

RAYCORE

*ONE VIDEO IN. EVERYTHING ELSE,
AUTOMATIC.*

A white paper on the single file WordPress engine that turns one video into a finished, bilingual, search ready story that distributes itself. The publication you can read today runs entirely on it.

EXECUTIVE SUMMARY

THE ENGINE BEHIND THE PUBLICATION.

Running a modern publication has quietly become an exercise in stack management. RayCore takes the opposite approach. It is a single file WordPress engine that owns the entire publishing pipeline, from one uploaded video to a finished, bilingual, search ready story that distributes itself.

The parts that decide whether your work is found, understood, and shared are not rented from a patchwork of third party plugins. RayCore owns them outright: SEO, a second language, captions, trackable analytics, AI discoverability, and distribution, all built from the start to work together. The result is less to break, nothing to reconcile between competing vendors, and output that stays fast and clean because one author is in control of all of it.

This document explains the problem RayCore solves, what it is, how it works, and who it is for. The clearest proof is Magyar Minute, a bilingual video publication about Hungary and everyday life in Budapest, which runs end to end on the exact engine described here.

THE PROBLEM

PUBLISHING GOT HEAVY.

Running a modern publication has turned into stack management. An SEO plugin, a translation plugin, a captioning service, a social scheduler, a video host, an analytics tool: each one adds weight, cost, and one more thing that can break at the worst moment.

You end up spending more time wiring tools together than telling the story, and the very tools meant to help are often what slow the page to a crawl. So the hard parts get cut. Translation waits for a someday that never comes. Captions become an afterthought. Discoverability is left to a plugin's defaults. And after all of that effort, the work drops into a feed and is gone by morning.

WHAT IT IS

ONE ENGINE. THE WHOLE PIPELINE.

RayCore replaces that entire stack with a single file. Point it at a video and it produces a complete story in one pass: written up, published in two languages, captioned, structured for search, and pushed out to your channels. The parts that decide whether your work is found and understood are not rented from a patchwork of plugins. RayCore owns them outright. That means there is less to break, nothing to reconcile between competing vendors, and output that stays fast and clean because one author is in control of all of it.

WHY RAYCORE

WHAT A PLUGIN STACK CAN'T.

A typical site rents these jobs from five or six different plugins and services that were never built to work together. RayCore owns them in one engine. That is what makes the difference.

ONE ENGINE, NOT SIX PLUGINS

The SEO, translation, captions, QR, and distribution that normally take five or six separate tools all live in one file, built from the start to work together. Less to buy, less to wire up, less to break.

BILINGUAL WITHOUT A PLUGIN

A second language is part of publishing here, not an add-on you bolt on and babysit. Every story ships in both, linked and SEO correct, and the language pair is yours to choose.

SEO YOU OWN, NOT RENT

Titles, meta, JSON-LD, canonical, and hreflang are hand built into the engine. No Rank Math, no Yoast, no settings to second guess. Just lean, correct markup on every page.

BUILT FOR AI, NOT JUST GOOGLE

An llms.txt and crawler access tuned for GPTBot, ClaudeBot, and PerplexityBot, plus IndexNow on publish. Made to be cited by the assistants people now ask first.

CAPTIONS, NEVER AN AFTERTHOUGHT

Every video is subtitled in both languages with a full transcript, automatically. Watchable on mute, easy to skim, and legible to both search engines and AI.

ANALYTICS THAT STAY YOURS

Branded QR codes and short links on your own domain, with every scan logged by country and device in your own dashboard. No third party tracker in the middle.

REBRANDABLE IN MINUTES

Colors, fonts, logo, channels, pages, and the language pair are all set from one screen. White label and multi tenant, with a fresh brand standing up in minutes and zero code.

CURRENT ON ITS OWN

Versioned releases update every installed site quietly in the background. No maintenance windows, no manual upgrades, and no site left stranded on an old version.

ONE AUDITABLE FILE

The whole engine is a single PHP file: fast, accessible to WCAG 2.1 AA, and easy to trust because there is nothing sprawling to police. One file, doing all of the work.

FAST BY DESIGN

With one author in control of the whole output, there is no plugin bloat dragging the page down. Clean markup, no competing scripts, and pages that load the way a publication should.

HOW IT WORKS

FROM ONE VIDEO TO EVERYWHERE.

1 DROP IN A VIDEO

Point RayCore at it and the draft creates itself, titled and dated, ready for you.

2 IT BUILDS THE STORY

A headline, a deck, and a structured page, assembled to your house style and waiting for review.

3 IT GOES BILINGUAL

The same story publishes in a second language automatically, linked to the original and correct on both sides.

4 IT CAPTIONS EVERYTHING

Both language versions get subtitles and a full transcript, generated and attached to the video.

5 IT MAKES IT FINDABLE

Meta, JSON-LD, hreflang, IndexNow, and access for AI crawlers, all emitted correctly the moment it goes live.

6 IT HANDS OUT A TRACKABLE QR

A branded short link and code, with every scan logged on your own domain.

7 IT DISTRIBUTES

The story can post itself to your channels at the right time, with no extra step from you.

YOU APPROVE. RAYCORE DOES THE REST.

PROOF

YOU ARE LOOKING AT THE PROOF.

Magyar Minute is a bilingual video publication about Hungary and everyday life in Budapest. Every part of it runs on RayCore: the homepage, every story, the SEO, the captions, the QR codes, the Hungarian translations, and the distribution.

This is not a demo or a mockup. It is a living site, in production, built and maintained by the exact engine this page describes. Browse it for a few minutes, then picture it in your language, your brand, and your subject.

WHO IT IS FOR

BUILT FOR PEOPLE WHO PUBLISH.

PUBLISHERS AND CREATORS

A fast, multilingual, discoverable home for your work, with the technical heavy lifting taken off your plate. You write and record; RayCore handles everything between the upload and the published page.

AGENCIES AND BUILDERS

A proven engine for standing up editorial sites quickly, fully white labeled. Hand a client a fast, multilingual, SEO correct publication in days instead of months, and maintain it from one file.

PARTNERS

If you would rather build alongside this than simply buy it, there is room. Bring an audience or a market and run your own RayCore site on shared, maintained infrastructure.

THE PHILOSOPHY

OWN THE STACK. REFUSE THE BLOAT.

Most sites rent their core. The pieces that decide whether your work is found, understood, and shared are scattered across plugins and services that each pull in their own direction and bill you for the privilege. RayCore takes the opposite bet: own those pieces, keep them in one file, and answer for the result yourself.

That is a decision about control as much as speed. It is also a foundation that scales beyond a single site. RayCore powers one publication today and is built to power many: a growing network of fast, multilingual, genuinely discoverable sites, each with its own brand and voice, all running on the same quiet engine.

LET US BUILD YOURS.

Whether you want a site built for you, the engine running under your own, or simply a conversation about where this is headed, this is the place to start.

magyarminute.com/raycore

[Get in touch](#)

Powered by RayCore

RayCore is designed, built, and maintained by [Ray Brown](#), the creator of Magyar Minute.