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Webinar On

AI Powered Content Benchmarking using Agents

Speaker

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About Me



Sadhana Suresh

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13+ years shaping explicit, outcome-driven content systems across a large, multi-product ecosystem.

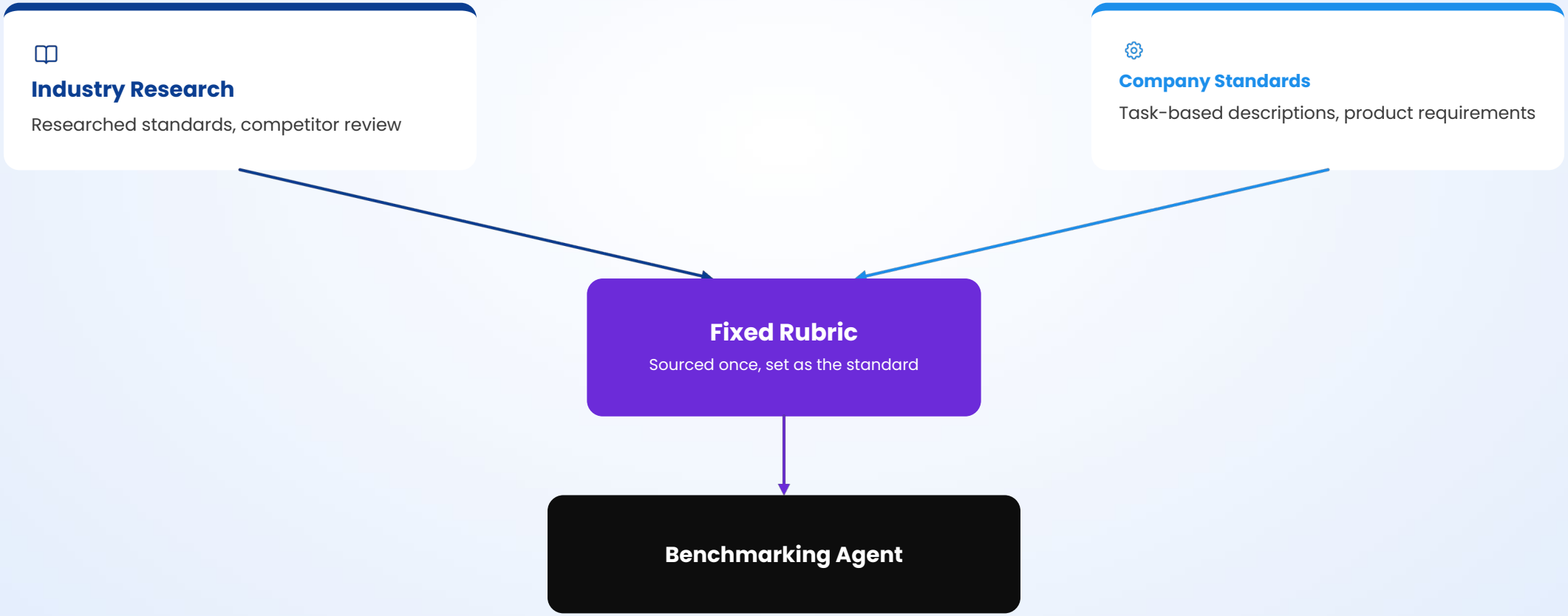
Architects AI-driven benchmarking pipelines: Multi-agent orchestration that bring rigor and consistency to documentation quality and builds automated AI workflows.

Develops analytics-informed content engagement practices that increase adoption, measurably.

Spoken on measuring documentation the right way at **tekom Information Energy Europe** and **Write the Docs Berlin**.

WHAT IS BENCHMARKING

A deterministic, rubric-based measurement of where content stands



THE ANATOMY OF A BENCHMARK

Four stages, the same every run

1

Criteria

Sourced once from industry and company standards

2

Rubric

An enumerated checklist with a pass/fail condition per item

3

Scoring

The accountability equation — pass + blocker + warning + N/A

4

Verdict

A reproducible percentage against a quality gate

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WHY BENCHMARKING

A one-off evaluation is an opinion. A benchmark is a standing, reproducible standard.



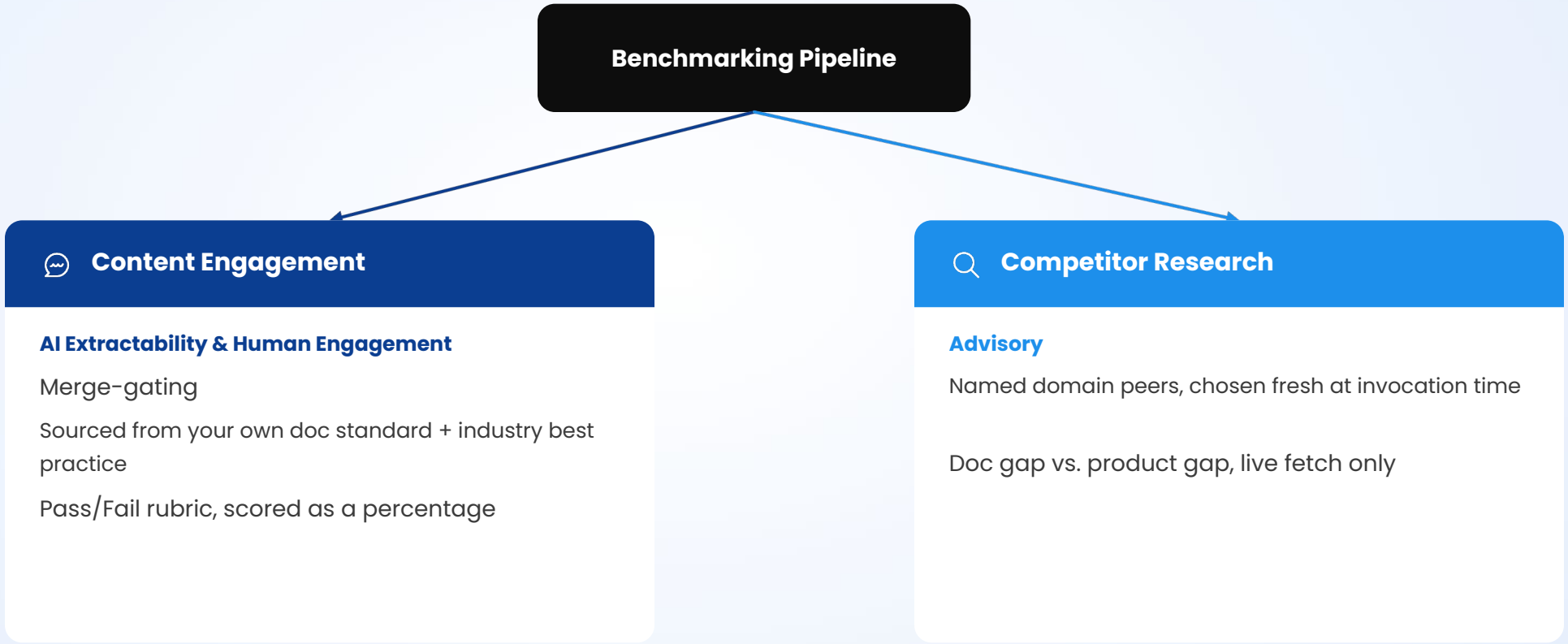
Benchmarking is not a single LLM-as-judge evaluation — the rubric is sourced once, encoded into the agent, and set as the standard for your company. Every piece of content is scored against the same deterministic criteria, every time it runs.

2

Use Cases

Every principle from here on is grounded in Content Engagement and Competitor Research

Meet the Two Agents



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FIRST, WHAT DO WE MEAN BY CONTENT ENGAGEMENT

Content Engagement — AI Extractability & Human Engagement with Content

A documentation quality dimension: how well content helps a reader find what they need, understand it, and act on it — without friction. Distinct from factual accuracy and prose style.

Human Engagement

A reader arrives, orients before committing, moves through content without losing context, completes the task, recovers from errors inline, and finds a path to what's next

AI Extractability

The same structure that orients a human — explicit conditions, question-aligned headings, self-contained chunks — is what keeps meaning intact when a retrieval or chunking system splits the page apart

Published retrieval research backs this up directly: structure that preserves context across a chunk boundary measurably improves retrieval accuracy and answer faithfulness for AI systems reading the same page a human does.

NEXT

The Process & Architecture

How a benchmarking agent is actually built and orchestrated

THE PROCESS

You spin up a prompt-based agent, through a skill, to benchmark your content

1

Criteria are sourced once and encoded into the rubric

2

The agent applies that rubric deterministically, every run

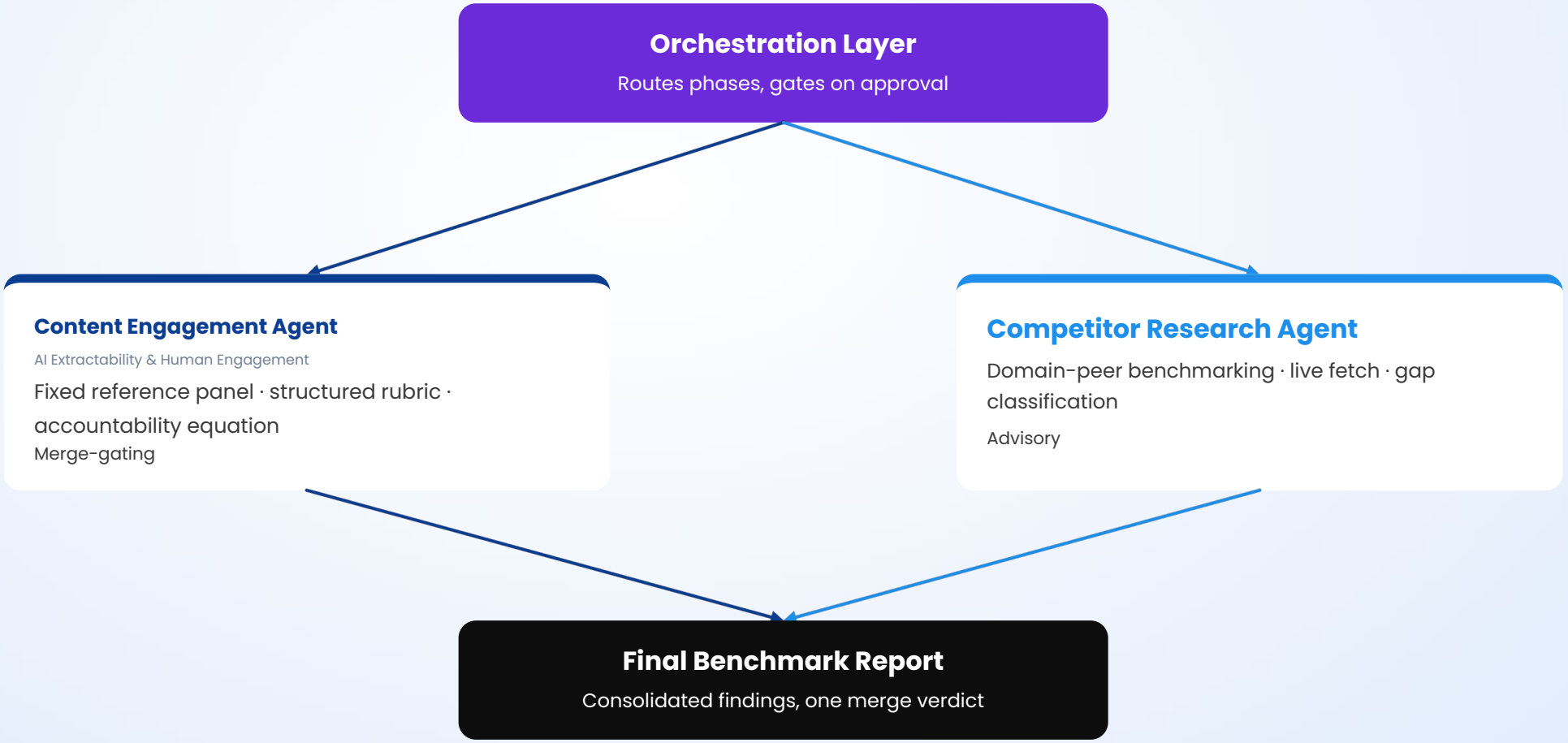
3

The result is a reproducible benchmark score, not an opinion

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THE ARCHITECTURE

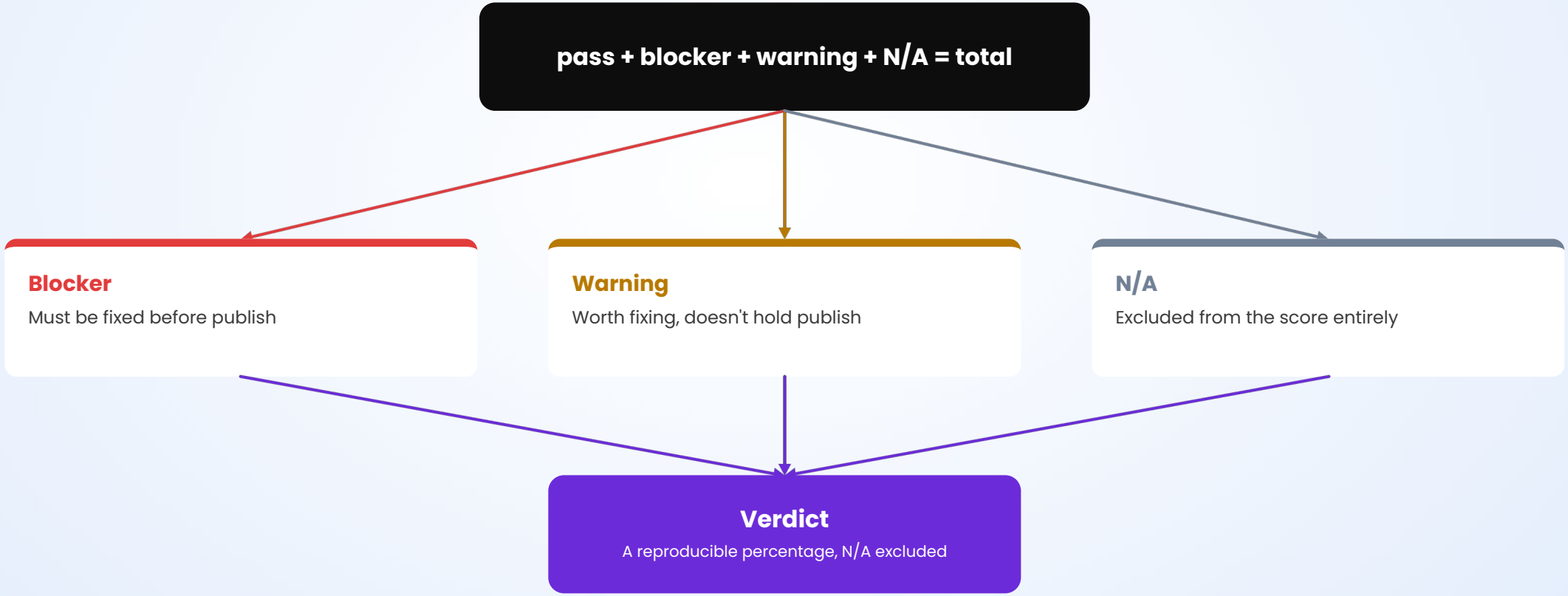
An orchestration layer routes a multi-agent pipeline



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SCORING METHODOLOGY

Severity classification, baked into the agent's own file



HOW REPORTING WORKS

One orchestrated pipeline, one consolidated report

Orchestration

Merge-gating agents run first; the advisory agent runs separately

Scoring

% = passed ÷ (grand total - N/A - infra)

Thresholds

≥95% Approve · 90–94% Caveats · <90% Hold

Output

One fixed-theme, tabbed report

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NEXT

Best Practices

Six design principles for building a benchmarking agent — each one explained, then grounded in a worked example

1 BEST PRACTICE

A fixed reference panel, used for provenance only

A rubric is sourced once: your own documentation standard, plus industry best practice — researched from competitors and peers writing the same content type — used as a benchmark. It's cited in the report for provenance, never re-fetched or re-scored live on every run.

Pros

Deterministic, fast, reproducible — no live dependency in the merge-gating path

Trade-off

Can go stale as the field evolves — nothing forces periodic re-validation

2 BEST PRACTICE

Merge-gating vs. advisory severity

Not every finding should carry the same weight in the merge gate. Splitting agents into merge-gating and advisory decouples compliance from competitive parity — content can ship compliant without being held up by "does it match what a competitor does."

Pros

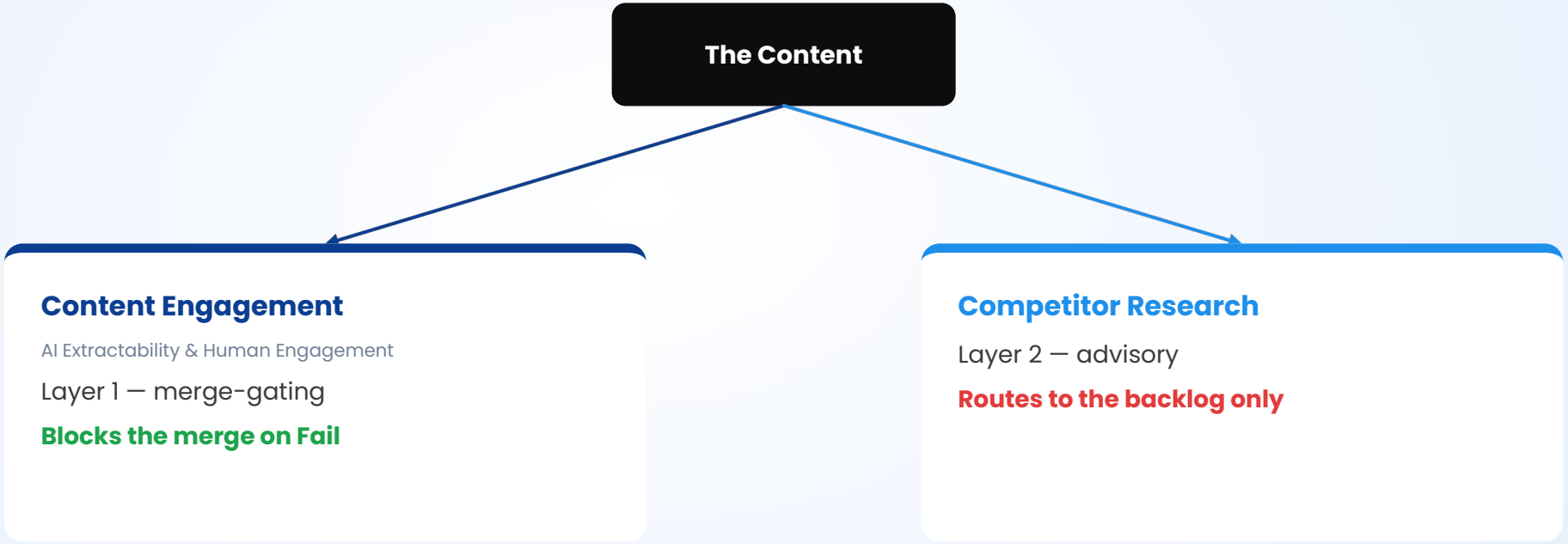
Keeps merge velocity independent of aspirational, competitive gaps

Trade-off

Nothing forces action on advisory findings — they can sit indefinitely

EXAMPLE — BOTH AGENTS

Same content, two very different consequences



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3 BEST PRACTICE

The denominator excludes N/A

Content without a feature a rule covers shouldn't be penalized for a rule that doesn't apply. The accountability equation self-verifies that nothing was silently dropped from the rubric.



The denominator only covers the colored span to the left of N/A — the gray segment never enters the ratio.

EXAMPLE — CONTENT ENGAGEMENT (AI EXTRACTABILITY & HUMAN ENGAGEMENT)

Two practice checks from the benchmark, applied

Universal check

Does the entry point route a first-time reader and a returning reader differently, before any technical detail?

Pass / Fail — always evaluated

Content-specific check

If an operation returns a paginated list, does it explicitly say how to reach the next page?

N/A when no paginated operation exists

4 BEST PRACTICE

Adversarial verification catches false positives



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EXAMPLE — CONTENT ENGAGEMENT (AI EXTRACTABILITY & HUMAN ENGAGEMENT)

Re-checking a flagged practice check before it counts

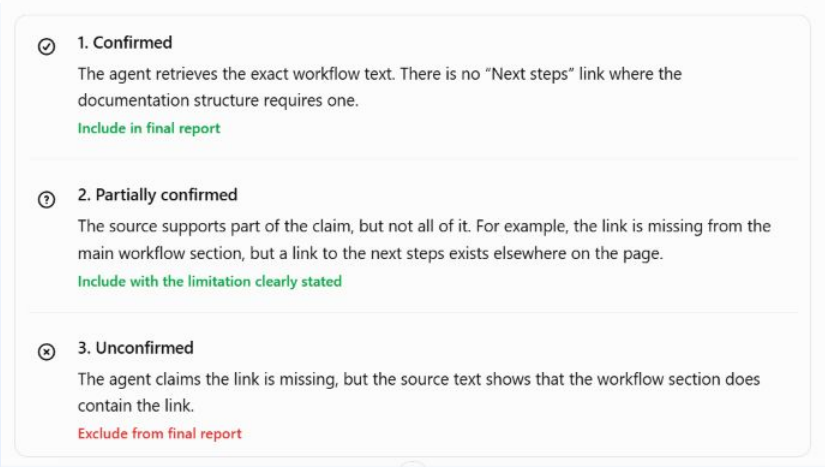
Locate: pull the exact text tied to the claim — for example, does a workflow section actually end with a "next steps" link?

↓

Compare: does the claim match those bytes exactly?

↓

Verdict: only confirmed and partially-confirmed findings reach the report



5 BEST PRACTICE

A hallucination guardrail on competitor numbers

Every competitor score must come from a live fetch — never estimated from the model's training knowledge. If the data genuinely isn't reachable, the report states that plainly instead of guessing.

Live fetch succeeded

Peer unreachable → omitted

Training-knowledge guess → never

Pros

Prevents false confidence in advisory findings

Trade-off

Data quality is bounded by what's actually reachable at run time

EXAMPLE — COMPETITOR RESEARCH

A gap backlog entry, in the shape a real report produces

Live fetch succeeded

Peer unreachable → omitted

Training-knowledge guess → never

Gap	Peer	Type	Value	Effort	Verdict
No documented hand-off from a created resource to the downstream service that consumes it	Peer A	Doc gap	High	Low	Add within existing section
No interactive sandbox or API explorer offered	Peer B	Product gap	Low	—	Route to product team

DOC GAP
The feature already exists — fixable by writing the section, no product decision needed

PRODUCT GAP
The feature doesn't exist yet — no amount of writing closes this one

6 BEST PRACTICE

Rescore mode

Re-verify only previously flagged items against the same denominator, instead of re-running the whole rubric every iteration.

Full Rescan — Every practice check re-run

Rescore Mode — Only flagged items

Pros

Fast iteration loop on fix verification — a full rescan would cost more than the fix itself

Trade-off

Blind to a new violation introduced elsewhere in the same diff

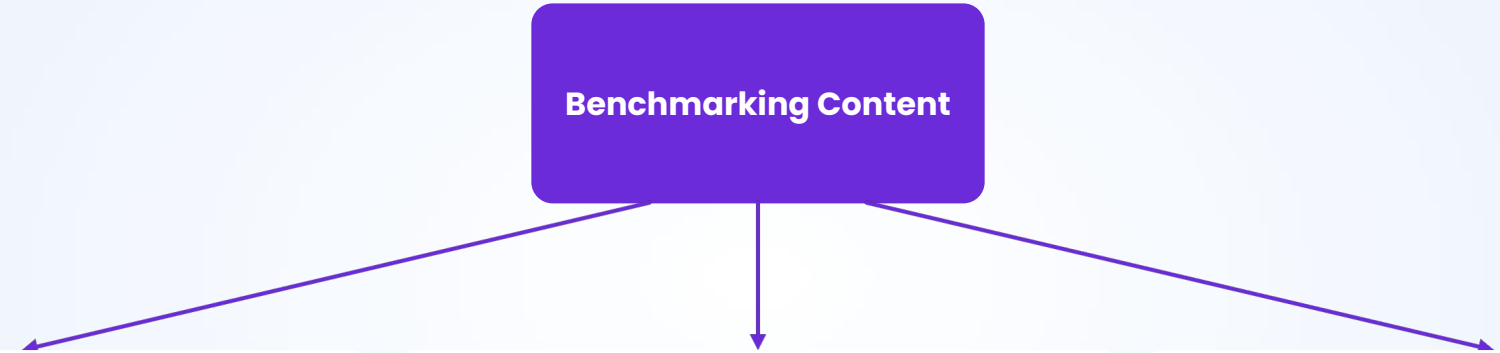
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NEXT

Closing Thoughts

Where this framework stops, and what to carry with you

What this is not



Not evals

Evals regression-test an agent's own prompt and rubric against known test cases — testing the grading tool, not the content.

Not content generation

This benchmarks content that already exists, not how different generation agents compare.

Not model benchmarking

Choosing which LLM to use by cost, tokens, or turnaround is a different kind of benchmark entirely.

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Key Takeaways

- Fix the reference panel once, cite it for provenance — never re-derive it per run
- Split merge-gating from advisory, so compliance and competitive parity never compete
- Account for every rubric item — N/A excluded, every flag adversarially re-verified
- Live data for comparisons, rescore mode for fixes — never guess, never re-litigate

Questions?

Thank You!



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