

Use this to map one cluster (service/topic system). One Owner page. Support pages route to Owner. Proof reduces doubt before inquiry.

1) Cluster + Owner Page

| | |
|-------------------------------|-----------------------------------------|
| Cluster name | Owner page URL |
| Primary CTA (booking/contact) | Where proof lives (on-page / proof URL) |

2) Support Assets (distinct intent, routes back to Owner)

| Support asset (title/slug) | Intent nucleus (1 sentence) | Routes to (Owner / Proof / Inquiry) |
|------------------------------------------|-----------------------------|-------------------------------------|
| <i>Cost / pricing factors</i> | | |
| <i>Timeline / how long it takes</i> | | |
| <i>Process / what to expect</i> | | |
| <i>Comparison vs alternatives</i> | | |
| <i>Fit / non-fit (who it's for)</i> | | |
| <i>Mistakes / pitfalls</i> | | |
| <i>Tracking / measurement (optional)</i> | | |

3) Proof Assets (reduce doubt before inquiry)

| Proof asset | What it proves | Where placed (Owner / Proof page) | Routes to (Owner / Inquiry) |
|-------------------------------------------------------------------|----------------|-----------------------------------|-----------------------------|
| <i>Mini case: problem -> work -> change -> timeframe</i> | | | |
| <i>Before/after example (screenshot + explanation)</i> | | | |
| <i>Testimonial with context (role, scope, timeframe)</i> | | | |
| <i>Process deliverable sample (what you actually deliver)</i> | | | |

4) Consolidation decisions (apply after ownership is clear)

| | | | | |
|-------------------------------|----------------------------------|--------------------------------|-----------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Keep | <input type="checkbox"/> Refresh | <input type="checkbox"/> Merge | <input type="checkbox"/> Redirect (301) | <input type="checkbox"/> Delete / noindex (rare) |
|-------------------------------|----------------------------------|--------------------------------|-----------------------------------------|--------------------------------------------------|