

 COMPANY-SCALE WEB

A content engine that runs itself

cognilium.ai, live: 76 routes and a 22-post clustered blog on a CMS where you publish once and the page is structured, optimized, and indexed automatically.

Team build · my web + content engine

DISCIPLINE	Company-scale web
STACK	Next.js 15 • React 19 • Sanity CMS • Resend • 76 routes • 264 components • team build (my work: 2026)
LIVE / VERIFY	cognilium.ai ↗

MY ROLE

A team build at Cognilium (lead engineer: Ali Ahmed). My owned areas in 2026: research, the SEO/GEO/News-SEO engine, the content engine, cross-platform syndication, and the build documentation.

76

ROUTES LIVE

264

COMPONENTS

22

BLOG POSTS / 6 CLUSTERS

2

PLATFORM MIGRATIONS

THE PROBLEM

Cognilium's main site needed to win traditional search and AI answer engines while continuing to publish without manual SEO work on every post.

WHAT I DID

- Owned the site surface and the content engine: 76 routes, a 22-post blog organized into 6 pillar-and-spoke topic clusters, a tech-news newsroom, and a GraphRAG pillar page plus AI Engineering Glossary.
- Built on Sanity (GROQ, Portable Text, image CDN) with webhook-driven ISR, so editors publish and the site revalidates exactly the right pages automatically.
- Ran the Strapi → Sanity and SendGrid → Resend migrations, ripping out the old CMS and rebuilding the newsletter as proper double-opt-in.
- Wrote 90KB+ of stack, platform, and growth documentation the team onboards from, plus the architecture and workflow diagrams.

THE RESULT

A live company site and content engine: publish once in the CMS and it is structured, optimized, and indexed automatically, with the SEO, News-SEO, and distribution systems layered on top.

THE JUDGMENT CALL · WHAT THE AI COULDN'T DO

I made the schema system throw at build time when a required field is missing, so a malformed or schema-less page literally cannot deploy. The AI will happily ship a page with no Organization markup; the build refuses it. Encoding the standard as a build gate is what keeps quality from sliding as volume grows.

PROOF

Live site: cognilium.ai ↗

Verify: View-source the schema, RSS feeds, and llms.txt.

