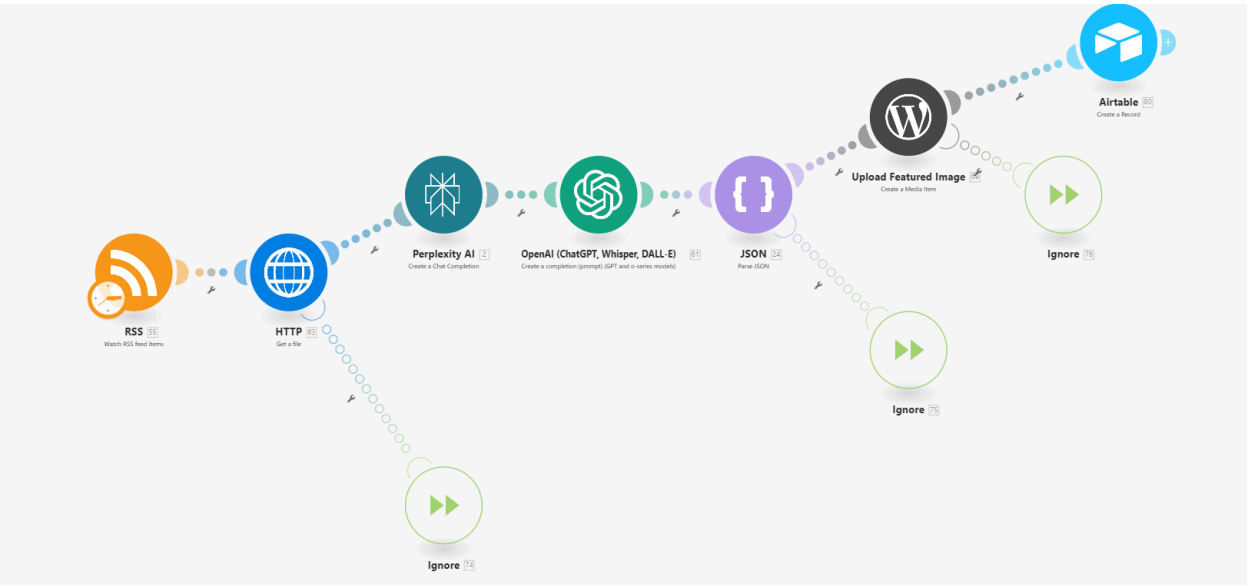
AI-Powered Sports Content Automation System

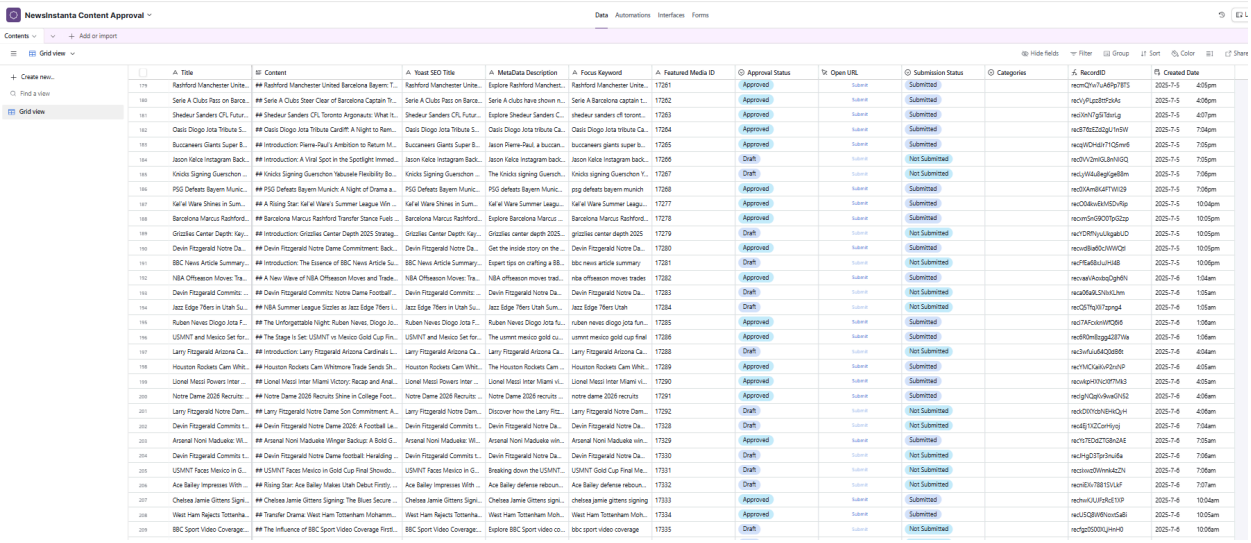
NewInstanta Sports Content Creation Workflow Pre approval Flow Updated.blueprint.json

NewInstanta Sports Content Creation Workflow Post Approval.blueprint.json

Pre Approval Workflow



Approval Table in Airtable



NewsInstanta Content Approval

Data | Automations | Interfaces | Forms

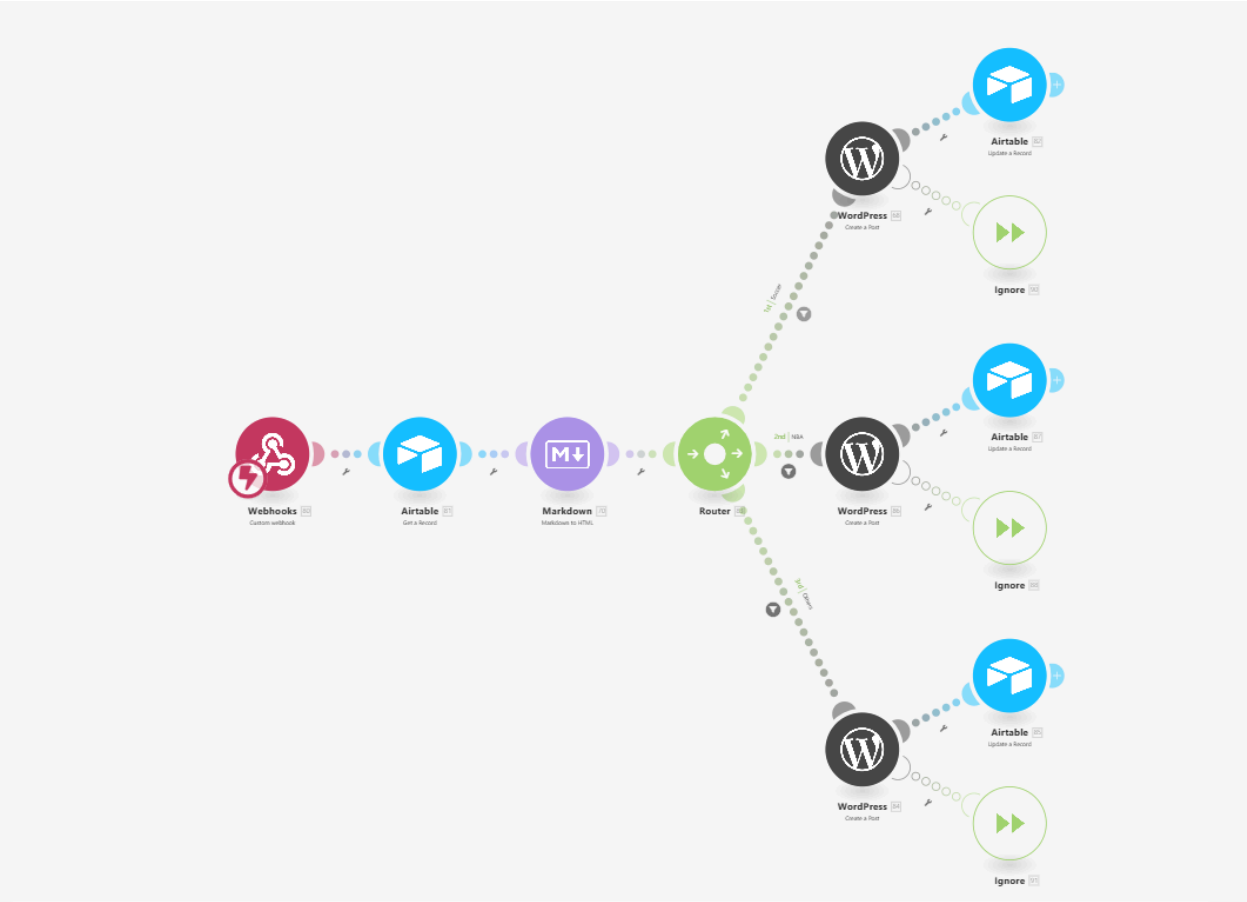
Contents | + Add or import

Grid view | Hide fields | Filter | Group | Sort | Color | Share

+ Create new...
Find a view
Grid view

	Title	Content	Yoast SEO Title	MetaData Description	Focus Keyword	Featured Media ID	Approval Status	Open URL	Submission Status	Categories	RecordID	Created Date
179	Rashford Manchester Unite...	## Rashford Manchester United Barcelona Bayern: T...	Rashford Manchester Unite...	Explore Rashford Manchest...	Rashford Manchester Unite...	17261	Approved	Submit	Submitted		recmQYw7uA6Pp78F5	2025-7-5 4:05pm
180	Serie A Clubs Pass on Barce...	## Serie A Clubs Steer Clear of Barcelona Captain Tr...	Serie A Clubs Pass on Barce...	Serie A clubs have shown n...	Serie A Barcelona captain t...	17262	Approved	Submit	Submitted		recVyRLpz2ttPzkAc	2025-7-5 4:06pm
181	Shedeur Sanders CFL Futur...	## Shedeur Sanders CFL Toronto Argonauts: What It...	Shedeur Sanders CFL Futur...	Explore Shedeur Sanders C...	shedeur sanders cfl toront...	17263	Approved	Submit	Submitted		rec0ioh17gSiTdsrLg	2025-7-5 4:07pm
182	Oasis Diogo Jota Tributa S...	## Oasis Diogo Jota Tributa Cardiff: A Night to Ram...	Oasis Diogo Jota Tributa S...	Oasis Diogo Jota tributa Ca...	Oasis Diogo Jota tributa Ca...	17264	Approved	Submit	Submitted		rec0Z6bEZdGjU1hSW	2025-7-5 7:04pm
183	Buccaneers Giants Super B...	## Introduction: Pierre-Paul's Ambition to Return M...	Buccaneers Giants Super B...	Jason Pierre-Paul, a buccan...	buccaneers giants super b...	17265	Approved	Submit	Submitted		recqWDHdir71CEmrv6	2025-7-5 7:05pm
184	Jason Kelce Instagram Back...	## Introduction: A Viral Spot in the Spotlight Immed...	Jason Kelce Instagram Back...	Jason Kelce Instagram back...	Jason Kelce Instagram back...	17266	Draft	Submit	Not Submitted		rec0VV2mIGLbnNIGQ	2025-7-5 7:05pm
185	Knicks Signing Guerschon ...	## Knicks Signing Guerschon Yabusele Flexibility Bo...	Knicks Signing Guerschon ...	The Knicks signing Guersch...	Knicks signing Guerschon Y...	17267	Draft	Submit	Not Submitted		recLyWi4uBegKge68m	2025-7-5 7:06pm
186	PSG Defeats Bayern Munic...	## PSG Defeats Bayern Munich: A Night of Drama a...	PSG Defeats Bayern Munic...	PSG defeats Bayern Munic...	psg defeats bayern munich	17268	Approved	Submit	Submitted		rec0XAm8K4FTWI29	2025-7-5 7:06pm
187	Kel'el Ware Shines in Sum...	## A Rising Star: Kel'el Ware's Summer League Win ...	Kel'el Ware Shines in Sum...	Kel'el Ware Summer Leagu...	Kel'el Ware Summer Leagu...	17277	Approved	Submit	Submitted		recO04kvEkMSDvRlp	2025-7-5 10:04pm
188	Barcelona Marcus Rashford...	## Barcelona Marcus Rashford Transfer Stance Fuels ...	Barcelona Marcus Rashford...	Explore Barcelona Marcus ...	Barcelona Marcus Rashford...	17278	Approved	Submit	Submitted		recomGn69O0TpG2zp	2025-7-5 10:05pm
189	Grizzlies Center Depth: Kay...	## Introduction: Grizzlies Center Depth 2025 Strateg...	Grizzlies Center Depth: Kay...	Grizzlies center depth 2025...	grizzlies center depth 2025	17279	Draft	Submit	Not Submitted		rec1DRNjyuUkgabUD	2025-7-5 10:05pm
190	Devin Fitzgerald Notre Da...	## Devin Fitzgerald Notre Dame Commitment: Back...	Devin Fitzgerald Notre Da...	Get the inside story on the ...	Devin Fitzgerald Notre Da...	17280	Approved	Submit	Submitted		recwdBIa60cIWWQtl	2025-7-5 10:05pm
191	BBC News Article Summary...	## Introduction: The Essence of BBC News Article Su...	BBC News Article Summary...	Expert tips on crafting a BB...	bbc news article summary	17281	Draft	Submit	Not Submitted		recPEa68uJuJHi4B	2025-7-5 10:06pm
192	NBA Offseason Moves: Tra...	## A New Wave of NBA Offseason Moves and Trade...	NBA Offseason Moves: Tra...	NBA offseason moves trad...	nba offseason moves trades	17282	Approved	Submit	Submitted		recvawVAcxbqOghl6N	2025-7-6 1:04am
193	Devin Fitzgerald Commits: ...	## Devin Fitzgerald Commits: Notre Dame Football'...	Devin Fitzgerald Commits: ...	Devin Fitzgerald Notre Da...	Devin Fitzgerald Notre Da...	17283	Draft	Submit	Not Submitted		reca06a9LSNlxKUkm	2025-7-6 1:05am
194	Jazz Edge 76ers in Utah Su...	## NBA Summer League Sizzles as Jazz Edge 76ers i...	Jazz Edge 76ers in Utah Su...	Jazz Edge 76ers Utah Sum...	Jazz Edge 76ers Utah	17284	Draft	Submit	Not Submitted		rec0S7fqXR7zpmg4	2025-7-6 1:05am
195	Ruben Neves Diogo Jota F...	## The Unforgettable Night: Ruben Neves, Diogo Jo...	Ruben Neves Diogo Jota F...	Ruben Neves Diogo Jota fu...	ruben neves diogo jota fun...	17285	Approved	Submit	Submitted		rec37AFcknWfQB6l	2025-7-6 1:06am
196	USMNT and Mexico Set for...	## The Stage Is Set: USMNT vs Mexico Gold Cup Fin...	USMNT and Mexico Set for...	The usmmt mexico gold cu...	usmmt mexico gold cup final	17286	Approved	Submit	Submitted		rec6R0mIbzgg4287Wa	2025-7-6 1:06am
197	Larry Fitzgerald Arizona Ca...	## Introduction: Larry Fitzgerald Arizona Cardinals L...	Larry Fitzgerald Arizona Ca...	Larry Fitzgerald Arizona Ca...	Larry Fitzgerald Arizona Ca...	17288	Draft	Submit	Not Submitted		rec3wfuUu64Q0zB6t	2025-7-6 4:04am
198	Houston Rockets Cam Whit...	## Houston Rockets Cam Whitmore Trade Sends Sh...	Houston Rockets Cam Whit...	The Houston Rockets Cam ...	Houston Rockets Cam Whit...	17289	Approved	Submit	Submitted		recYMCKaKvP2chKP	2025-7-6 4:05am
199	Lionel Messi Powers Inter ...	## Lionel Messi Inter Miami Victory: Recap and Anal...	Lionel Messi Powers Inter ...	Lionel Messi Inter Miami vi...	Lionel Messi Inter Miami vi...	17290	Approved	Submit	Submitted		recwkp4XNc0PfTMk3	2025-7-6 4:05am
200	Notre Dame 2026 Recruits: ...	## Notre Dame 2026 Recruits Shine in College Foot...	Notre Dame 2026 Recruits: ...	Notre Dame 2026 recruits ...	notre dame 2026 recruits	17291	Approved	Submit	Submitted		recIgNQzjKv9kvaGNS2	2025-7-6 4:06am
201	Larry Fitzgerald Notre Dam...	## Larry Fitzgerald Notre Dame Son Commitment: A...	Larry Fitzgerald Notre Dam...	Discover how the Larry Fitz...	Larry Fitzgerald Notre Dam...	17292	Draft	Submit	Not Submitted		recdCtXYcbNdHkQyH	2025-7-6 4:06am
202	Devin Fitzgerald Commits t...	## Devin Fitzgerald Notre Dame 2026: A Football Le...	Devin Fitzgerald Commits t...	Devin Fitzgerald Notre Da...	Devin Fitzgerald Notre Da...	17328	Draft	Submit	Not Submitted		rec4EYk2CorHyoj	2025-7-6 7:04am
203	Arsenal Noni Madueke: Wi...	## Arsenal Noni Madueke Winger Backup: A Bold G...	Arsenal Noni Madueke: Wi...	Arsenal Noni Madueke win...	Arsenal Noni Madueke win...	17329	Approved	Submit	Submitted		rec1s7EOdZT68n2AE	2025-7-6 7:05am
204	Devin Fitzgerald Commits t...	## Devin Fitzgerald Notre Dame football: Heralding ...	Devin Fitzgerald Commits t...	Devin Fitzgerald Notre Da...	Devin Fitzgerald Notre Da...	17330	Draft	Submit	Not Submitted		recHgD3Tpr3nui6a	2025-7-6 7:06am
205	USMNT Faces Mexico in G...	## USMNT Faces Mexico in Gold Cup Final Showdo...	USMNT Faces Mexico in G...	Breaking down the USMNT...	USMNT Gold Cup Final Me...	17331	Draft	Submit	Not Submitted		recUnxo2WmnkAzZN	2025-7-6 7:06am
206	Ace Bailey Impresses With ...	## Rising Star: Ace Bailey Makes Utah Debut Firstly, ...	Ace Bailey Impresses With ...	Ace Bailey defense rebound...	Ace Bailey defense rebound...	17332	Draft	Submit	Not Submitted		recmEXk7881SVLkF	2025-7-6 7:07am
207	Chelsea Jamie Gittens Signi...	## Chelsea Jamie Gittens Signing: The Blues Secure ...	Chelsea Jamie Gittens Signi...	Chelsea Jamie Gittens signi...	chelsea jamie gittens signing	17333	Approved	Submit	Submitted		rechwrUUJFzRcE1XP	2025-7-6 10:04am
208	West Ham Rejects Tottenha...	## Transfer Drama: West Ham Tottenham Mohamm...	West Ham Rejects Tottenha...	West Ham Tottenham Moh...	West Ham Tottenham Moh...	17334	Approved	Submit	Submitted		recUSQBW6NoxrSaBi	2025-7-6 10:05am
209	BBC Sport Video Coverage...	## The Influence of BBC Sport Video Coverage First...	BBC Sport Video Coverage: ...	Explore BBC Sport video co...	bbc sport video coverage	17335	Draft	Submit	Not Submitted		recfgcI5500XLJnnH0	2025-7-6 10:06am

Post Approval Workflow



Tags / Properties

> **Tech stack:** Make.com, RSS.app, HTTP, Perplexity, OpenAI (GPT-4.1), Airtable, WordPress
>
> **Project type:** Content Automation, Editorial Workflow, SEO Automation
>
> **Industry:** Sports Media / Publishing

Overview

End-to-end automated sports content pipeline that ingests breaking news from RSS feeds, packages it with AI-generated SEO metadata and summaries, and routes it through editorial approval in Airtable before auto-publishing to WordPress with categories, featured images, and Yoast optimization.

Problem

Sports publishers faced **bottlenecks in both content preparation and publishing**:

- Manual summarization and SEO packaging slowed down news delivery.
- Editors wasted time handling media uploads and metadata entry.
- Post-approval publishing was repetitive, with risk of mis-categorization and missed deadlines.

Solution

A **two-stage automation system** that connects discovery, prep, approval, and publishing:

1. **Pre-Approval (Content Packaging)**
   - Trigger: Detects new RSS articles.
   - Fetches lead media via HTTP.
   - Uses **Perplexity** to generate summaries.
   - Uses **OpenAI GPT-4.1** to output Yoast-ready JSON (title, slug, SEO meta, body in markdown, alt text).
   - Uploads featured image to WordPress for draft prep.
   - sends generated article to Airtable for approval
2. **Approval & Publishing**
   - Airtable serves as the approval hub with full SEO fields.
   - Upon approval, a webhook triggers Make.com.
   - Content is compiled from markdown → HTML.
   - Router assigns category (Soccer, NBA, Other Sports).
   - Creates the WordPress post with Yoast SEO fields + featured media.
   - Updates Airtable status to “Submitted.”

Tools used:

- **Make.com** (workflow automation, routers, webhooks)
- **RSS.app** (news trigger)
- **Perplexity + OpenAI GPT-4.1** (summarization, structured SEO JSON)
- **Airtable** (editorial approval + tracking)
- **WordPress** (SEO publishing, featured image, categories)

Impact/Outcome

- **Speed:** Reduced content prep time from hours to minutes.
- **Consistency:** All posts Yoast-aligned with structured metadata.
- **Scalability:** Automated workflow can process dozens of articles in parallel.
- **Efficiency:** Editors only review & approve, no longer burdened by manual publishing tasks.

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