

# 45-Day URL Portfolio Repricing Audit

A CFO-ready audit that turns every URL into a measurable asset with value, risk, decay, governance, and recovery actions.

**MARKET TRIGGER**

## Why this exists

Discovery is fragmenting. Click paths are shrinking. AI summaries, paid channels, social, email, referrals, CRM attribution, and future agents all touch the same URL assets - but most companies still manage those assets from disconnected dashboards.

- **Core updates reprice portfolios** - ranking volatility becomes asset volatility
- **AI results compress clicks** - visibility can happen without a session
- **Agents need trusted records** - the ledger becomes the source layer they query
- **Finance needs dollar logic** - risk, yield, durability, recovery, and evidence

**Positioning line**

**This is not an SEO audit. It is a dollarized URL asset repricing roadmap tied to existing assets, recovery actions, and future governance.**

**45-DAY AUDIT**

## Inputs -> Outputs

**Minimum inputs**

- **GA4 or analytics landing-page data**
- **Google Search Console page/query data**
- **Sitemap, crawl export, or CMS URL inventory**
- **Conversion definition and revenue truth source**

**Primary outputs**

- **Revenue value-at-risk model**
- **Top 25 recovery actions ranked by impact and effort**
- **URL asset ledger excerpt with ratings and evidence**
- **30/60/90-day recovery and governance roadmap**

**13-VARIABLE LENS**

## What gets scored

- **Health** - accuracy, usefulness, freshness
- **Decay** - traffic, ranking, conversion, citation loss
- **Dilution** - too many weak assets spreading authority
- **Cannibalization** - URLs competing for same intent
- **Waste** - low-yield inventory absorbing budget
- **Investment** - cost, effort, proof, update history
- **ROI** - revenue, leads, pipeline, assists
- **Performance** - sessions, CTR, engagement, conversion
- **Intent fit** - TOFU/MOFU/BOFU, commercial, support
- **Message fit** - trust, reassurance, psychographic match
- **Authority** - entity, topical, author, brand strength
- **Technical** - crawl, render, index, schema, speed
- **Agent readiness** - machine-readable evidence and safe actions

<b>Week 1</b>	Access + inventory + baseline
<b>Weeks 2-3</b>	Decay detection + cohort modeling
<b>Weeks 4-5</b>	Prioritized backlog + proof plan
<b>Week 6</b>	Exec readout + install path

<p><b>Audit</b> Find decay, waste, overlap, risk, and value-at-risk.</p>	<p><b>Reprice</b> Mark URLs up or down based on yield, durability, and channel exposure.</p>	<p><b>Recover</b> Ship the highest-probability actions first and prove movement.</p>	<p><b>Govern</b> Install the ledger, owners, policies, approvals, evidence, and agent-safe access.</p>
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URL Ledger - Every URL has a value, a risk, a lifecycle, and a record.