

The Storypact Editor is a data-driven tool designed to help content creators maximize the impact of their stories. It combines the latest Artificial Intelligence (AI) methods with innovative visual tools to generate, optimize and promote a wide range of publications.

Once you access the Storypact Editor, you can either open a blank document and start typing or instruct the system to generate a first draft automatically. Alternatively, you can upload an existing document or add the URL of a Web page you would like to optimize. While editing a text, Storypact provides AI-driven tools to rephrase or expand your draft, lets you explore related content, or suggests changes in wording to support your communication goals and increase the expected impact.

EDITOR FEATURES



The Storypact Editor supports a wide range of authoring and publishing tasks. Clicking on the logo in the upper left corner opens the *file management* menu to save or export your text and the *editor configuration* to select the content language and sources. The *action buttons* in the right sidebar offer five types of analyses and recommendations to strengthen your story (the *Topic* selector allows you to tailor the recommendations to a specific domain such as “Health”, “Sports” or “Environment”):

- The **AI Toolbox** offers powerful Generative AI features to improve and expand your text. It identifies popular keywords not yet mentioned in your text as an inspiration to widen the scope of your story – e.g., to finetune AI-generated drafts that might not yet reflect the latest trends. The dropdown lets you choose between different color schemes to reveal the *recency* of mentions (warmer colors include the most recent coverage), positive or negative *sentiment*, the *source* of the keyword, or the popularity as a *Google* search term. You can click on suggested keywords or add some yourself using the "+" icon. Storypact will then use the selected keywords when rephrasing the text. It will apply the changes to the entire document unless you choose specific sentences or paragraphs to modify. The settings icon leads to advanced options, including a custom prompt for additional instructions and a slider to adapt the length of the text.
- **Explore Related Content** offers a *tag cloud* with top keywords from the public debate and a *geographic map* with the regional distribution of the coverage. You can click on a keyword or location to filter the results list.
- **Optimize Text** conducts a detailed evaluation of the wording and offers five different modes. You can update the results with the refresh button of the header:
 - **“Google Search”** distinguishes terms predicted to increase organic traffic from less popular search terms. Green colors indicate words to keep, and red colors those you might consider replacing. Words underlined in blue offer tooltips with synonyms expected to perform better.
 - **“Sentiment”** uses green and red colors to highlight the average sentiment of keywords in the current public debate, helping you to create an upbeat vibe and avoid terms with negative connotations in recent online discussions.
 - **“Repetitions”** points out frequently used words since accidental repetitions can negatively impact the quality of a text (while a certain level of keyword redundancy is often intended for SEO purposes).
 - **“Quality of Text”** Offers a spell checker to spot typos and helps increase readability by pointing out *complex words*, *overly long sentences*, or those that use *passive voice*.
 - **“Transition Words”** improve the flow of your arguments, increase readability and can improve your search ranking. Storypact identifies existing transition words and recommends typical examples of transitions, such as *addition*, *contrast*, *cause/effect*, and *order*.
- **Summarize Text** provides tools to shorten the document. *“AI-generated”* quickly adapts the text to channels with different length requirements. If you prefer to keep the original wording, *“Key Sentences”* selects the most distinguishing sentences of a text. *“Sentiment”* favors sentences with a positive connotation, while *“Google Search”* uses those containing popular search terms. The two icons on the right let you hide the orange "..." separators indicating removed sentences and copy the shortened text to the clipboard.
- **Promote Text** analyses your text and Google's current search volume predictions regarding the most relevant keywords to generate an online ad, including a title and call to action. There are two buttons for *generating* an alternative draft or *publishing* the shown ad.