

Product Builder AI Guide

Stock Sync Sheets / Product Builder AI workflow, review process, and safe import steps.

What this guide covers

This guide explains how to set up AI in Product Builder, test the connection, generate staged drafts, review the full package, approve the result, and only then write it to live products.

Safe workflow rule

Nothing on the live product should change before review and approval. Draft text, SEO fields, internal links, inline description images, and image alt text should all be visible in review first, then applied together only after approval and import.

Quick start

Step	Action	What to do
1	Open Product Builder	Go to the Product Builder page and open the AI Settings section.
2	Enter your API key	Paste your OpenAI API key, choose the model, then click Save AI Settings.
3	Test the connection	Use Test Connection before generating any drafts.
4	Preview your sheet	Run Preview Google so the rows you want are visible in the preview table.
5	Choose AI rows	Tick Use AI and/or Use AI SEO for the rows you want.
6	Generate drafts	Use Save + Generate AI Drafts to stage the current selection and generate drafts in one step.
7	Review everything	Open AI Review and check the full package before approval.
8	Approve, then import	Approve the package, then run the import to write the approved content to the product.

1. AI settings and connection

The AI Settings card is where you control Product Builder AI. This area should be used to save your API key, choose the model you want to use, and confirm the connection before generating any drafts.

- Enable AI: turn Product Builder AI generation on for the site.
- OpenAI API Key: the key used for Product Builder AI requests.
- Model: the selected AI model used when generating staged drafts.
- Test Connection: checks whether the saved API key and model can respond successfully.
- Save AI Settings: stores the AI settings used by Product Builder.

Recommended setup sequence

Enable AI -> paste your API key -> choose the model -> click Save AI Settings -> click Test Connection. If the test fails, fix that first before trying to generate drafts.

Important

AI generation creates staged drafts only. It should not write directly to live products.

2. Sheet preview and row selection

Before AI can generate anything useful, you need a current preview. Preview loads the builder rows so you can see which products are available and tick the correct rows for AI content and SEO.

- Run Preview Google first so the latest sheet rows are visible.
- Use the preview table to select the products you want AI to work on.
- Use AI = content generation for the row.
- Use AI SEO = SEO field generation for the row.
- A row can use content only, SEO only, or both.

Best practice

Preview first, then select only the rows you actually want to generate. This keeps staging clean and makes review easier.

3. Stage, generate, review, approve, import

The Product Builder AI flow should be treated as a controlled review workflow, not a direct write workflow.

Control	Purpose
Save AI Selection Only	Saves the current AI row selection without generating content. Use this when you only want to preserve the selection state.
Save + Generate AI Drafts	Stages the current selection and generates drafts in one click. This is the main button for normal use.
Open AI Review	Opens the review screen so you can inspect the generated package before approval.
Approve	Marks the reviewed package as accepted. Approval alone should not write to the live product.
Run Import	Writes the approved package to the product. This is the step that actually applies the changes.

Safe workflow

Before approval: preview only. After approval: the package is accepted, but still not written. Only the import step should update the product.

4. What must be visible in review

The review screen should show the full package together so the approval is meaningful. Users should not be approving only part of the work.

- Title
- Short description
- Long description
- SEO title
- Meta description
- Focus keyphrase
- Proposed internal links
- Proposed inline description images
- Proposed alt text for featured and gallery images

Why this matters

If random pieces change early, the workflow becomes messy fast. For example: draft text not approved yet but alt text already changed, internal links inserted before the content is final, or media changed even though the draft was rejected. The review screen should show the finished package first so approval actually means something.

5. Recommended working process

Use the process below for each batch of products. This keeps the AI workflow predictable and safe.

- Save the AI settings and test the connection before doing anything else.
- Preview the correct sheet and check that the rows, range, and mapping look right.
- Tick only the rows you want AI to handle.
- Use Save + Generate AI Drafts for the normal workflow.
- Open AI Review and inspect every generated package.
- Approve only the rows you actually want to use.
- Run the import only after approval.
- Use the log to confirm what was previewed, staged, generated, updated, or failed.

Issue	What to check
Connection test fails	Re-check the API key, model choice, and that AI is enabled before generating drafts.
No rows appear in preview	Check the sheet URL, tab, row range, and mapping. Preview must work before AI can stage the correct rows.
Draft does not show in AI Review	Make sure the row was selected for AI and that Save + Generate AI Drafts completed without error.
Wrong content would be applied	Do not import. Review the package, reject or edit as needed, then approve again only when correct.
Live product changed too early	That indicates the workflow is wrong. Content, SEO, links, images, and alt text should wait for approval and import.

Final rule

Nothing should change on the actual product, attachments, alt text, internal links, or description images until the user has reviewed and approved the full package, and the approved package is then imported.