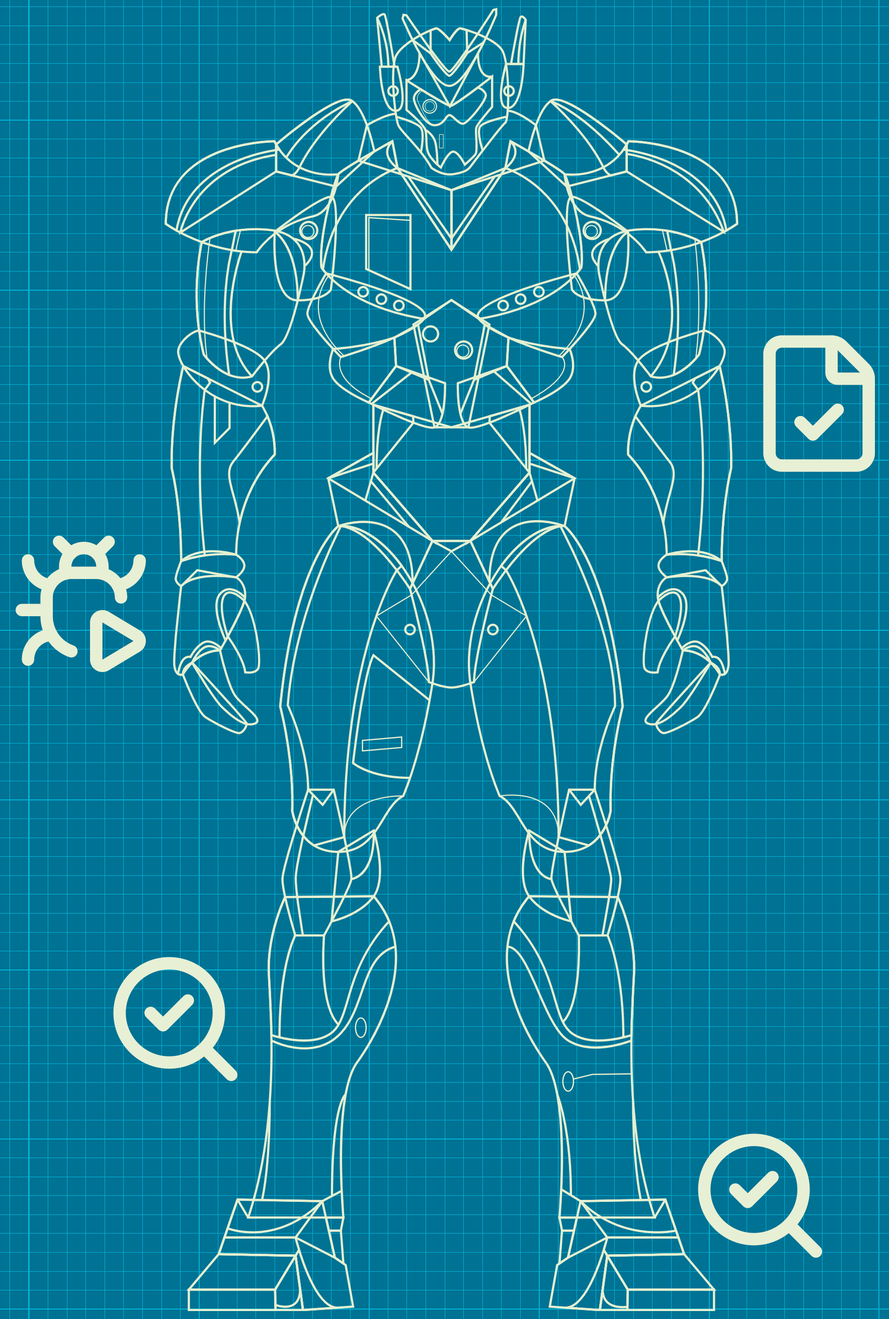
Derived from site content

Written from a site's own pages, so it exists because the content did.

The set does not say which site it was written from, so whether it can find a gap here cannot be judged.

The site confirms dual credit counts toward both high school and college transcripts/GPA and toward a Bluestem College degree, and separately explains drop/withdrawal consequences via the Six Drop FAQ. However, transferability guidance is generic ('most credits transfer… always confirm') and the FAQ page merely redirects to a Transfer Services page rather than explaining how to check a specific receiving institution.

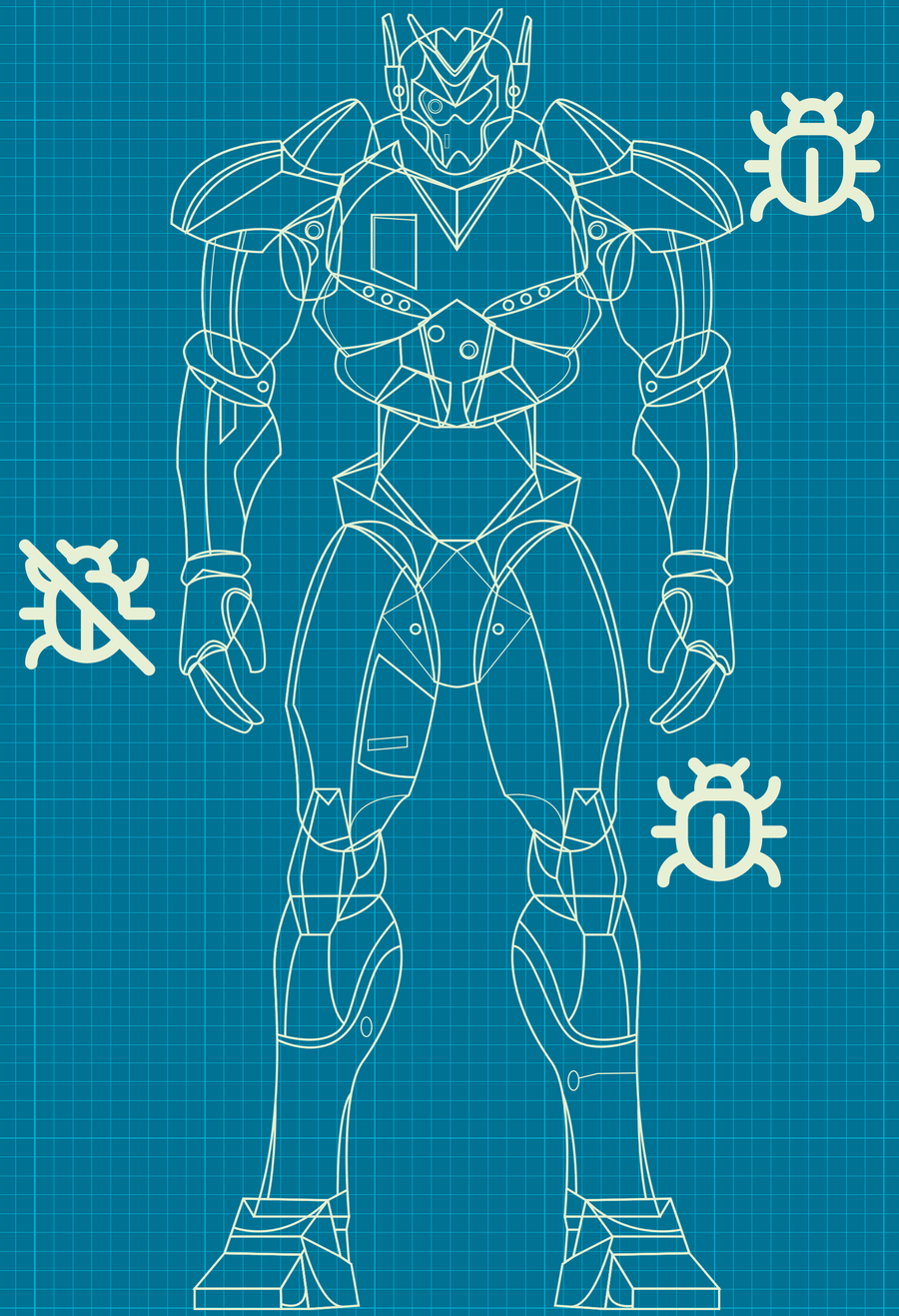
3. Test as you go, make Claude prove it worked.



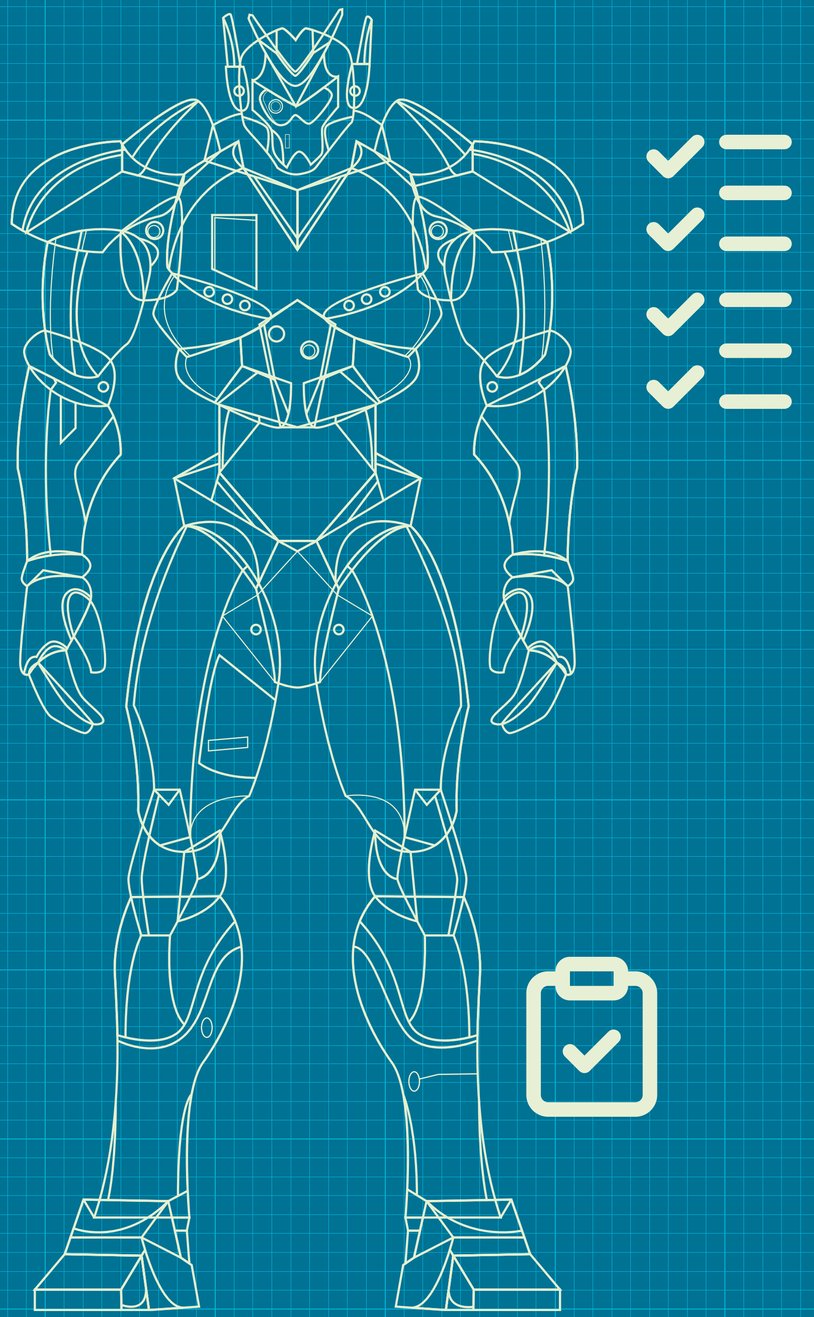
Examples of CLAUDE.md Rules

1. “Nothing is there” and “we could not look” are different facts.
2. Verify by looking.
3. A check that cannot fail is not a check.
4. A check is code, and it fails the same ways.
5. Rules are enforced, not remembered.

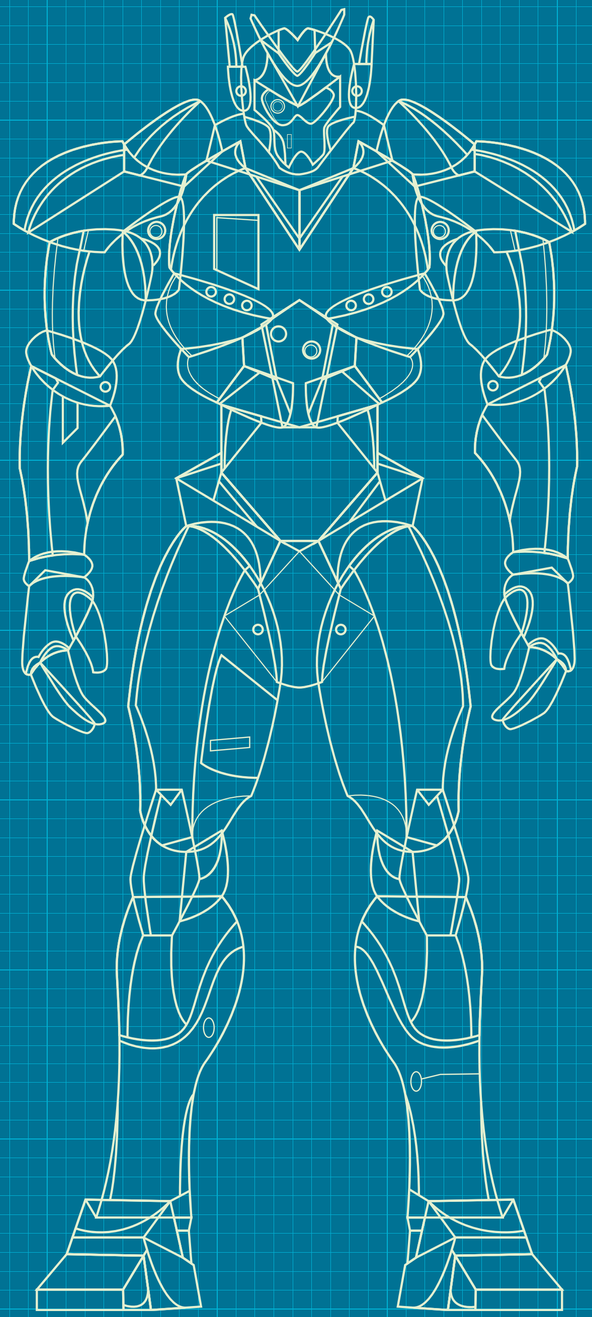
4. Ask “Where else?” Fix the bug everywhere.



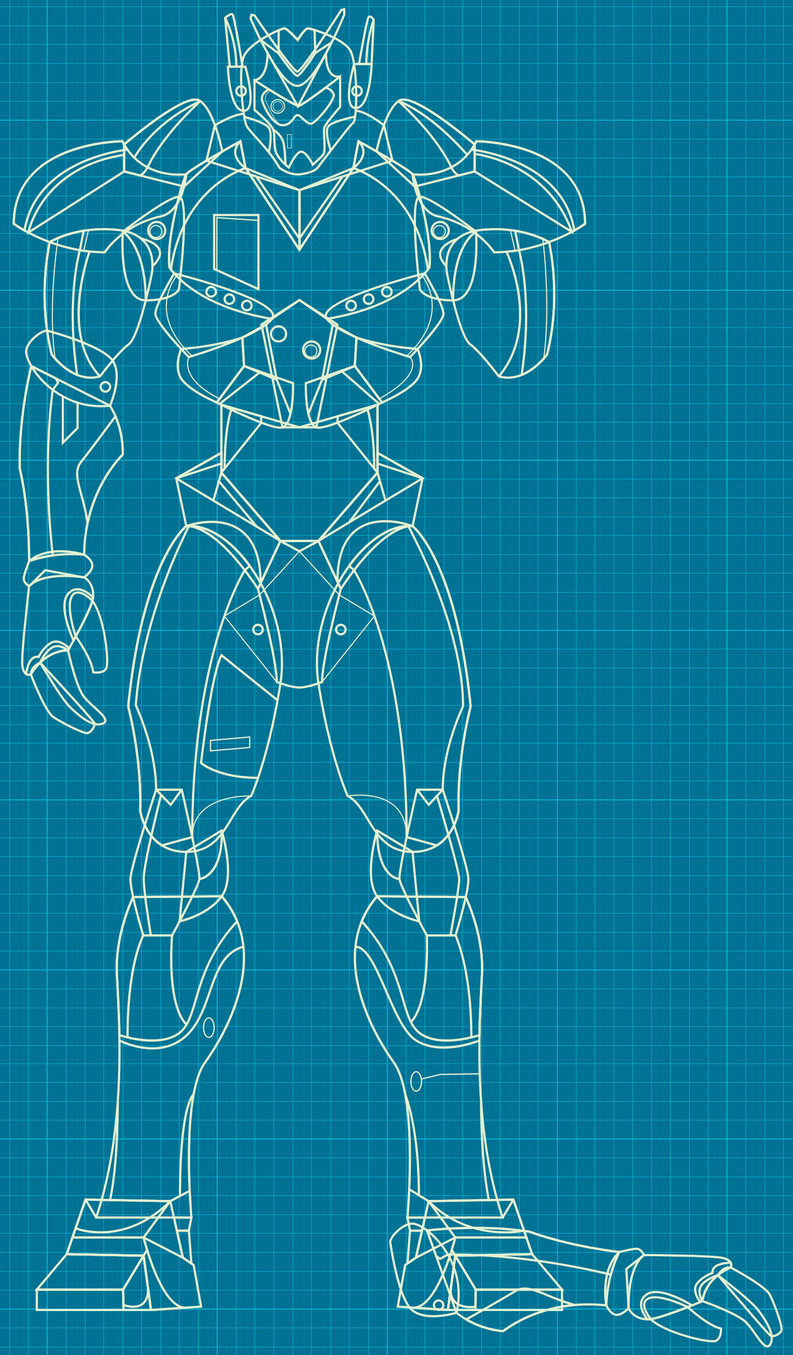
5. Make documentation, memory, and enforced checks automatic.



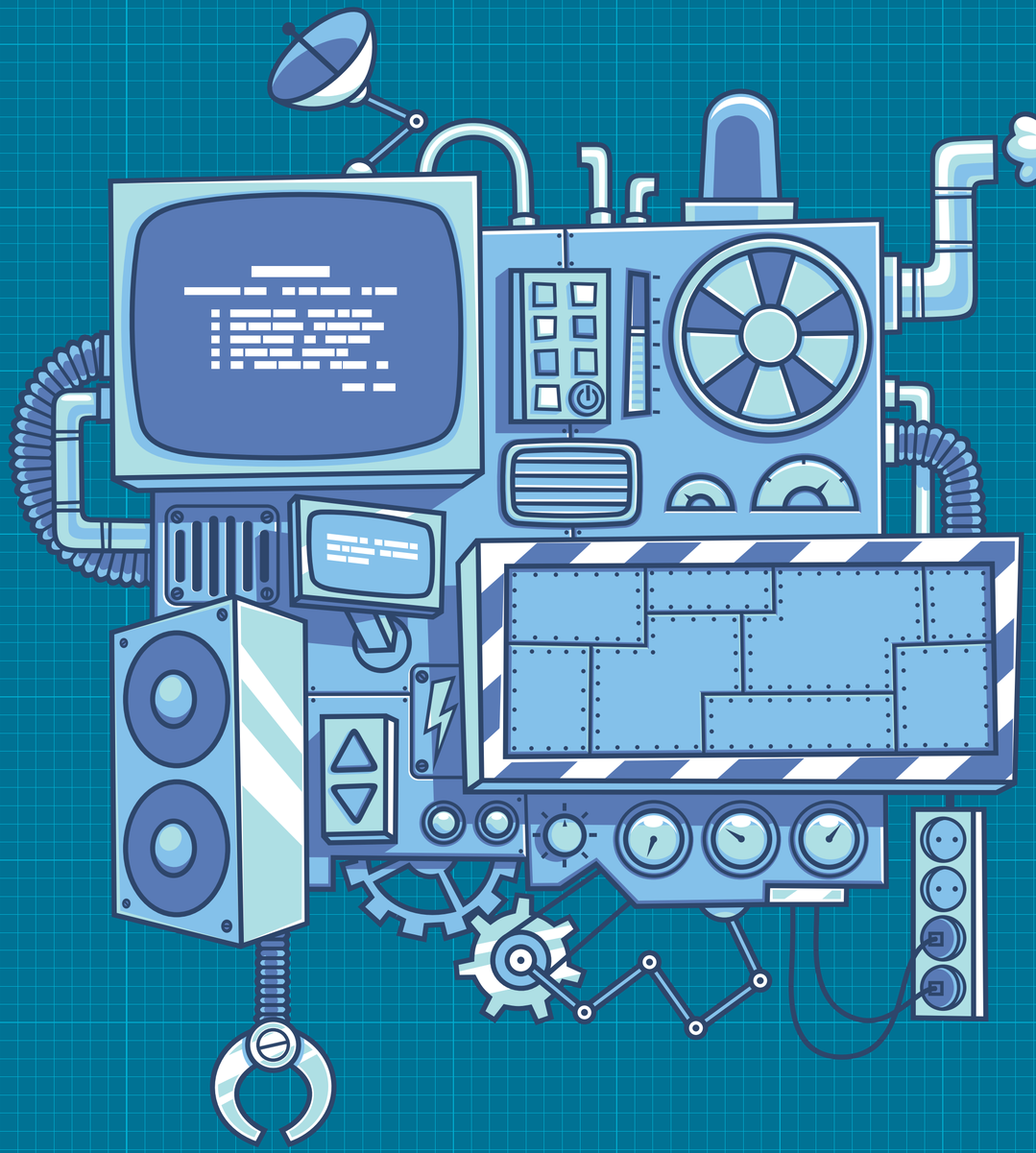
6. Models change regularly, can change behavior, silent failures.



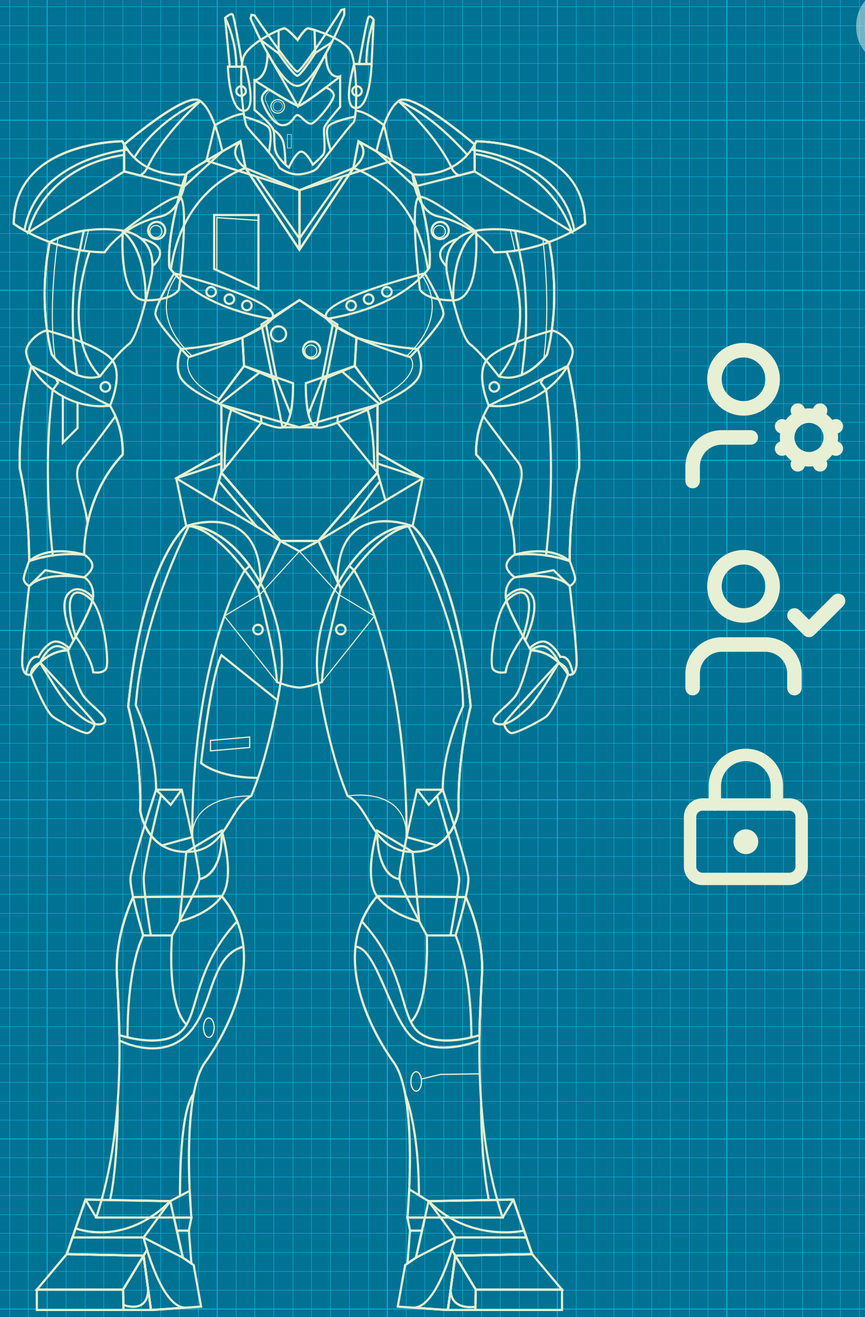
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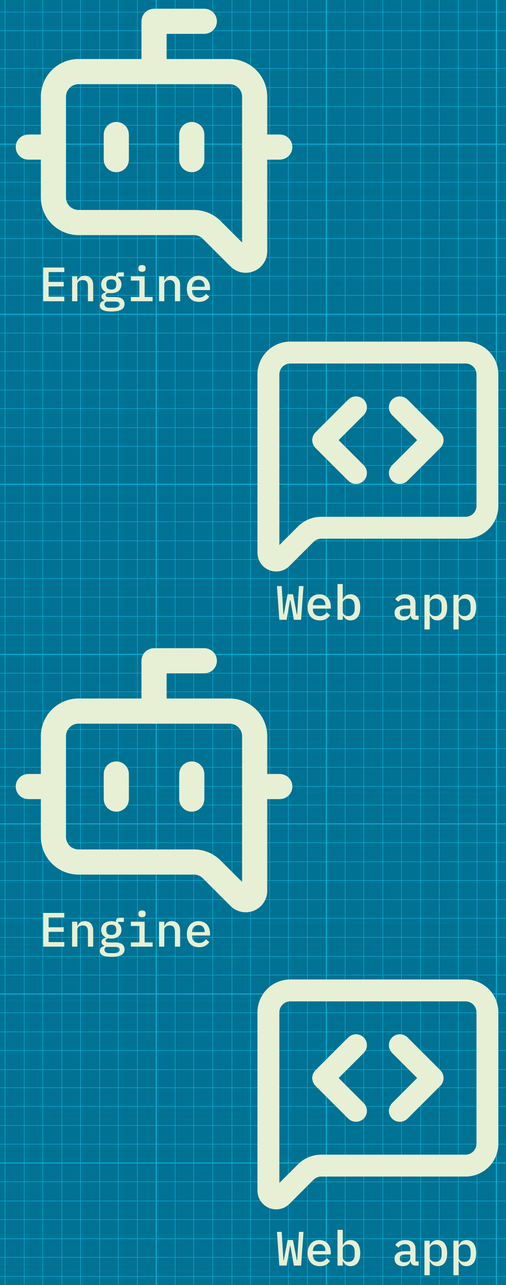
7. AI can make UI, but it tends to be verbose and clunky.



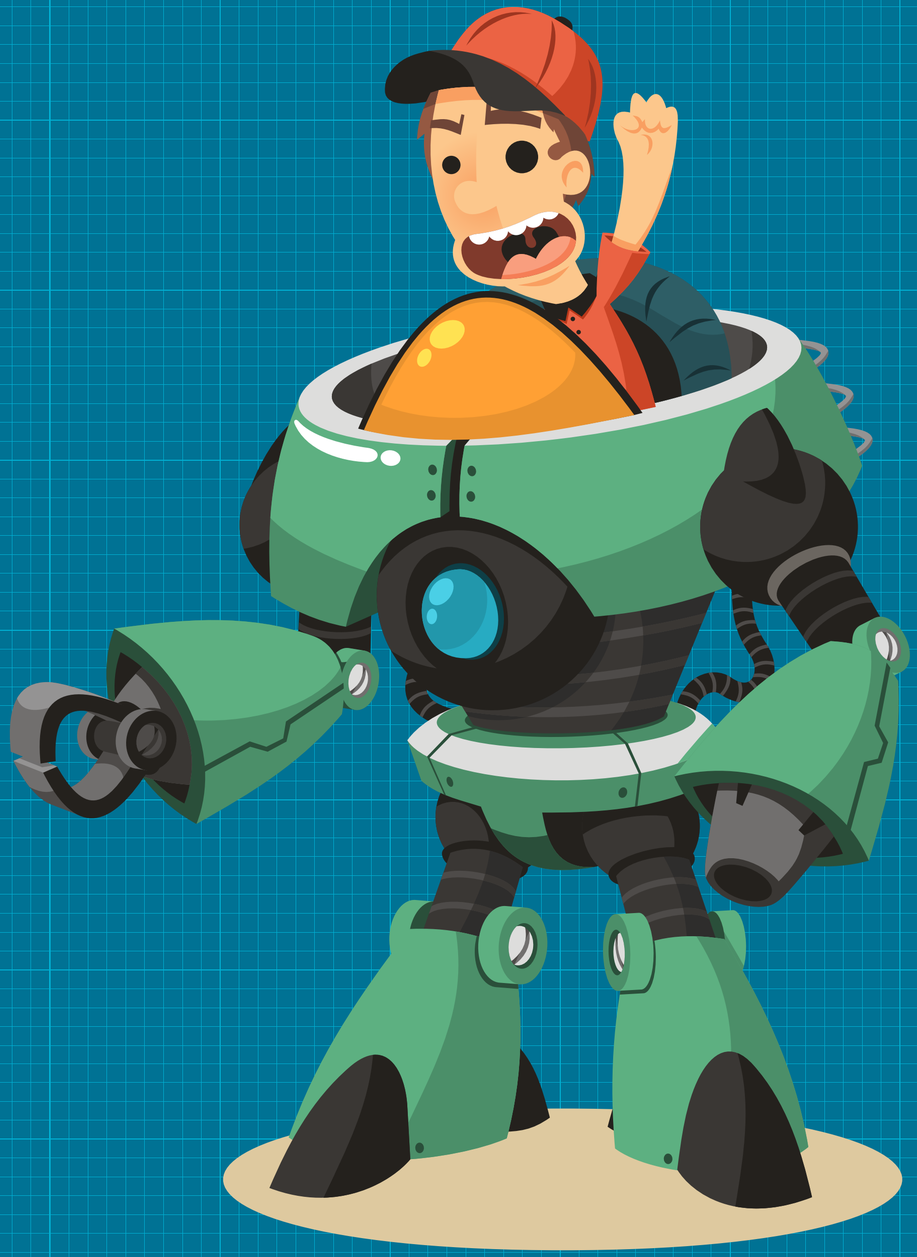
8. It’s easier to think about user access and security up front.



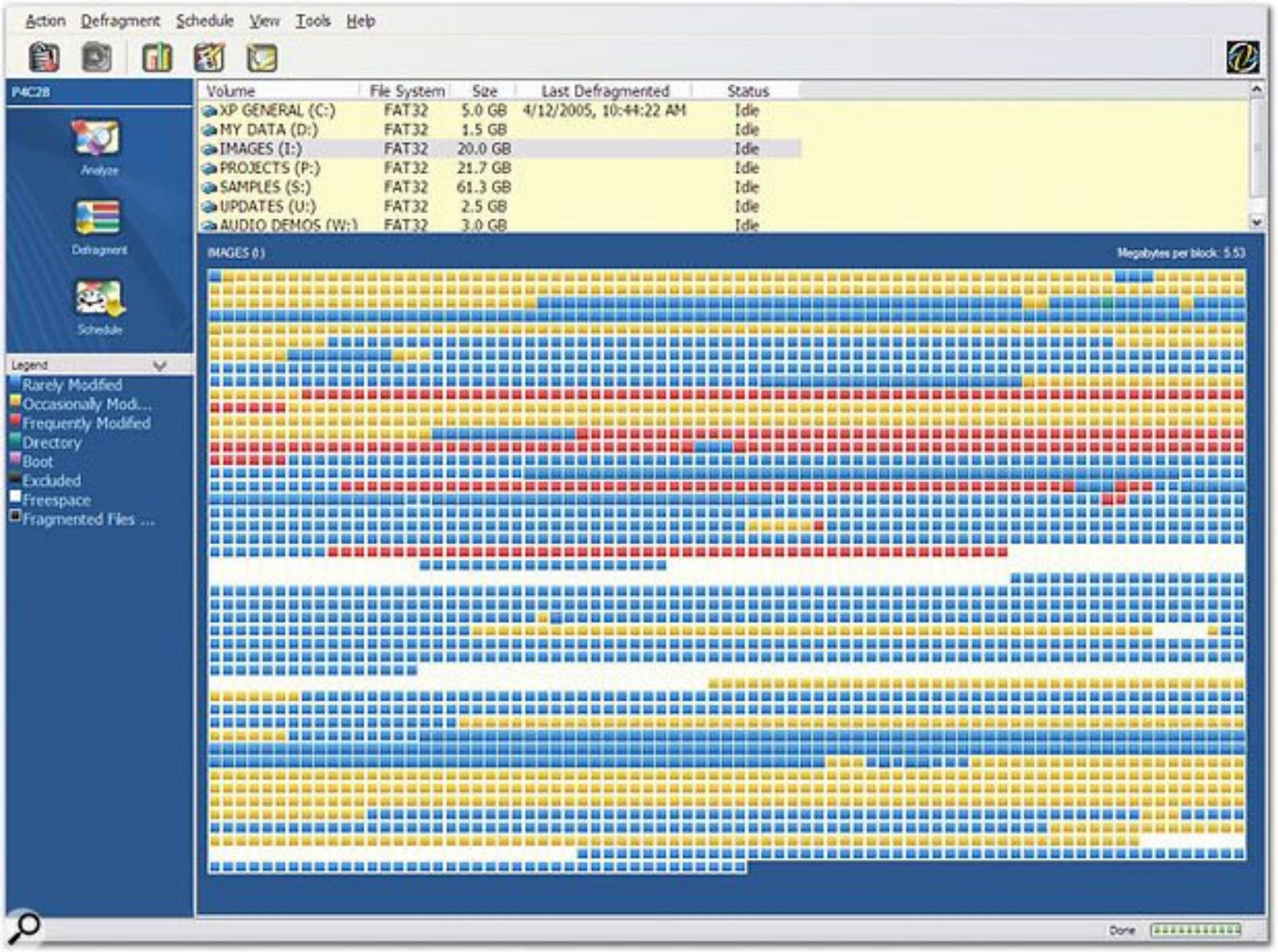
9. Claude sessions can support each other on different parts of the project.



10. Velocity can give you a sense of manic euphoria



Hard drive defragmentation back in the day



Bluestem College bluestem.edu

Content Inventory

Sections | All pages | Condition map

Every page stored for Bluestem College as one block, colored by its rating. Pick what the color shows; sort to see how many pages are in each rating, and sort again to see where they are.

Domains: All domains

Color by: Outdated | Reading level | Web readability | GEO readiness | SEO score | Sessions

Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

Outdated, in site order

2,762 of 3,575 pages evaluated

bluestem.edu 1,855 pages

/student-experienc...
374

/resources/
332

/about/
129

/study/
123

/paying-for-college/

Sort by rating

OUTDATED

Critical	163 · 5%
Major	317 · 9%
Minor	71 · 2%
None found	2,211 · 62%
No severity given	0 · 0%
Could not score	0 · 0%
Not evaluated	813 · 23%

Domains

All domains

Color by

Outdated | Reading level | Web readability | GEO readiness | SEO score | Sessions

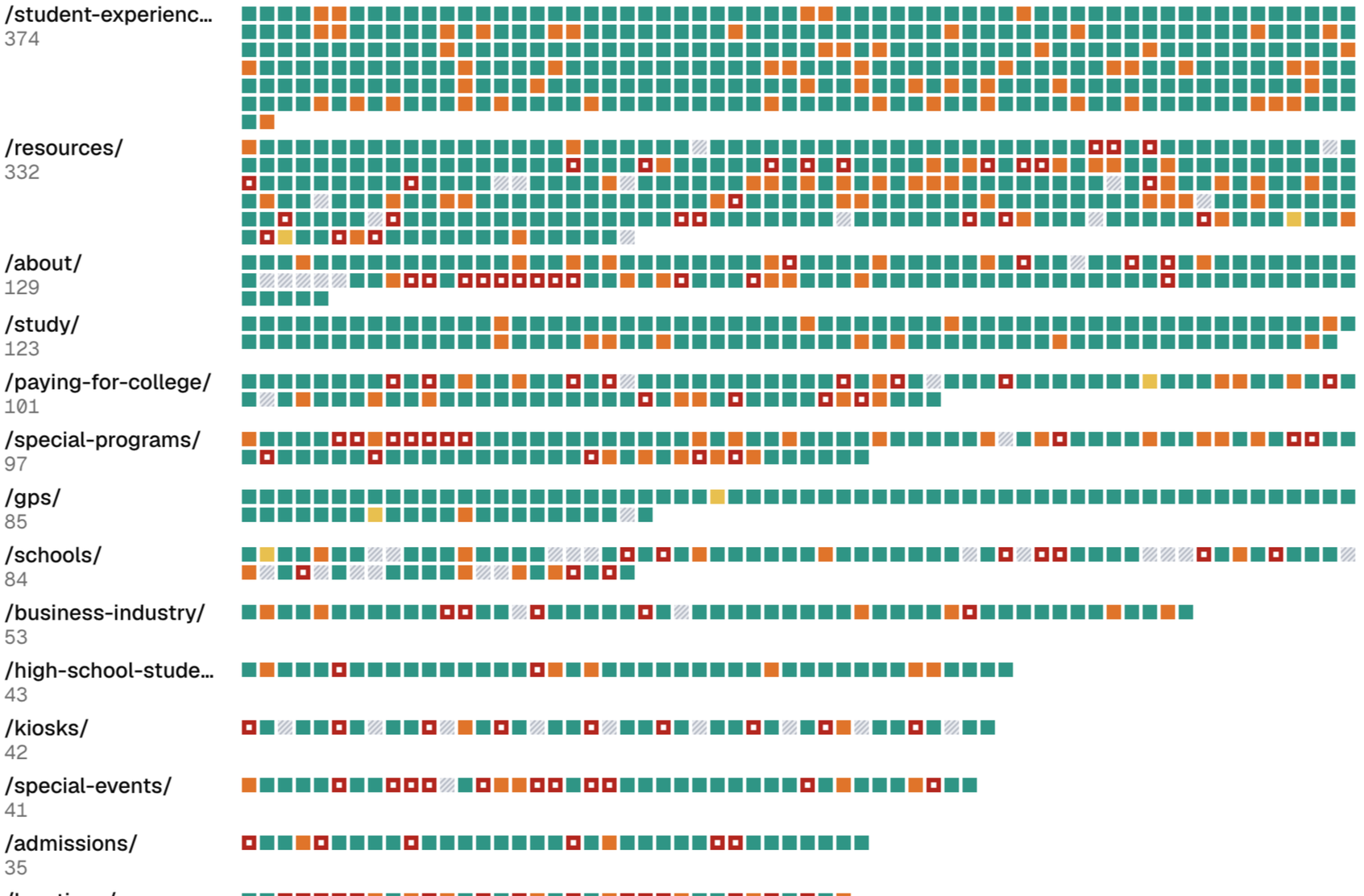
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

Outdated, in site order

2,762 of 3,575 pages evaluated

bluestem.edu 1,855 pages



Sort by rating

OUTDATED

Critical	163 · 5%
Major	317 · 9%
Minor	71 · 2%
None found	2,211 · 62%
No severity given	0 · 0%
Could not score	0 · 0%
Not evaluated	813 · 23%

The engine's severity for the worst outdated statement on the page.

SELECTED PAGE

Click a block to see the page and its ratings.

Domains

All domains

Color by

Outdated | Reading level | Web readability | GEO readiness | SEO score | Sessions

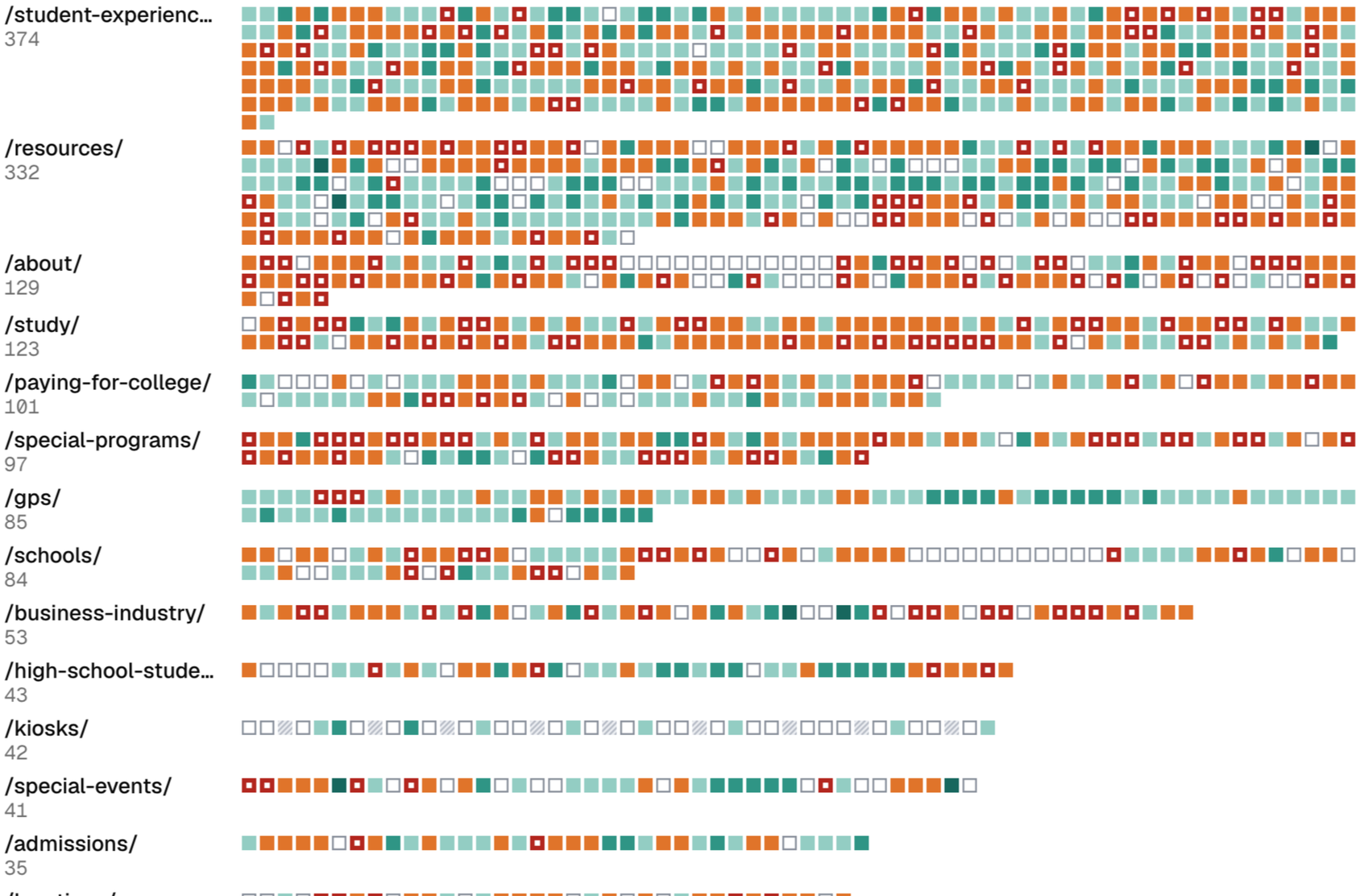
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

Reading level, in site order

2,843 of 3,575 pages evaluated

bluestem.edu 1,855 pages



Sort by rating

READING LEVEL

Grade 13 and up	411 · 11%
Over 10, under 13	855 · 24%
Grades 8 to 10	832 · 23%
Grades 5 to under 8	445 · 12%
Under grade 5	20 · <1%
Not graded (too little prose)	280 · 8%
Could not score	0 · 0%
Not evaluated	732 · 20%

Flesch-Kincaid grade. This project's pass grade is 10: a page at or below it passes, and the warm colors start above it.

SELECTED PAGE

Click a block to see the page and its ratings.

Domains

All domains

Color by

Outdated | Reading level | Web readability | GEO readiness | SEO score | Sessions

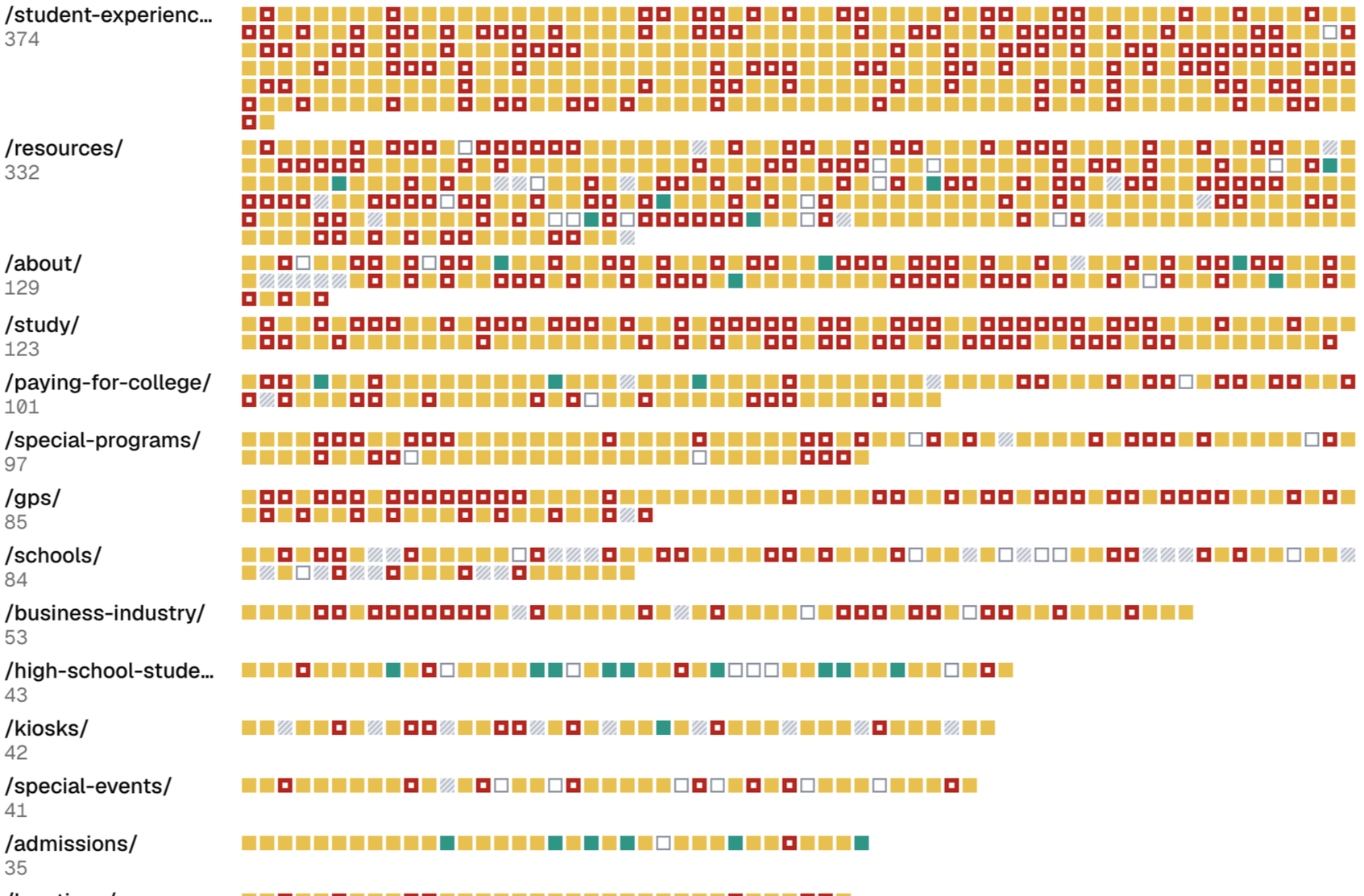
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

Web readability, in site order

1,791 of 3,575 pages evaluated

bluestem.edu 1,855 pages



Sort by rating

WEB READABILITY

Poor	590 · 17%
Fair	1,099 · 31%
Good	45 · 1%
Not assessed	42 · 1%
Could not score	15 · <1%
Not evaluated	1,784 · 50%

Poor, Fair or Good, from a model's reading against NewCity's web writing rubric. Not assessed: too little text to judge.

SELECTED PAGE

Click a block to see the page and its ratings.

Domains

All domains

Color by

Outdated | Reading level | Web readability | **GEO readiness** | SEO score | Sessions

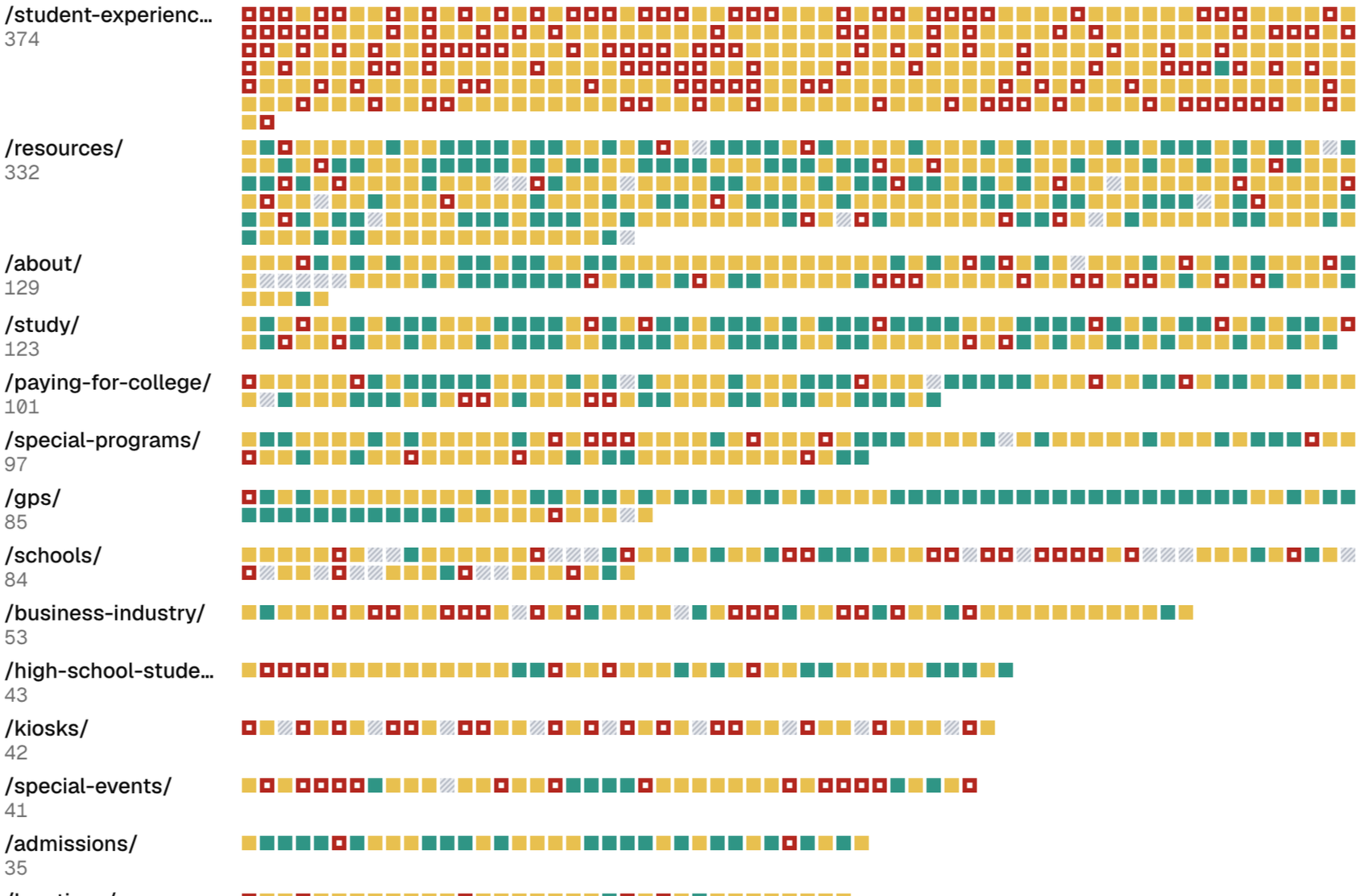
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

GEO readiness, in site order

1,791 of 3,575 pages evaluated

bluestem.edu 1,855 pages



Sort by rating

GEO READINESS

Poor	330 · 9%
Fair	1,034 · 29%
Good	427 · 12%
No grade stored	0 · 0%
Could not score	0 · 0%
Not evaluated	1,784 · 50%

Poor, Fair or Good: how ready the page is to be found and quoted by AI search, from a model's reading. The engine grades it: Good at 6 out of 10 and up (its pass line), Fair from 4, Poor below.

SELECTED PAGE

Click a block to see the page and its ratings.

Domains

All domains

Color by

Outdated | Reading level | Web readability | GEO readiness | **SEO score** | Sessions

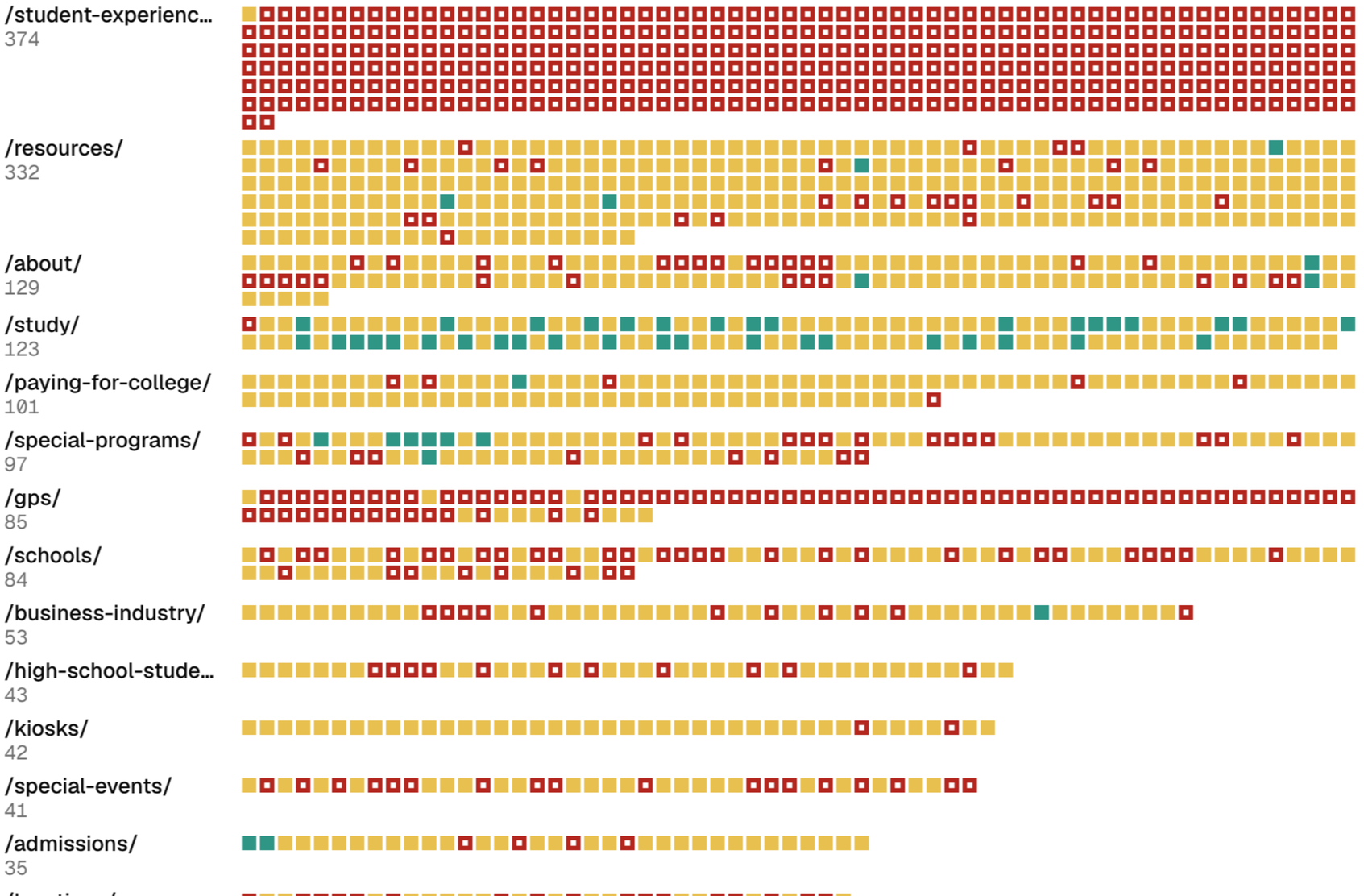
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

SEO score, in site order

2,854 of 3,575 pages scored

bluestem.edu 1,855 pages



Sort by rating

SEO SCORE

- Poor, below 60 — 794 · 22%
- Fair, 60 to 79 — 1,704 · 48%
- Good, 80 and up — 356 · 10%
- Not scored — 721 · 20%

The page's score out of 100 from the SEO analysis, in the SEO score column's bands. Not scored: the page was not in that analysis.

SELECTED PAGE

Click a block to see the page and its ratings.

Domains

All domains

Color by

Outdated | Reading level | Web readability | GEO readiness | SEO score | Sessions

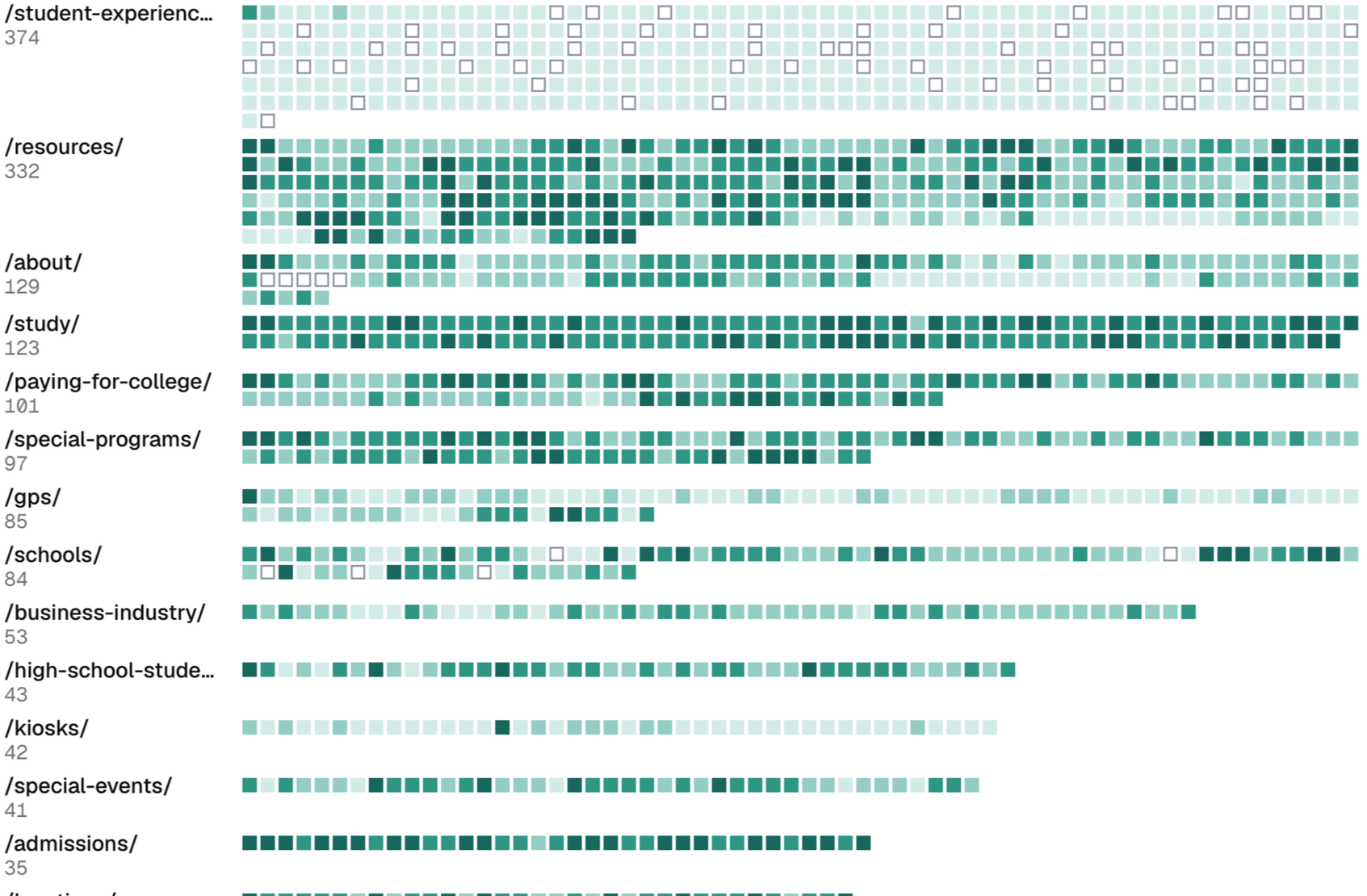
Show: Ignored (9)

Evaluations incomplete for Outdated (99%), Web readability (64%), GEO readiness (64%).

Sessions, in site order

3,575 of 3,575 pages with analytics imported

bluestem.edu 1,855 pages



Sort by rating

SESSIONS

- 10,000 and up — 229 · 6%
- 1,000 to 9,999 — 509 · 14%
- 100 to 999 — 498 · 14%
- 1 to 99 — 531 · 15%
- None recorded — 1,808 · 51%
- No analytics imported — 0 · 0%

Visits the institution's own analytics recorded for the page over the imported window. Darker is busier. None recorded: analytics was imported and had no visits for it. No analytics imported: nothing to say either way.

SELECTED PAGE

Click a block to see the page and its ratings.

What's next?

- Validation of findings & recommendations by SMEs
- Proper usability testing
- Setup separate Mac to host engine
- Linking into a Content Work Plan
- Incorporate findings from our accessibility scans
- Map current UI patterns to plan a design system / CMS migration

Where could these tools help you scale?

1. Clean export or crawl of your own content
2. Classify and connect pages
3. Which evaluations require an LLM?
4. Integrate data sources
5. Design and validate evaluations
6. See what you see!

Thanks!



David Poteet
President, Sr. UX Strategist
dpoteet@insidenewcity.com

Slides & Handout at
nwcty.com/scaling-content

Special thanks to [Martin Malchev]
for his amazing robot illustrations!