

URL Ledger

Pricing, Packaging & Value Ladder Guide

How to package the audit, proof sprint, ledger subscription, governance layer, benchmarks, and agent-ingress modules without shrinking the category into "SEO" or "AI search."

Core pricing thesis

Do not sell content services. Do not sell another SEO audit. Sell the ability to identify, price, recover, govern, and continuously monitor URL-level asset value across discovery, attribution, revenue, and agent consumption.

Document purpose

This guide defines how URL Ledger should be packaged and priced from first conversation through audit, proof sprint, subscription, governance module, and enterprise assurance. It is intentionally commercial, not technical. It translates the system-of-record thesis into offers that buyers can understand and fund.

Primary commercial spine

- **Wedge:** a paid 45-day URL Portfolio Repricing Audit that exposes value-at-risk and creates a ranked recovery backlog.
- **Expansion:** a recurring URL Ledger subscription that turns the audit into always-on asset intelligence.
- **Enterprise layer:** governance, approval policy, audit trail, agent ingress, API/export, benchmarks, and quarterly assurance.
- **Moat:** historical URL state, standardized ratings, evidence trails, benchmarks, workflow memory, and policy controls.

Recommended headline offer

45-Day URL Portfolio Repricing Audit

A CFO-friendly audit that treats every URL like an asset with yield, durability, risk, decay, attribution, and recoverability. Output: value-at-risk model, top recovery actions, protected assets, proof sprint options, and the ledger install path.

1. Packaging principles

The pricing strategy should reinforce the category: URL Ledger is the system of record for website asset value. Pricing should not anchor to hours, pages written, keyword counts, or generic SEO checklists. The buyer should feel they are funding asset governance and revenue recovery, not buying a content report.

Principle	What it means	How it shows up commercially
Price the problem, not the deliverable	The problem is value leakage, portfolio decay, attribution fragmentation, and governance risk.	Lead with revenue-at-risk, not page count alone.
Land with evidence	The audit must produce enough truth to justify the ledger.	Every audit deliverable should have a path into the recurring platform.
Separate diagnosis from execution	The audit identifies and ranks actions. Implementation can be scoped separately.	Avoid unlimited revisions or unbounded implementation.
Credit the audit into the platform	The audit is the install path, not a disconnected consulting product.	Offer partial audit-fee credit toward annual subscription when signed quickly.
Keep AI as a module	AI search and agents create urgency but do not define the whole platform.	Package AI citation and agent readiness as add-ons/layers, not the category name.
Protect the premium frame	This is CFO/CMO/RevOps infrastructure.	Avoid commodity pricing language like "SEO package" or "content refresh bundle."

Pricing posture

Start premium. The buyer is not paying for a PDF. They are paying for asset repricing, recovery prioritization, governance setup, and a path toward a system of record. If the price feels like a normal audit, the category collapses back into SEO.

Pricing rule

The audit should feel expensive compared with an SEO audit, but cheap compared with the amount of revenue leakage, wasted production, and strategic blind spots it exposes.

2. The value ladder

The commercial model should move from low-friction diagnostic entry to platform retention, then into governance, benchmarks, and assurance. Each step creates a stronger reason to maintain the ledger as the canonical record.

Stage	Offer	Purpose	Typical buyer commitment
0	Sanity Check / Scoping Call	Qualify site size, revenue dependency, data availability, and urgency.	Free or low-cost; 15-30 minutes
1	URL Portfolio Snapshot	Fast executive teaser: inventory, risk signals, top leakage suspects.	\$2.5K-\$10K or included for qualified targets
2	45-Day URL Portfolio Repricing Audit	Full diagnostic: 13-variable audit, value-at-risk, recovery backlog, protected assets, roadmap.	\$15K-\$75K typical; enterprise can exceed \$150K
3	Proof Sprint	Ship 3-5 high-confidence fixes or controlled experiments to prove movement.	\$10K-\$60K add-on, depending on technical complexity
4	URL Ledger Core Subscription	Recurring canonical registry, ratings, monitoring, dashboards, and change history.	\$24K-\$120K ACV, scaled by URL volume and connectors
5	Governance + Agent Ingress	Policy gates, approvals, evidence packs, APIs, agent-readable state, and audit trail.	+\$15K-\$100K ACV
6	Benchmark + Assurance Layer	Peer norms, quarterly portfolio reviews, content 10-K, asset repricing reports.	+\$10K-\$75K ACV or premium services
7	Managed Portfolio Operating Cadence	Quarterly/weekly operating rhythm: portfolio reviews, backlog grooming, reporting, executive narrative.	\$3K-\$25K/month

Cleanest wedge-to-platform motion

1. Run the paid audit to expose asset leakage and create the initial ledger baseline.
2. Use the final readout to show why point-in-time reports are not enough.
3. Convert the audit backlog into recurring monitoring, governance, and quarterly repricing.
4. Add agent-readiness and API/export only after the ledger is trusted as the source of record.

3. Audit packaging

The audit is the commercial front door. It should be packaged in tiers based on URL volume, data depth, channel coverage, and executive-readout complexity. The key is to keep the offer standardized while still allowing enterprise scope to expand.

Audit package	Best for	Scope	Illustrative price
Portfolio Snapshot	Smaller B2B sites, pre-sales validation, founder-led prospecting.	URL inventory, quick crawl, GSC/GA4 sample, top risks, 5-10 actions.	\$2.5K-\$10K
Standard Repricing Audit	Mid-market websites with 1K-25K URLs and meaningful organic/owned-channel dependency.	Full 13-variable scoring, value-at-risk model, top 25 actions, executive readout, 90-day roadmap.	\$15K-\$45K
Scale Repricing Audit	Large B2B, ecommerce, marketplaces, multi-region sites, agency portfolios.	Deeper crawl, cluster scoring, revenue mapping, protected assets, proof sprint specs, governance install plan.	\$45K-\$100K
Enterprise Board-Ready Audit	High-revenue domains, public companies, multi-property portfolios, M&A/diligence scenarios.	Custom evidence pack, CFO/CMO readout, executive appendix, risk register, policy model, platform conversion plan.	\$100K-\$250K+

Audit price modifiers

- URL volume and number of properties/domains.
- Depth of channel attribution required: organic only vs organic, paid, social, email, referral, CRM, and revenue systems.
- Quality of data access: read-only connectors, exports, warehouse access, or manual files.
- Manual analyst review depth: executive sample only vs cluster-level QA vs full priority-set review.
- Need for proof sprint specs, technical tickets, or implementation support.
- Governance complexity: legal/compliance, protected assets, approval matrices, no-touch zones.
- Executive packaging: board-ready narrative, CFO appendix, investor/partner version, or department-specific readouts.

Scope boundary

The audit recommends and prioritizes action. Implementation is a separate paid scope unless explicitly included as a proof sprint.

4. Platform subscription packaging

The recurring platform should not be sold as "analytics." It should be sold as the canonical operating layer for URL-level asset truth. The subscription packages should move from visibility to ratings to governance to assurance.

Tier	Core promise	Included capabilities	Illustrative ACV
Ledger Core	Create the canonical register of URL assets.	URL registry, canonical identity, crawl imports, GSC/GA4 joins, status history, basic health/decay ratings, dashboards, exports.	\$24K-\$60K
Ratings & Recovery	Prioritize where value is leaking and what to fix.	13-variable scoring, decay curves, cannibalization/dilution flags, recovery backlog, value-at-risk logic, action history.	\$60K-\$120K
Governance + Agent Ingress	Control who or what can act on URL assets.	Policy gates, approvals, evidence packs, protected assets, audit trails, API/export, agent-readable state, action permissions.	\$100K-\$250K
Enterprise Assurance	Turn the URL portfolio into an auditable operating system.	Multi-domain governance, SSO, warehouse sync, benchmark reports, quarterly content 10-K, executive review, custom risk rules.	\$250K+

Subscription expansion levers

- More domains, regions, properties, brands, or business units.
- More URLs under governance.
- More channels joined to the URL record.
- More roles: SEO, content, RevOps, analytics, finance, legal, product, agency/client teams.
- More controls: approvals, permissions, evidence packs, risk tiers, protected assets.
- More outputs: board reports, quarterly repricing reports, content 10-K, benchmark packs.
- More machine consumption: API access, exports, warehouse sync, agent-readable policy states.

Do not over-automate the pitch

Sell trust first. The platform should feel indispensable before it feels autonomous. Governance and evidence are what make automation safe.

5. Buyer-specific packaging

The same platform should be framed differently by buyer. The CFO cares about waste, risk, asset value, and governance. The CMO cares about growth, channel resilience, strategy, and proof. The SEO/content leader cares about prioritization and operational control. RevOps cares about attribution and conversion path truth.

Buyer	What they fund	Best message	Best offer
CFO / Finance	Recovered value, waste reduction, governance, board-ready evidence.	Your website has assets, liabilities, write-offs, and no ledger.	Enterprise Repricing Audit + quarterly assurance.
CMO / Growth	Growth recovery, channel resilience, stronger conversion paths, performance narrative.	You do not need more content until you know which assets are leaking value.	45-day audit + proof sprint.
Head of SEO / Content	Prioritized backlog, cannibalization cleanup, refresh discipline, fewer random requests.	Stop guessing what to refresh, merge, protect, or retire.	Standard audit + Ledger Core.
RevOps / Analytics	Attribution joins, source-of-truth reporting, CRM/pipeline mapping.	URL-level truth connects content work to revenue systems.	Ledger Core + Ratings & Recovery.
Legal / Compliance	Approval gates, protected assets, evidence trail, risk register.	Agents and humans need controlled action boundaries.	Governance + Agent Ingress.
Agency / Holding Co.	Portfolio standardization across clients, repeatable audits, benchmark layer.	Turn audits into a recurring asset-governance operating model.	Multi-account platform + benchmark add-on.

Discovery questions that reveal willingness to pay

- How many URLs do you currently manage across the domain or portfolio?
- Which channels depend on those URLs for discovery, conversion, or sales enablement?
- Do you know which URLs have lost value over the last 90-365 days and why?
- Can finance see content value at the URL or cluster level today?
- Where do refresh, merge, redirect, retire, and protect decisions currently live?
- Are AI tools or agents allowed to recommend or make content/site changes yet?
- What would it be worth to recover even 2-5% of existing URL-driven revenue or pipeline?

6. Pricing by URL volume and complexity

URL volume should influence price, but it should not be the only driver. A 500-URL site with \$50M in pipeline dependency can justify more than a 50,000-URL low-value content farm. Price around value exposure, not inventory alone.

Segment	Approx. URL range	Audit price anchor	Platform anchor	Notes
Emerging B2B	250-1,000	\$7.5K-\$20K	\$18K-\$36K ACV	Good for founder-led pilots and case studies.
Growth / Mid-market	1K-25K	\$20K-\$60K	\$36K-\$120K ACV	Best initial market: enough complexity, faster sales cycle.
Scale / Ecommerce	25K-250K	\$60K-\$150K	\$120K-\$300K ACV	High structural decay risk; proof sprint can be very compelling.
Enterprise / Multi-domain	250K+	\$150K-\$300K+	\$300K+ ACV	Requires stronger governance, data access, security, and executive packaging.
Agency / Portfolio	Multiple clients	Per-client or portfolio retainer	Portfolio license + seats	Opportunity for benchmark moat and repeatable delivery model.

Pricing formula to use internally

Base price = portfolio complexity + revenue exposure + data depth + governance burden + executive packaging

URL count is only one variable. A higher price is justified when the domain has high revenue dependency, messy data joins, multiple channel inputs, protected assets, agent/governance concerns, or board-level reporting needs.

Where to avoid discounting

- Do not discount just because the prospect compares it to an SEO audit.
- Do not include proof sprint implementation for free.
- Do not promise revenue recovery without access to a revenue truth source and implementation control.
- Do not create a custom dashboard before the audit establishes the canonical ledger baseline.
- Do not sell the agent layer before the buyer accepts the need for ledger and policy truth.

7. Audit-to-platform conversion mechanics

The audit should create urgency and trust. The subscription should become the obvious way to prevent re-decay. The conversion mechanism must be designed before the audit starts.

Audit output	Conversion hook	Platform module it leads to
URL inventory and canonical registry	This should not live in a static spreadsheet.	Ledger Core
13-variable scorecard	Ratings become more valuable as history accumulates.	Ratings & Recovery
Value-at-risk model	Risk should be monitored weekly/monthly, not once.	Recovery Monitoring
Top 25 recovery backlog	Backlog requires ownership, status, evidence, and outcome tracking.	Action Queue
Protected asset list	High-risk URLs need approval gates and no-touch rules.	Governance + Policy
Proof sprint specs	Changes need before/after reconciliation.	Evidence Pack + Outcome Log
AI/agent readiness gaps	Agents need a source-of-truth layer to act safely.	Agent Ingress + API
Executive readout	Leadership will want recurring portfolio reviews.	Quarterly Assurance

Audit credit policy

Use the audit fee as a conversion lever without training buyers to expect free consulting. A clean option: apply 25-50% of the audit fee as a credit toward the first-year platform subscription if signed within 30 days of the executive readout. For strategic design partners, credit can be higher in exchange for testimonial rights, feedback access, and case study participation.

Recommended close language

From one-time finding to operating system

The audit tells us which assets are leaking value today. The ledger tells us when those assets start leaking again, what changed, who changed it, which action worked, and what should happen next.

8. Offer menu

This menu can be used in proposals, sales calls, and partner conversations. Keep names consistent so the market learns the category language.

Offer name	One-line promise	What is included	Pricing stance
URL Portfolio Snapshot	Find the obvious leaks before a full audit.	Inventory sample, top-risk clusters, channel snapshot, next-step recommendation.	Low-friction paid diagnostic.
45-Day URL Portfolio Repricing Audit	Show which URL assets gained, lost, waste, or deserve more investment.	Full audit, value-at-risk, top 25 actions, roadmap, executive readout.	Flagship wedge.
Structural Decay Proof Sprint	Ship a small set of fixes to prove recoverable lift.	3-5 prioritized changes, measurement plan, before/after reporting.	Premium add-on.
URL Ledger Core	Install the canonical system of record for URL assets.	Registry, history, connectors, scores, dashboards, exports.	Recurring platform.
Ratings & Recovery Engine	Turn URL data into action priority and economic value.	Decay scores, risk ratings, recovery backlog, value-at-risk logic.	Expansion module.
Governance + Agent Ingress	Let humans and agents act through the same policy-controlled truth layer.	Approvals, protected assets, evidence, API/export, agent-readable state.	Enterprise module.
Quarterly Content 10-K	Give leadership a recurring portfolio report.	Quarterly repricing, risk register, trend review, actions, evidence pack.	Assurance/retainer.

Product naming discipline

- Company/category: Website Asset Intelligence.
- Core product: URL Ledger.
- Flagship audit: 45-Day URL Portfolio Repricing Audit.
- Scoring IP: 13 Structural Variables.
- Recurring executive output: Quarterly Content 10-K or URL Portfolio Repricing Report.
- Enterprise layer: Governance + Agent Ingress.

9. Sales math and ROI framing

The goal is not to prove perfect attribution on day one. The goal is to show enough economic truth that the buyer can make a better portfolio decision than they can today.

Value driver	How to explain it	Commercial implication
Recovered revenue or pipeline	High-yield URLs with fixable decay can return value faster than net-new content.	Supports audit and proof sprint pricing.
Reduced waste	Low-yield, duplicate, stale, or redundant pages consume crawl, attention, budget, and maintenance.	Supports consolidation and governance.
Better capital allocation	Teams stop funding content by opinion and start funding by asset potential.	Supports CMO/CFO narrative.
Lower operational risk	Protected assets, approvals, and evidence reduce accidental damage.	Supports enterprise governance pricing.
Channel resilience	A URL can create value through organic, paid, social, email, CRM, AI answers, and agents.	Supports channel-agnostic category.
Agent safety	Agents need trusted state before they can recommend, edit, submit, or act.	Supports agent ingress/API layer.

Simple ROI story

If a portfolio has \$5M in URL-influenced annual revenue and only 5% is recoverable through better structure, governance, and prioritization, the recovery pool is \$250K. A \$25K-\$50K audit is no longer expensive; it is a rational diagnostic.

Keep the math simple. Use ranges, confidence bands, and clearly label assumptions. Do not overclaim causality before the proof sprint.

Confidence language

- High confidence: observable structural issue + affected high-value URL + clear remediation path.
- Medium confidence: strong correlation between decay and fixable issue, but implementation or attribution is less direct.
- Low confidence: signal deserves monitoring or testing, not immediate executive claim.
- Always distinguish between value-at-risk, recoverable value, and proven recovered value.

10. Proposal structure

Every proposal should make the buyer feel the same arc: the portfolio is leaking value, the audit creates a baseline, the proof sprint creates evidence, and the ledger prevents re-decay.

Section	Purpose	Must include
Executive problem	Frame the market shift and portfolio-governance gap.	URLs are assets; discovery is fragmented; attribution is broken; agents need truth.
Why now	Create urgency.	Core update volatility, AI answer surfaces, channel shifts, content waste, internal governance gaps.
Scope	Set clear boundaries.	Domains, URL range, connectors, channels, revenue mapping, stakeholder roles.
Methodology	Show rigor.	13 variables, value-at-risk, channel exposure, protected assets, recovery prioritization.
Deliverables	Make output tangible.	Executive readout, scorecard, backlog, ledger excerpt, 90-day roadmap, proof sprint specs.
Timeline	Set cadence.	Week 1 intake, weeks 2-3 scoring, weeks 4-5 prioritization, week 6 readout.
Investment	Anchor value.	Audit fee, optional proof sprint, platform conversion credit.
Next step	Remove friction.	Access checklist, kickoff date, stakeholder list, read-only connection path.

Proposal language to reuse

Recommended paragraph

This is not a content audit, SEO audit, or AI search report. It is a URL portfolio repricing audit. We will identify which assets are creating value, losing value, wasting budget, creating risk, or requiring governance - then convert that view into a recovery backlog and ledger installation path.

11. Objection handling

The platform will be compared to SEO tools, analytics dashboards, content agencies, AI writing tools, and consulting audits. The response should always pull the conversation back to asset value, canonical truth, and governance.

Objection	Wrong response	Better response
We already have SEO tools.	We replace them.	Good. We use those signals, but they are not your system of record for URL asset value, history, governance, and recovery decisions.
Can AI just do this?	Our AI is better.	AI can assist the work. But agents need a trusted ledger, ratings, policy, and evidence layer before they can act safely.
This sounds like an audit.	It is not an audit.	The audit is the entry point. The real product is the ongoing ledger that prevents re-decay and governs future action.
We do not have clean revenue attribution.	Then we cannot help.	We can start with directional value and confidence bands, then strengthen the ledger as data sources improve.
The price is high.	We can discount.	The price is high if this is a report. It is low if it exposes six or seven figures of recoverable leakage or prevents costly misallocation.
We just need more content.	No you do not.	Maybe. But first we should know whether existing assets are decaying, cannibalizing, wasting budget, or blocking conversion.

Hard rule

Never let the buyer drag the category back into commodity SEO.

SEO is one signal layer. Content is one asset class. AI search is one discovery surface. URL Ledger is the system of record for website asset value across all of them.

12. 90-day commercial rollout

This rollout path is designed to prove pricing, produce early revenue, and create design-partner learning without overbuilding the platform before the market language is validated.

Window	Commercial focus	Assets used	Success measure
Days 1-15	Founder-led prospecting and category validation.	Landing page guide, founder manifesto, LinkedIn carousel, outreach kit.	10-20 qualified conversations.
Days 16-30	Sell 2-3 paid audits.	One-pager, sample report, intake workbook, proposal language.	Signed audit SOWs and access checklists.
Days 31-60	Deliver audits and collect proof patterns.	SOP, analyst playbook, sample report template, scoring framework.	Repeatable findings, stronger pricing confidence.
Days 61-75	Convert audit outputs into platform pilots.	Architecture brief, platform deck, governance module narrative.	1-2 pilot subscriptions or paid design partners.
Days 76-90	Package evidence into stronger market assets.	Case-study skeleton, quarterly report sample, benchmark thesis.	Reusable sales proof and sharper ICP.

Near-term selling motion

- Lead with the Google/core-update/AI-discovery volatility as the hook, but do not make it the whole category.
- Move quickly into the larger claim: every URL is a business asset, and most companies have no ledger.
- Offer the 45-day audit as the fastest way to expose and price the portfolio.
- Use the final readout to sell the recurring ledger, governance, and quarterly repricing model.

13. What we can create next

The asset system can keep expanding. The strongest next wave should support selling, delivery, productization, and investor/partner confidence. The list below is sequenced in the order that creates the most commercial leverage.

Priority	Next asset	Why it matters
1	Pilot Proposal / SOW Template	Turns conversations into paid audits with clean scope, assumptions, timeline, and fees.
2	Case Study Template	Lets every audit become proof, even before public customer names are available.
3	URL Ledger Data Model / Schema Spec	Defines the canonical object model for URLs, clusters, actions, ratings, evidence, and policies.
4	Dashboard Wireframe Pack	Shows what the product looks like: overview, URL asset view, scorecard, backlog, governance, evidence.
5	Quarterly Content 10-K Sample	Creates the recurring executive-reporting product.
6	AI Agent Ingress Policy Brief	Explains why agents should query the ledger instead of acting directly on websites.
7	Benchmark Methodology White Paper	Supports the rating-agency moat and future premium data layer.
8	Investor Memo	A written version of the VC deck for partners, angels, and strategic investors.
9	Product Requirements Document	Bridges strategy into build scope for engineers.
10	Implementation Partner Playbook	Lets agencies or consultants deliver audits consistently under the URL Ledger standard.

Answer to: how many more can we create?

A strong master library would be 20-30 assets. You already have the core narrative, audit, sales, delivery, and architecture layers. The next 10-15 assets should turn that narrative into sellable proposals, product specs, dashboards, case studies, investor material, and partner enablement.

Closing commercial position

The market will keep trying to collapse this into SEO, AI search, analytics, or content services. The packaging has to resist that collapse. URL Ledger should be priced and sold as the source-of-truth layer for website asset value.

Final positioning line

URL Ledger turns every URL into a measurable, governable, auditable business asset - with a value, a risk rating, a decay curve, an attribution trail, a policy state, and a record of what changed.