

Page basics

Page title:

URL / planned slug:

Cluster:

Role:

Funnel stage:

Intent type:

Intent nucleus (1 sentence)

This page exists to answer:

Must cover (3–7 bullets)

Must NOT cover (borders / exclusions)

Unique angle / differentiator

Closest sibling page + merge trigger

Closest overlap risk URL:

Merge trigger (when to merge/redirect):

Bridges (internal routes)

Primary CTA routes to:

Secondary route:

Internal links OUT (2–4):

Status decision

Existing / New / Refresh / Merge / Redirect / Delete

If Merge/Redirect: redirect from URL(s):