

URL Ledger Website Sitemap & Page Build Plan

A practical website architecture for turning the asset library into a lead-generation and pilot-conversion system.

Website job

The website should not explain every detail. It should make one thing obvious: companies need a system of record for URL asset value, and the 45-day URL Portfolio Repricing Audit is the fastest way to see the leakage.

The site should avoid boxing URL Ledger into AI Search. AI Search, AI citations, and agent consumption are pressure events and modules. The broader category is Website Asset Intelligence: every URL has value, risk, lifecycle, channel exposure, attribution, and governance requirements.

1. Recommended Top Navigation

Nav item	Destination	Purpose
Platform	/platform	Explain ledger, ratings, governance, evidence, and integrations.
45-Day Audit	/audit	Primary conversion page for the repricing audit.
Use Cases	/use-cases	Segment by CFO, CMO, RevOps, agencies, ecommerce, SaaS.
Resources	/resources	House manifesto, framework, sample report, benchmark paper, trust brief.
Security	/security	Support procurement and read-only data-access concerns.
Book Pilot	/pilot	Conversion page for design partners and audits.

2. Primary Sitemap

Page	URL	Page job	Primary audience	Primary CTA
Home	/	High-level category and audit CTA	Executives, growth, content, RevOps	Book pilot / download one-pager
Platform	/platform	System of record, ratings, policy gate, evidence layer	CMO, RevOps, technical buyer	See architecture / book demo
45-Day Audit	/audit	Repricing audit offer, inputs, outputs, cadence	CFO, CMO, growth	Request audit scoping call
Sample Report	/sample-report	Show what the audit produces	All buyers	Download sample report

Page	URL	Page job	Primary audience	Primary CTA
13 Variables	/framework	Methodology and scoring spine	Analysts, SEO, product, advisors	Download framework
AI Agent Ingress	/agent-ingress	Explain how agents query the ledger	AI/transformation, tech buyers	Read policy brief
Pricing	/pricing	Package audit and platform ranges	Budget owners	Request proposal
For CFOs	/use-cases/cfo	Revenue-at-risk and capital allocation	CFO, CEO	Run business case
For CMOs	/use-cases/cmo	Govern content portfolio and prove value	CMO, content, SEO	Book demo
For Agencies	/use-cases/agencies	Partner delivery and repeatable audits	Agency leaders	Become partner
For Ecommerce	/use-cases/ecommerce	URL risk, facets, categories, product pages	Ecommerce growth	Scope clusters
For B2B SaaS	/use-cases/saas	Content decay, comparison pages, pipeline attribution	SaaS growth	Audit priority clusters
Resources	/resources	Library hub	All	Download assets
Security	/security	Trust and data access posture	Procurement, IT, legal	Review trust brief
Contact / Pilot	/pilot	Apply for pilot	Qualified buyers	Submit form

3. Homepage Wire Copy Structure

Section	Message	CTA / proof
Hero	Every URL is an asset. URL Ledger tells you what it is worth, where it leaks value, and what should happen next.	Book a 45-day audit
Problem	Discovery is fragmenting, attribution is breaking, AI answers compress clicks, and teams still manage URLs like content output.	Show the leakage model
Product thesis	URL Ledger creates a canonical record for URL identity, performance history, risk rating, decay curve, attribution, evidence, and governance.	View platform
Audit wedge	Start with a 45-day URL Portfolio Repricing Audit to quantify value-at-risk and create a ranked recovery backlog.	Download one-pager
13 variables	Show the structural variables that determine value, decay, risk, and action priority.	Download framework
Proof output	Display sample audit report and Quarterly Content 10-K visuals.	Download sample report
Agent layer	We are not the agent. We are the governed ledger agents query before acting.	Read agent policy brief
Final CTA	Pick 2-3 high-value clusters and run the audit.	Book pilot

4. Page-by-Page Build Plan

Page	Hero angle	Must include	Asset source
45-Day Audit	Google and AI are not the only issue. Your whole URL portfolio is being repriced.	Inputs, outputs, 45-day cadence, value-at-risk, proof sprint, sample deliverable.	One-Pager, Sample Report, SOW

Page	Hero angle	Must include	Asset source
Platform	The operating system for URL asset value.	Ledger, ratings engine, policy gate, evidence layer, API/agent ingress.	Architecture Brief, PRD, Data Model
For CFOs	CFOs do not buy content. They buy recovered revenue.	Revenue-at-risk, yield, durability, impairment, Content 10-K.	ROI Calculator, Quarterly 10-K
For CMOs	Stop publishing into a portfolio you cannot govern.	Decay, waste, cannibalization, protected assets, refresh discipline.	13 Variables, Sales Deck
For Agencies	Turn audits into recurring asset governance.	Partner motion, delivery workflow, certification, reusable templates.	Partner Playbook, SOP, Certification
Security	Read-only first. Evidence-backed. Governed access.	Data access matrix, retention, privacy, benchmark protection, security FAQ.	Trust Brief, RFP Kit
Resources	The library that defines Website Asset Intelligence.	Download gates, featured assets, article versions.	Manifesto, Framework, Benchmark Paper

5. Conversion Architecture

Conversion path	Who it serves	Entry asset	Follow-up asset	Goal
Fast scoping	CFO/CMO with pain	One-Pager	SOW Template	Book scoping call
Education-first	Cold market	Manifesto	13 Variables Framework	Create belief in category
Product-led	Technical evaluator	Architecture Brief	Data Model / API Spec	Validate feasibility
Procurement-ready	Enterprise buyer	Trust Brief	RFP Kit	Clear review
Partner-led	Agency partner	Partner Playbook	Sales Enablement Kit	Create channel pipeline

6. Technical Build Notes

- Build in a CMS that can support fast iteration, downloadable assets, gated forms, and analytics events.
- Use one primary conversion event: request pilot / audit scoping call.
- Use secondary conversion events: download one-pager, download sample report, download framework, request demo.
- Track all asset downloads with source, page, campaign, persona, and asset_id.
- Connect form submissions to CRM with persona, company type, URL count estimate, traffic/revenue source, and requested offer.
- Create a resource library table that can later be powered by URL Ledger itself as the content asset registry.

7. First Two-Week Website Sprint

Day range	Build focus	Deliverable
Days 1-2	Finalize brand architecture and navigation	Header, footer, sitemap, CTA hierarchy.
Days 3-5	Build Home and 45-Day Audit pages	Primary conversion path live.
Days 6-8	Build Platform, Sample Report, Framework, Security pages	Core trust and product context live.
Days 9-10	Build use case pages for CFO, CMO, Agency	Buyer-specific landing pages live.
Days 11-12	Resource library and gated downloads	Asset hub live.
Days 13-14	Analytics, CRM, QA, launch checklist	Ready for outbound traffic.

8. Analytics and Attribution Events

Event	When it fires	Fields to capture
asset_download	User downloads a PDF, DOCX, deck, or workbook	asset_id, asset_type, page_path, persona, company, email
pilot_request	User submits pilot/audit form	URL count, channels, revenue source, role, urgency, domain
demo_click	User clicks book demo CTA	source_page, CTA label, persona
pricing_view	User visits pricing page	referrer, segment, prior downloads
security_view	User visits trust/security page	company, procurement status, prior touchpoints
resource_sequence	User downloads 2+ assets in a session	sequence, asset_count, topic interest

9. Website Claims to Avoid

- Do not claim to replace GA4, GSC, CRM, or BI. URL Ledger reconciles and governs URL asset truth across them.
- Do not claim AI Search is the only market. Use it as a timely proof of discovery fragmentation.
- Do not claim the audit guarantees lift before data and implementation scope are known.
- Do not overstate certification until standards and verification workflows are operating.
- Do not make the site feel like an SEO tool. It is website asset intelligence and URL asset governance.

10. Final Launch Checklist

- Home page live with one primary CTA.
- 45-Day Audit page live with downloadable one-pager.
- Sample Report page live with gated download.
- Framework page live with 13-variable explainer.
- Security page live before enterprise outreach.
- Pilot form connected to CRM or email routing.
- Asset download events tracked.
- Founder-led outbound sequence points to the correct pages.