

# Dashboard Wireframe Pack

Product surfaces for the system of record for URL-level website asset value.

## Wireframe contents

- Overview dashboard
- URL asset detail
- Channel + attribution views
- Decay + repricing monitor
- Recovery backlog
- Governance + policy gate
- Evidence + audit trail
- Benchmark / Content 10-K

Every URL becomes an instrument with identity, value history, risk rating, policy state, evidence, and agent-readable truth.

Portfolio command center

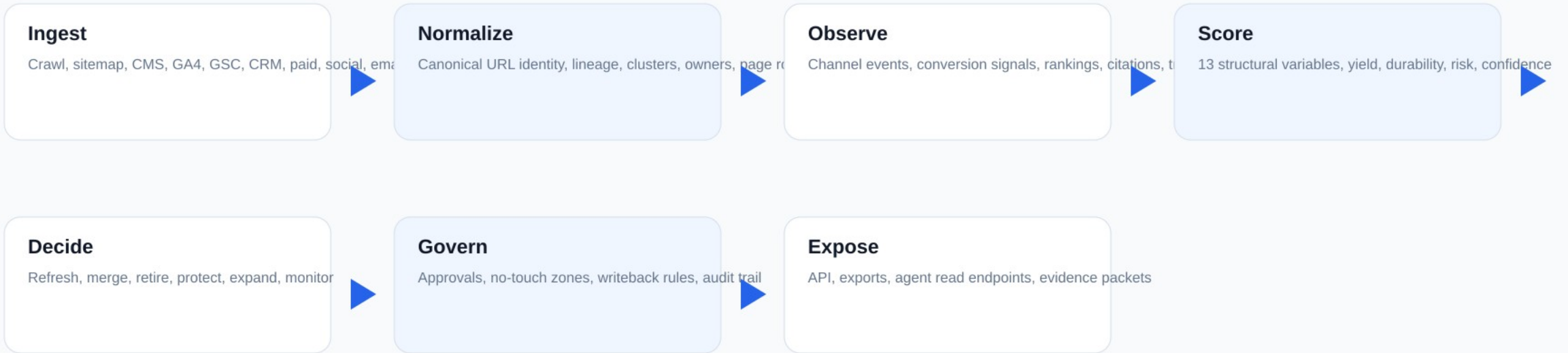
URL asset record

13-variable scorecard

Agent ingress gate

# Dashboard information architecture

One command surface connects the URL ledger, ratings engine, policy gate, evidence pack, and agent ingress layer.

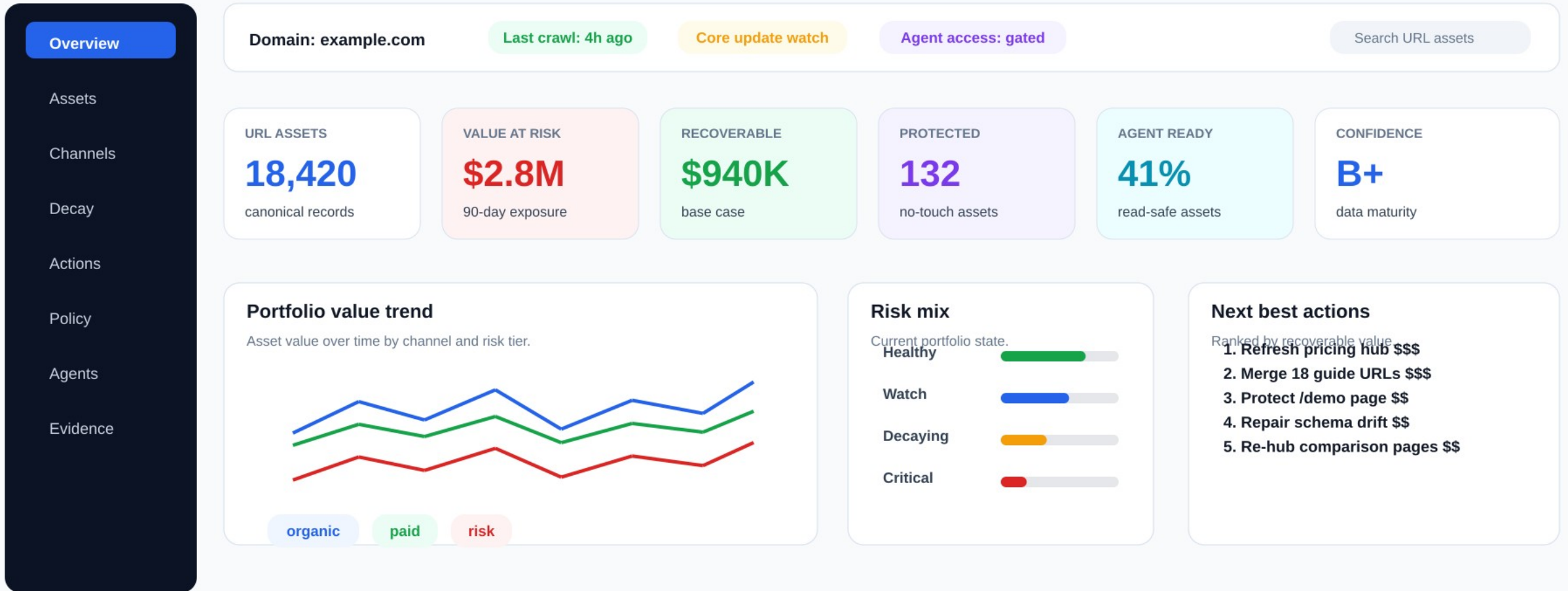


## Design principle

The dashboard should feel less like another analytics dashboard and more like an asset register: what exists, what it is worth, what risk it carries, and what action is allowed.

# Portfolio command center

Executive surface for URL portfolio value, risk, decay, and recovery actions across every discovery and attribution channel.



# URL asset record

A canonical record shows identity, lifecycle, value, risk, lineage, and allowed actions for one URL asset.

Overview

**Assets**

Channels

Decay

Actions

Policy

Agents

Evidence

Domain: **example.com**    Last crawl: 4h ago    Core update watch    Agent access: gated    Search URL assets

**URL: /comparison/acme-vs-contoso**  
Canonical asset record and state history.  
**Asset ID URL-0001842**  
**Owner Demand Gen / Product Marketing**  
**Role BOFU comparison / sales assist**  
**Lineage Merged from 3 legacy URLs**  
**Policy High approval / No agent publish**

**Asset rating**  
Composite score.  
**B-** Recoverable but under-ma

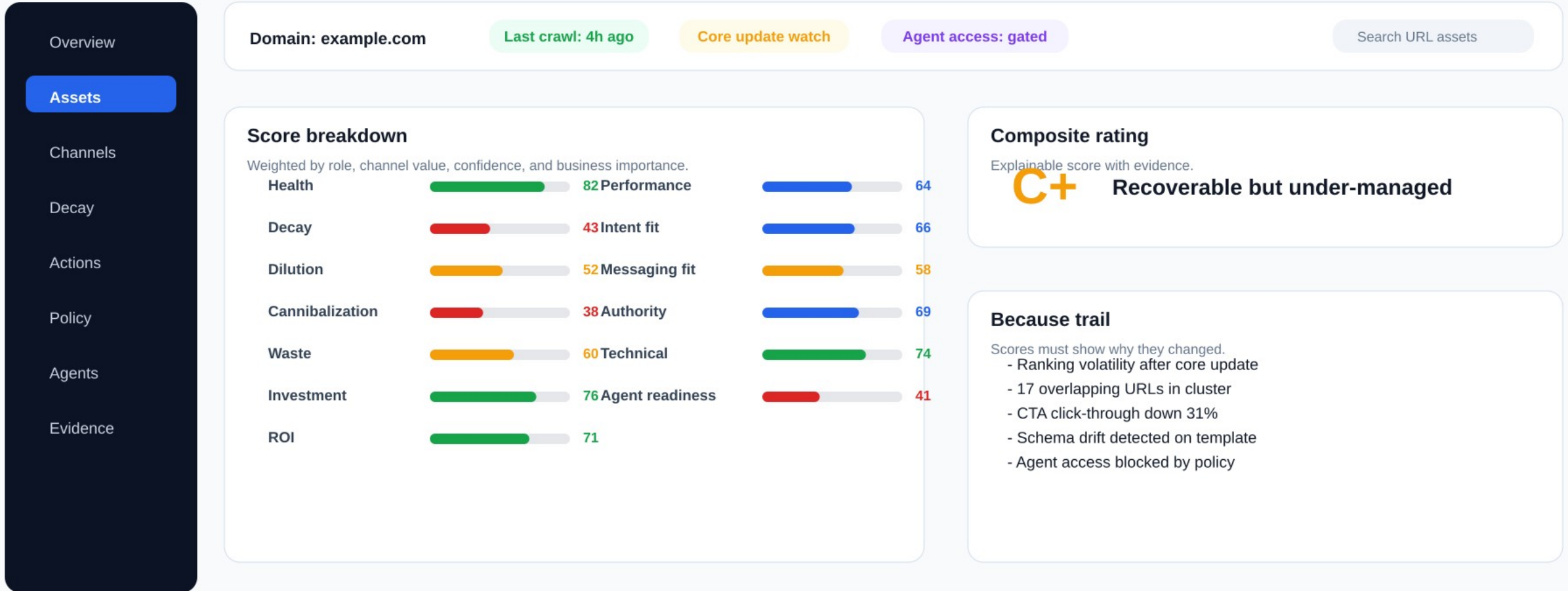
**Value state**  
Revenue and influence.  
**\$184K annual value - \$63K at risk**

**Lifecycle timeline**  
Publish -> peak -> decay -> refresh -> proof.  
Published Jan 2024  
Peak value Aug 2024  
Decay trigger May 2026  
Refresh queued Queued  
Proof sprint Pending

**Allowed actions**  
Policy determines what humans and agents may do.  
Recommend refresh Allowed  
Draft changes Allowed  
Change canonicals Review  
Publish directly Blocked  
Redirect/delete Blocked

# 13 structural variables scorecard

Each URL and cluster gets a repeatable, explainable score instead of a loose list of SEO observations.



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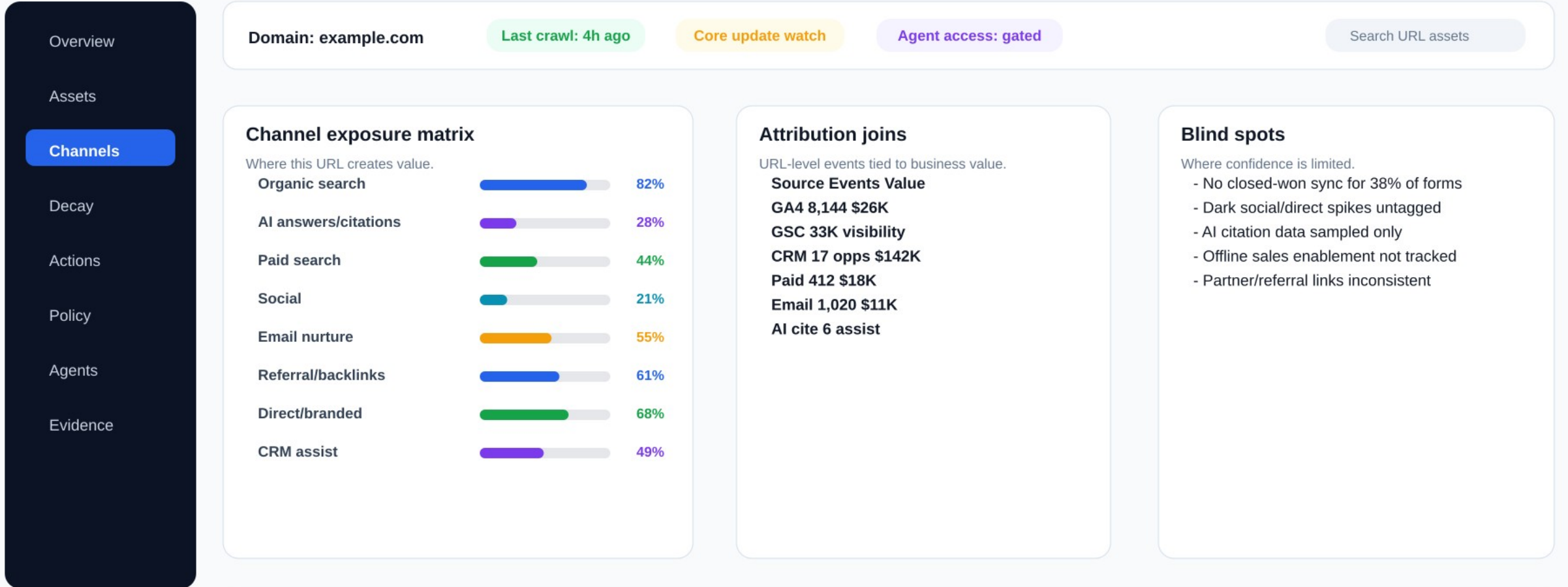
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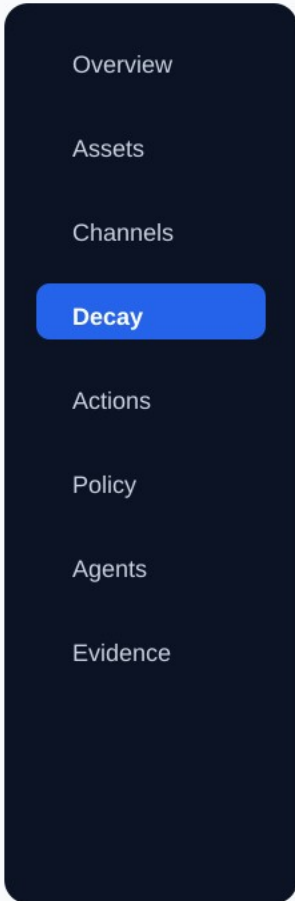
# Channel exposure and value attribution

AI Search is a surface inside the ledger, not the category. The URL asset record reconciles every value channel.



# Decay and repricing monitor

Core updates, SERP changes, channel shifts, site changes, and conversion drift are treated as repricing events.



Domain: example.com

Last crawl: 4h ago

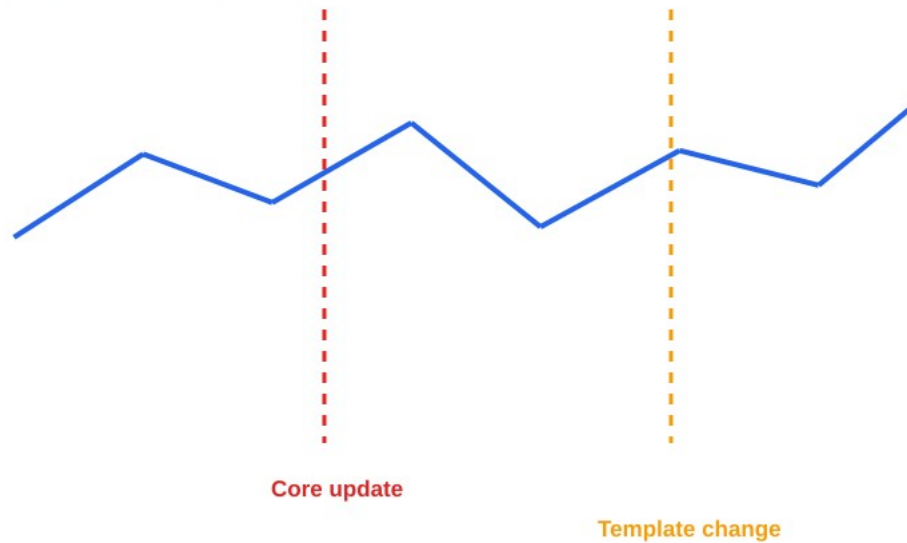
Core update watch

Agent access: gated

Search URL assets

## URL portfolio repricing timeline

Market events and internal changes mapped against asset value.



## Decay classifications

Not all drops deserve the same response.

Algorithmic / discovery

Structural graph drift

Semantic meaning drift

Competitive displacement

Conversion drift

Technical latency

A repricing event is not automatically a failure. The dashboard separates temporary volatility, durable decay, recoverable value, and protected assets.

# Recovery backlog and capital allocation

The action queue ranks refresh, merge, retire, protect, expand, and technical fixes by value, effort, risk, and proof window.

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## Action backlog

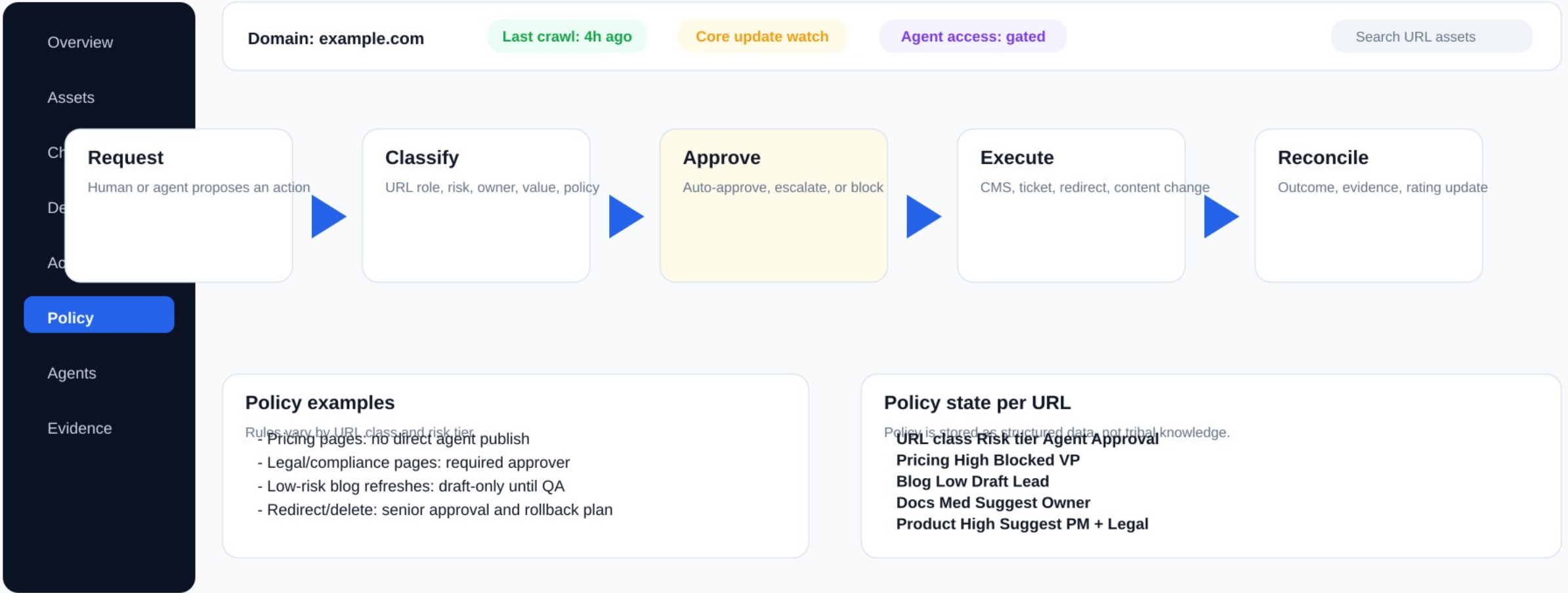
Portfolio decisions are shown as capital allocation, not content chores.

Action	Type	Value	Effort	Risk	Owner	Window	Status
Refresh pricing hub	Refresh	\$184K	M	Med	PMM	14d	Approve
Merge 18 glossary pages	Merge	\$92K	L	Low	SEO	21d	Ready
Rewire comparison hub	Internal link	\$77K	L	Low	Growth	10d	Ready
Protect /demo + /pricing	Protect	Risk save	S	High	RevOps	Now	Locked
Repair schema template	Technical	\$51K	M	Med	Eng	30d	Spec
Retire low-yield URLs	Retire	\$28K	S	Med	Content	45d	Review

Decision: high value + low risk + clear owner = proof sp    Governance: high-risk commercial URLs require approv    Learning: expected and actual lift write back to the ledger.

# Governance and policy gate

Human and agent actions pass through the same control surface before a high-value URL changes state.



# Agent ingress and API access control

URL Ledger should be where agents come for verified URL state, not another agent trying to interpret the website from outside.

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### Agent access console

External and internal agents receive governed access.

- Read URL state Allow
- Read evidence pack Allow
- Suggest action Allow
- Draft content Gate
- Write to CMS Block
- Redirect/delete Block

### API objects

What an agent can request.

- GET /urls/{id}
- GET /urls/{id}/rating
- GET /urls/{id}/evidence
- POST /actions/request
- GET /policy/evaluate
- GET /clusters/{id}/state

### Agent transaction log

Every request, response, and action becomes evidence.

- Agent Request Result Risk
- SEO bot refresh drafted Low
- BI agent value served Low
- CMS agent publish blocked High
- RevOps evidence served Low
- Browser compare served Med

The platform is not trying to be the agent. It is the trusted state layer agents query before they recommend, cite, edit, redirect, or justify changes.

# Evidence pack and audit trail

Every score, action, and recommendation needs a because trail that survives leadership, finance, legal, and agent review.

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### Evidence packet

A reusable object attached to scores and actions.

Source exports

Crawl snapshot

SERP/citation capture

GA4/GSC query join

CRM conversion proof

Screenshot archive

Decision rationale

Approver sign-off

### Audit trail

The ledger records who changed what, why, and what happened after.

Date	Change Actor	Evidence	Result
May 22	Core update	System Event	Watch
May 25	Refresh req	Agent Spec	Pending
May 27	Approval	PMM Signoff	OK
Jun 03	CMS update	Editor Diff	Live
Jun 17	Outcome read	System GA4/GSC	Lift

The evidence pack turns recommendations into defensible decisions and turns the audit into an always-on operating system.

# Benchmark and Content 10-K surface

The longer the ledger runs, the more valuable the historical state, peer norms, quarterly reports, and confidence bands become.

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Search URL assets

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### Quarterly Content 10-K

Board-ready website asset report.

1. Portfolio value and change
2. URL impairment events
3. Recovery backlog performance
4. Protected asset register
5. Discovery channel mix
6. Agent transaction log
7. Governance exceptions
8. Next-quarter allocation

### Benchmark library

Norms by portfolio type.

- Decay half-life
- Refresh ROI
- Waste ratio
- Agent readiness
- Citation share
- Attribution maturity

### Compounding moat

What gets stronger with time.

- Historical URL state
- Outcome-labeled actions
- Category benchmarks
- Policy exceptions
- Agent transaction history
- Proof library
- Confidence bands

**Dashboards show the present. Ledgers create memory. Benchmarks turn memory into a category-defining standard.**

# Build priorities for the first product surface

The first build should prove canonical truth, score explainability, recovery decisions, and governed state transitions.

## Must have

Needed to sell and deliver audits.

- Canonical URL registry
- Portfolio overview
- URL asset record
- 13-variable scoring v1
- Recovery backlog
- Evidence attachment
- Exportable report pack

## Should have

Needed to convert audits to platform.

- Channel exposure matrix
- Owner and policy fields
- Approval states
- Before/after snapshots
- Core update event tagging
- Agent read-only endpoint

## Later

Needed for scale and moat.

- Full benchmark library
- Writeback automation
- CMS publish flow
- Advanced CRM attribution
- Agent marketplace permissions
- Certification reports

# From dashboard to system of record

The dashboard starts as an audit delivery surface and matures into a governed transaction layer for humans, systems, and agents.

**0-30 days**  
Audit surface

Import, normalize, inventory, portfolio overview

**Truth**

**31-60 days**  
Ledger v1

Canonical URL records, evidence, owners

**Score**

**61-90 days**  
Governance

Policy states, approval workflow, protected

**Action**

**90+ days**  
Agent + benchmark layer

API access, agent transaction logs, jurisdiction

**Memory**

**Final product promise: see what every URL is, what it is worth, what risk it carries, what action is recommended, what action is allowed, and what evidence supports it**