

URL Ledger

Pilot Proposal & Statement of Work Template

For selling and scoping the 45-Day URL Portfolio Repricing Audit

Core promise

Every URL is treated as a measurable asset with identity, yield, durability, risk, policy, and evidence. The pilot proves where value is leaking, what can be recovered, and how the URL Ledger becomes the system of record after the audit.

Prepared for: [Client Company]

Prepared by: [Verbedge / 1UP Media / URL Ledger]

Date: [Month Day, Year]

Template note: This document is a commercial proposal and delivery scope template. It is not legal advice. Review with counsel before using as a binding agreement.

How to Use This Template

This asset is designed to let the team move from conversation to signed pilot quickly without diluting the bigger platform thesis. Use the front half as the client-facing proposal. Use the back half as the operational SOW and acceptance criteria.

Section	Use it for	Customize
Executive proposal	Explaining why the client should run a pilot now.	Client pain, trigger event, URL count, revenue exposure, stakeholder names.
Scope of work	Defining what the 45-day audit includes and excludes.	Data sources, domains, regions, channels, proof sprint boundaries.
Commercial terms	Anchoring price, payment, timeline, and optional add-ons.	Fee, credit toward platform, renewal path, procurement terms.
Acceptance criteria	Preventing ambiguity about when the pilot is complete.	Deliverable names, readout date, evidence pack expectations.
Appendices	Providing reusable frameworks without overcrowding the proposal.	13 variables, data checklist, governance language, agent-ingress notes.

Recommended use

Send a tighter PDF version to clients. Keep the DOCX as the internal editable master. For high-value pilots, attach the one-pager, sample audit report, and architecture brief as supporting evidence.

Proposal Variables

Variable	Placeholder	Notes
Client name	[Client Company]	Use the legal or commercial name used in procurement.
Domain(s)	[example.com, app.example.com]	List only the properties included in the pilot.
Audit window	[45 days]	Default is 45 days; enterprise pilots may run 60 days.
Primary buyer	[CMO / VP Growth / CFO / RevOps]	Tailor language toward their core pain.
Revenue truth source	[CRM / payments / order data / lead value proxy]	This determines confidence in value-at-risk.
Pilot fee	[\$XX,XXX]	Anchor based on URL volume, data complexity, and business value.
Subscription credit	[optional: XX% of audit fee]	Use when you want audit-to-platform conversion.

Client-Facing Proposal

1. Executive Summary

[Client Company] has built a website portfolio that now behaves less like a collection of pages and more like a portfolio of business assets. Each URL carries some mix of traffic, authority, conversion value, brand trust, paid-media efficiency, CRM influence, and future agent-readiness.

The problem is that the portfolio is rarely governed like an asset base. URLs are published, refreshed, redirected, orphaned, duplicated, de-indexed, cannibalized, and reused across channels without a single system of record that explains what each asset is worth, where value is leaking, and which changes deserve investment.

Pilot thesis

The 45-Day URL Portfolio Repricing Audit will identify the highest-value leaks across the URL portfolio, quantify value-at-risk where possible, produce a ranked recovery backlog, and install the first operating layer of the URL Ledger.

2. Why This Matters Now

- Discovery is fragmenting across organic search, paid search, AI answers, social, email, referral, partner, direct, and agent-driven surfaces.
- Clicks and rankings alone no longer explain the economic value of a URL.
- Core updates, SERP redesigns, answer engines, and competitive shifts can reprice a content portfolio without warning.
- Most teams lack a canonical URL asset register, change history, risk rating, and evidence trail.
- Agentic workflows will increase the cost of bad data, bad governance, and unmanaged URL state.

The audit is designed to produce a board-ready answer to a simple question: which URL assets are creating value, losing value, wasting value, or requiring governance before humans or agents touch them again?

3. Proposed Engagement

Item	Description
Engagement name	45-Day URL Portfolio Repricing Audit
Primary objective	Turn the existing URL portfolio into a measurable asset map with risk, yield, decay, recovery, and governance recommendations.
Scope unit	URL and cluster level, with each URL treated as an asset record.
Default timeline	45 days from access confirmation and kickoff.
Primary outputs	Executive readout, URL asset ledger excerpt, 13-variable scorecard, value-at-risk model, ranked recovery backlog, proof sprint plan, governance recommendations.
Next phase	Convert the point-in-time audit into an always-on URL Ledger subscription and recurring operating cadence.

Statement of Work

4. Scope of Work

The engagement includes six workstreams. Each workstream is designed to move from raw portfolio visibility to a defensible operating recommendation.

Workstream	Activities	Output
1. Intake and access	Confirm domains, stakeholders, data sources, conversion definitions, revenue truth source, and protected asset boundaries.	Finalized audit scope and intake record.
2. URL inventory normalization	Crawl, sitemap review, URL deduplication, canonical mapping, redirect lineage, cluster grouping, and page-type classification.	Canonical URL asset registry v1.
3. Signal joins	Join available data from GA4, GSC, crawl exports, CRM/payments, paid media, email, BI, or exports where access is limited.	Working dataset with confidence notes.
4. 13-variable scoring	Score each URL and cluster across health, decay, dilution, cannibalization, waste, ROI, journey fit, authority, technical state, AI/agent readiness, and governance risk.	URL portfolio scorecard and priority map.
5. Value-at-risk and recovery logic	Estimate leakage, value-at-risk, recoverability, action type, effort, dependencies, and measurement path.	Ranked recovery backlog and 30/60/90-day plan.
6. Executive readout and conversion path	Deliver board-ready narrative and define what should become always-on inside the URL Ledger.	Final report, evidence pack, platform expansion recommendation.

5. In-Scope Deliverables

Deliverable	Description	Format
Executive summary	Plain-English finding set for leadership: what matters, why now, and what to fund next.	PDF / deck
URL asset ledger excerpt	Representative view of URL-level identity, yield, risk, decay, action, and evidence.	Spreadsheet / report
13-variable portfolio scorecard	Score and interpretation across structural, performance, revenue, channel, and governance variables.	Report section
Value-at-risk model	Dollarized or proxy-based leakage estimate by URL, cluster, channel, or decay driver.	Workbook / report
Ranked recovery backlog	Top 25-50 actions sorted by expected impact, effort, urgency, dependency, and confidence.	Spreadsheet / report
Proof sprint plan	3-5 high-confidence actions that can be shipped, measured, or staged after the audit.	Backlog / roadmap
Governance recommendations	Protected assets, approval thresholds, no-touch zones, measurement cadence, and agent-ingress controls.	Report section
Final readout	C-suite ready presentation with findings, decisions, and next-phase recommendation.	Live session + PDF

6. Out of Scope Unless Added

- Direct implementation inside CMS, analytics, tag manager, or production systems.
- Legal, accounting, tax, privacy, or regulatory advice.
- Full data warehouse build, CRM cleanup, or historical attribution reconstruction beyond available data.
- Unlimited competitive research, manual page rewriting, or content production.
- Guarantees of rankings, traffic, citations, revenue, or algorithmic outcomes.
- Unapproved AI-agent writeback, direct publishing, redirect deployment, or production changes.

7. 45-Day Project Plan

Window	Focus	Key Activities	Decision Gate
Days 1-5	Kickoff and access	Confirm scope, owners, data sources, conversion definitions, protected assets, and baseline dates.	Access complete and scope confirmed.
Days 6-12	Inventory and normalization	Crawl, sitemap review, canonical mapping, redirects, URL grouping, page-type classification.	Canonical asset registry v1 accepted.
Days 13-22	Signal joins and scoring	Join performance, revenue, channel, crawl, and attribution signals; score URL/cluster variables.	Preliminary scorecard and outlier review.
Days 23-31	Value-at-risk and diagnosis	Estimate leakage, decay drivers, recoverability, confidence, dependencies, and root causes.	Priority logic aligned with stakeholder team.
Days 32-39	Backlog and proof sprint design	Build top recovery actions, measurement plan, governance boundaries, and platform conversion path.	Proof sprint candidates approved.
Days 40-45	Final report and readout	Deliver report, evidence pack, executive readout, backlog, and next-phase recommendation.	Acceptance and next-step decision.

Operating principle

The goal is not to audit everything equally. The goal is to find the highest-value leaks quickly, prove the portfolio logic, and install the first governed operating layer.

8. Client Responsibilities and Data Access

Client agrees to provide timely access to the systems, exports, and stakeholders required to complete the engagement. Read-only access is preferred. Where direct access is not available, exports may be used with lower confidence annotations.

Data source	Minimum needed	Why it matters
Sitemap / crawl permission / CMS export	URL inventory and page metadata.	Defines the asset universe.
Google Search Console	Page/query clicks, impressions, CTR, coverage where available.	Identifies organic visibility, decay, and query-level demand.
GA4 or analytics export	Landing pages, sessions, engagement, key events, conversions.	Connects URLs to behavior and conversion paths.
CRM or payment/order data	Closed-won, pipeline, orders, revenue, lead value, or proxy value.	Turns visibility into value-at-risk and recovery logic.
Paid media / email / referral data	Campaign traffic, spend, landing page use, email clicks, partner traffic.	Prevents the audit from over-weighting organic search.
Stakeholder interviews	SEO, content, growth, RevOps, analytics, finance, technical owner.	Validates assumptions and identifies protected assets.

9. Provider Responsibilities

- Maintain a clear audit trail of assumptions, data sources, scoring logic, and confidence levels.
- Flag data gaps or confidence limitations rather than presenting false precision.
- Avoid direct production changes unless separately scoped and authorized.
- Protect sensitive data and use access only for the agreed engagement purpose.
- Deliver recommendations in a format that leadership and operators can act on.

Commercial Terms Template

10. Fee Structure

Option	Best for	Typical price band	Includes
Starter audit	Focused domain or smaller portfolio.	\$7,500-\$15,000	URL inventory, light scoring, top findings, executive readout.
Standard pilot	B2B or ecommerce portfolio with measurable conversion value.	\$15,000-\$40,000	Full 13-variable audit, value-at-risk model, backlog, proof sprint plan.
Enterprise pilot	Large domain, multiple regions, complex attribution, or executive-grade reporting.	\$40,000-\$100,000+	Expanded scope, multiple stakeholders, deeper evidence pack, governance model, platform plan.

Proposed fee for this engagement: [Insert fixed fee]. Payment schedule: [50% due at signature, 50% due upon final readout] or [monthly / procurement-specific terms].

11. Optional Platform Credit

Audit-to-platform conversion option

If [Client Company] converts to an annual URL Ledger subscription within [30/60/90] days of the final readout, [XX%] of the audit fee may be credited toward the first-year platform subscription.

12. Optional Add-Ons

Add-on	Description	Commercial note
Proof sprint implementation support	Support for 3-5 prioritized fixes after the audit.	Fixed fee or retainer.
Quarterly Content 10-K	Recurring executive report on URL portfolio health, risk, and recovery.	Quarterly subscription add-on.
Agent ingress policy module	Rules for what humans and AI agents can read, recommend, edit, publish, or escalate.	Enterprise governance add-on.
Benchmark pack	Comparison against anonymized portfolio norms, once available.	Premium layer.
Multi-domain rollout	Expansion to additional domains, subdomains, regions, or business units.	Priced by portfolio size and complexity.

Acceptance Criteria and Operating Rules

13. Pilot Completion Criteria

- Audit scope is confirmed and documented.
- Available data sources are ingested or noted as unavailable.
- Canonical URL inventory and scoring sample are produced.
- Final report, recovery backlog, and executive readout are delivered.
- Client receives a clear recommendation for audit actions, proof sprint, and platform conversion path.
- Any confidence limitations or excluded data sources are documented.

14. Assumptions

- Client provides timely access, exports, and stakeholder input.
- Client identifies protected pages, regulated content, legal/compliance sensitivities, and no-touch areas.
- Revenue estimates depend on data quality and may be expressed as confidence bands or proxy values.
- Recommendations are decision support, not guaranteed business outcomes.
- Implementation work requires separate approval unless explicitly included.

15. Confidentiality, Security, and Data Handling

[Insert client-approved confidentiality language. At minimum, this section should state that both parties will protect confidential business information, limit data access to engagement purposes, and avoid sharing non-public findings without permission.]

Recommended clause: Provider will use commercially reasonable safeguards to protect client-provided data and will access systems using read-only permissions wherever practical. Provider will not make production changes without written authorization.

16. Change Control

Material changes to scope, timeline, data sources, domains, regions, deliverables, implementation requirements, or stakeholder support should be documented in writing and may require a revised fee or timeline.

17. Sign-Off

For Client	For Provider
Name: [Name]	Name: [Name]
Title: [Title]	Title: [Title]
Signature: _____	Signature: _____
Date: _____	Date: _____

Appendix A - The 13 Structural Variables

Use this appendix to explain the intellectual property behind the audit without overwhelming the proposal body.

Variable	What it measures
1. Content Health	Accuracy, freshness, completeness, usefulness, and current business relevance.
2. Content Decay	Deterioration in traffic, rankings, engagement, conversions, freshness, or confidence.
3. Content Dilution	Portfolio sprawl that weakens topical clarity and spreads authority too thin.
4. Content Cannibalization	Multiple URLs competing for the same demand, intent, or conversion path.
5. Content Waste	Low-yield inventory that consumes crawl, maintenance, budget, or attention.
6. Content Investment	Embedded effort, cost, authority, media, expertise, and update history.
7. Content ROI	Measurable contribution to revenue, pipeline, leads, assisted conversion, or strategic value.
8. Content Performance	Impressions, clicks, CTR, sessions, conversion behavior, and channel efficiency.
9. Intent and Journey Alignment	Fit across TOFU, MOFU, BOFU, branded, commercial, transactional, local, and support intent.
10. Psychographic and Messaging Fit	Alignment with the user decision state, trust barrier, emotional state, and buyer readiness.
11. Authority and Entity Strength	Contribution to brand, topical, author, product, and entity recognition.
12. Technical and Indexation Structure	Crawlability, renderability, canonical state, redirects, schema, internal links, and page speed.
13. AI Citation and Agent Readiness	Whether systems can cite, summarize, extract, compare, trust, and act on the URL.

Appendix B - Data Checklist

Category	Requested item	Status
Scope	Domains/subdomains included	<input type="checkbox"/>
Scope	Regions/languages included	<input type="checkbox"/>
Performance	GA4 or analytics access/export	<input type="checkbox"/>
Search	GSC access/export	<input type="checkbox"/>
Inventory	Sitemap, crawl permission, CMS export	<input type="checkbox"/>
Revenue	CRM, orders, payments, or lead-value model	<input type="checkbox"/>
Channels	Paid media, email, social, referral data	<input type="checkbox"/>
Governance	Protected assets and no-touch areas	<input type="checkbox"/>
Stakeholders	SEO/content/growth/RevOps/finance contacts	<input type="checkbox"/>

Appendix C - Client Email Cover Note

Subject line

Proposal: 45-Day URL Portfolio Repricing Audit for [Client Company]

Hi [Name],

Attached is the proposed scope for a 45-Day URL Portfolio Repricing Audit. The goal is to treat your website as a portfolio of business assets, not just a collection of pages, and identify where value is being created, lost, wasted, or exposed to risk.

The pilot will produce a URL-level asset view, a 13-variable scorecard, a value-at-risk model, a ranked recovery backlog, and a governance path for turning the audit into an ongoing URL Ledger.

The most important part: this is not a generic SEO audit. It is designed to create an operating view of your existing URL assets across discovery, attribution, revenue, and future agent-readiness.

Best,

[Name]

Appendix D - Proposal Summary Slide Copy

Slide block	Copy
Problem	Your website has become a portfolio of business assets, but it is still governed like a publishing queue.
Risk	Value leaks through decay, duplication, cannibalization, channel fragmentation, technical drift, and unmanaged changes.
Pilot	The 45-Day URL Portfolio Repricing Audit shows which URL assets are valuable, impaired, recoverable, or protected.
Output	Executive readout, URL asset ledger, value-at-risk model, ranked backlog, proof sprint plan, governance recommendations.
Next	Install the URL Ledger as the living system of record for website asset value.

Appendix E - Final Positioning Language

Platform positioning

URL Ledger is the system of record for website asset value. It gives every URL a canonical identity, performance history, risk rating, decay curve, attribution trail, governance policy, and machine-readable evidence layer.

Pilot positioning

The 45-Day URL Portfolio Repricing Audit is the entry point. It reveals where the existing portfolio is leaking value, which assets should be protected or repaired, and how the company should govern the portfolio going forward.

Agent positioning

URL Ledger is not trying to be another generic AI agent. It is the trusted asset layer that humans, analytics systems, search systems, and future AI agents can query before acting on the portfolio.

Version Control

Version	Date	Owner	Notes
v1.0	[Date]	[Owner]	Master proposal and SOW template created.
v1.1	[Date]	[Owner]	Client-specific terms and scope inserted.
v1.2	[Date]	[Owner]	Counsel/procurement revisions added.