3DAY STUDIO™

WEBSITE ROADMAP

EXAMPLE CO.

PREPARED FOR
The leadership team

PREPARED BY
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WEBSITE
example.com

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CHAPTER 01

SUMMARY

Example Co. is raising its next round and updating its positioning. That makes it the best time to reorganize the site, improve the path from a visit to a demo and bring in more of the right visitors. The goal is qualified leads.

Leads come from two numbers, how many of the right people reach the site (volume) and how many of them take the next step (conversion). For now that step is a demo request. We confirm it with your head of sales in Phase 2, and it can change based on what they have seen work in sales. Today the first number is close to zero, so no page, however good, can turn it into leads. This roadmap fixes both, volume first, then the path from a visit to a demo.

How companies like Example Co. win new customers

Companies that sell data platforms to banks, credit unions and health systems win most new customers through people, not through search. 79% of credit unions find technology partners through peer referrals, and 68% through industry associations and trade groups (PYMNTS Intelligence). But buyers make up their minds before the first call. They spend more time researching vendors online on their own (27% of their buying time) than talking to all the vendors together (17%), according to Gartner. And in 82% of deals, they choose the vendor they already preferred before they ever contacted sales (6sense, 2026).

So the website matters in every deal, referrals included. Here’s its job in each case. The shares are our estimate, and we check them with your head of sales in Phase 2.

Where new customers come from	Likely share	What the website does there
Referrals from customers, peers and the founders’ network	About 50%	The piece buyers keep open while comparing vendors. Proof, named customers, clear pricing and comparison pages
Partners, consultants and trade groups	About 20%	Pages partners can forward, industry pages for credit unions, banks and health systems, a partners page
Sales outreach and conferences	About 20%	Pages your head of sales sends after a call, case studies by industry, event pages
Search and AI answers	About 10% today, the one that grows	The funnel. Solution pages and articles that bring the visit, and one clear next step that turns it into a demo

Why volume comes first

B2B software websites turn about 1 in every 100 visits into a lead (First Page Sage, 2026). At 21 visits a month, that’s less than one lead, however well the site converts.

Companies of the same size publish hundreds of pages and show up for the problems Example Co. solves. That’s where the volume is.

Where you stand

The site has the raw material, with 45 FAQ answers, 14 essays and 8 case studies. Most of it reads as general text, the proof is anonymous, and two of the industries you sell to have no page.

What we propose

Phase	What happens	How long
1	Move the site from Webflow to Astro, same design, faster and tracked	1 to 2 weeks
2	New architecture and redesign, built around how your head of sales sells	1 to 2 months
3	Launch, then scaling around what works	Month to month

Phases 1 and 2 are a one-time build with a fixed scope. Phase 3 runs month to month.

What it takes from you

A few approvals, about an hour each for two interviews, real numbers from two or three projects, and the CEO, the founder and the head of sales posting about their work. To start, we need the current pitch deck, a folder of photos and assets (conferences, events, the team) and access to the app for product screens.

What success looks like

The site live on Astro by week 2, the new structure by week 5, the redesign by month 2 or 3, and a check-in at month 6 to see what the data says.

Why now

You’re raising, and investors look at the site before the deck. Buyers at banks, credit unions and health systems check it before they reply to your head of sales. And Google now answers most category searches with an AI summary, which quotes the sites that explain things clearly.

Software is also a harder sell than it was. Finance teams now take part in 46% of software decisions, up from 31% a year earlier, and almost half of buyers say their CFO vetoed a deal they had already approved (G2, 2026). Buyers who have to justify every purchase want proof and clear costs, so this plan puts the benchmark, the cost calculator and flat pricing up front.

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CHAPTER 02

WHERE THE SITE STANDS TODAY

On Google, example.com is close to invisible. It gets about 21 visits a month, and almost all of them come from people searching the founder's name, not from buyers looking for what Example Co. sells.

	example.com today
Visits from Google per month (organic)	about 21
Searches it ranks for	13
Of those, searches about what Example Co. sells	0
Pages on the site	86
Pages that rank for anything	4
Websites linking to example.com	76
Mobile load time, home page	6 to 8 seconds
New articles since May	0

Search figures are for Google in the US on 11 November 2026, from DataForSEO.

The content doesn't prove it's real

The biggest gap is the content itself. The site has 45 FAQ answers, 14 essays and 8 case studies, but most of it reads as general text that any data company could have published.

1. **Nothing shows it happened.** The case studies are titled "AI Firm" and "Regional Bank" and carry few hard numbers. Apart from one testimonial, no customer is named.
2. **It's written around ideas, not searches.** "DataDevOps", for example, gets about 50 searches a month. No page title uses a term a buyer would type.
3. **It sounds like everyone else.** Generic articles now compete with thousands written by AI every day. Buyers skim past them, and so do Google and AI assistants.
4. **Two target industries have no page.** There's no healthcare page, and "credit union" appears on 1 of 86 pages.

Smaller things to tidy up

1. Most FAQ answers and the three comparison pages aren't linked from other pages yet, so Google gives them little weight. We connect them in Phase 1.
2. A few search basics are missing, like canonical tags, unique page descriptions, FAQ markup and a leftover pricing test page.
3. The site uses about a dozen different button labels and promises two different reply times.
4. Tools added over time (Warmly, Apollo, an A/B testing tool, Calendly) slow the home page to 6 to 8 seconds, and none of them ties a visit to a deal.

How we’d make it real

Generic content fails because anyone could have written it, a competitor or an AI tool in a few seconds. What nobody can copy is Example Co.'s own evidence, the transfers it has run, the systems it has connected and the money it has saved customers. So every new page is built on one of these.

Proof	What it is	Why it convinces
A transfer benchmark	The same dataset moved with Example Co., Fivetran, Informatica and MuleSoft, comparing time, cost and records lost, with the method and raw results published	Buyers can check the result themselves instead of taking our word for it
Case studies with numbers	Records moved, systems connected, days to go live, cost before and after, with the customer named wherever they agree	Buyers trust another company’s result more than any claim we make
A cost calculator	A buyer enters their workload and sees what it costs on Example Co.'s flat pricing against consumption pricing	It answers the pricing question before the first call
The product on screen	Short recordings of a real workflow being built	Buyers see the platform before they give an hour to a demo
Pages for real systems	One page per core system Example Co. has connected, like Symitar, Fiserv DNA and Corelation Keystone	It shows experience with the exact system the buyer runs
Field notes with a name	Lessons from specific projects, signed by the engineer or founder who did the work	A named expert is what buyers, Google and AI answers all trust

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CHAPTER 03

HOW EXAMPLE CO. LIKELY WINS DEALS

Example Co. sells a platform that buyers meet through a demo, to banks, credit unions and health systems, with long buying cycles and several people involved. In companies like this, most deals start from a referral, a partner or the founders' network, not from a stranger finding the site on Google. In our own studio, about two thirds of projects come from referrals. This is our assumption for Example Co., and we check it with your head of sales in Phase 2.

If that's right, it changes the plan in four ways.

1. **The site's first job is to help deals already in motion.** The person who got a referral checks the site, your head of sales sends a page after a call, an investor does diligence. That calls for proof, a clear product and pages your head of sales can send.
2. **Organic search is the second channel.** It's slower, and it compounds. That's Phase 3.
3. **We measure the split.** Every form asks how people heard about Example Co., so the plan gets corrected by data.
4. **Paid search is an option in scaling,** once we know which pages turn visits into demos.

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CHAPTER 04

WHAT YOU'RE UP AGAINST

Example Co. competes with companies that publish far more and have far more websites linking to them, from billion-dollar platforms to specialists its own size. The gap to the platforms is large. The gap to the specialists can be closed within a year.

Size and content

Company	Focus	Funding	Blog posts	Pages in sitemap
Informatica	Enterprise data integration	Bought by Salesforce, about $8B	670	5,320
MuleSoft	Integration and APIs	Bought by Salesforce, $6.5B	2,920	9,328
Fivetran	Data movement	About $990M	814	10,615
Matillion	Data pipelines	$366M	753	1,347
Airbyte	Open-source data movement	$181M	476	3,731
Verato	Healthcare identity	$35M	162	311
Synatic	Data integration, credit unions	$3.5M	175	277
Arkatechture	Credit union data	About $2.5M and a 2025 round	259	340
Example Co.			**0**	**86**

Search and authority

Company	Organic visits / mo	Searches	Top 10	Linking sites	Backlinks	Authority
Informatica	13,900	12,300	3,071	12,908	2.4M	561
MuleSoft	13,500	10,400	1,732	12,783	200,092	406
Fivetran	13,700	8,600	2,083	8,324	157,884	437
Matillion	3,800	4,300	1,309	4,328	51,552	357
Airbyte	4,400	10,300	908	5,974	60,971	437
Verato	580	250	77	616	2,339	249
Synatic	30	120	16	249	588	198
Arkatechture	270	240	52	337	1,026	220
Example Co.	**21**	**13**	**1**	**76**	**88**	**116**

Search data is DataForSEO estimates for Google in the US on 12 November 2026. It undercounts large brands, so read it as relative scale. Authority is DataForSEO's domain score from 0 to 1,000. Blog posts and pages come from our test of each site's sitemap, and funding from public sources.

1. **The big platforms win by publishing.** Fivetran gets about 650 times Example Co.'s search traffic, mostly from educational articles. Airbyte runs 394 “alternatives” pages, one for every tool a buyer might be leaving.
2. **Companies Example Co.'s size publish too.** Arkatechture has 259 blog posts and sits in the top results for “credit union data integration”, “credit union data warehouse” and “credit union core conversion”.
3. **The specialists are within reach.** Verato, Synatic and Arkatechture are linked from 250 to 620 websites, against Example Co.'s 76.

All 14 category searches we checked show a Google AI Overview above the results. Buyers read an AI summary before they click, and the summary quotes sites that answer questions clearly.

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CHAPTER 05

THE FINISHED SITE

1. **Structure.** The new sitemap, with a platform page, three solutions, two industries, one resources hub, pricing and contact. Every page leads to one next step.
2. **Proof built on real numbers.** The benchmark, case studies with numbers, the cost calculator and the product on screen.
3. **One call to action.** One button on every page opens the same side panel with a short form, which asks how people heard about Example Co. Before we design it, we ask your head of sales what has worked in sales conversations so far, and the wording and questions come from that.
4. **Comparison pages and FAQ answers** are linked from pricing and the solution pages, and marked up so Google and AI assistants can quote them.
5. **Under 2 seconds on a phone.** This comes from the move to Astro. Pages are plain HTML without a page builder's scripts. The Astro template we start from scores 100 for performance in Google Lighthouse on mobile, and example.com's home page scores 39 to 56 today.

A first design direction

The CEO shared a first exploration. It plays on the name, an easel that holds the work and a palette of paint, so the brand can carry real texture and warm color instead of the usual blue tech look. Harvey's website shows how that works on a product site, with a painted, textured background behind the product screens. We'd use the same idea in the colors of the CEO's palette, blue, rust, ochre and sage. It's a starting point for the interviews with the CEO and the founder in Phase 2, not a decision.



Left, the CEO's exploration. Right, Harvey's website, for the painted background behind the product.

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CHAPTER 06

MOVE TO ASTRO (PHASE 1)

Phase 1 moves the site off Webflow without changing anything a visitor sees. Phase 2 then starts from a fast, tracked site that Example Co. owns.

What moves

Every page as it is today, with the same design, content and URLs. Nothing changes for Google or for anyone who has a link to the site.

What we fix on the way

1. **Speed.** The home page goes from 6 to 8 seconds on a phone to under 2.
2. **Tracking.** PostHog records every visit and demo request with where it came from, the request goes to the CRM, and the form asks how people heard about Example Co.
3. **Unused tools.** Scripts nobody uses come out, which is most of what slows the site today.
4. **Search basics.** Canonical tags, a unique description on every page and FAQ markup.
5. **Hidden pages.** The FAQ answers and comparison pages get linked from the rest of the site.
6. **Leftovers.** The pricing test page redirects to Pricing, and the internal search page stops showing up in Google.

The tech stack

Part	Tool	What it does
Website	Astro	Builds every page as plain HTML, which is why pages load in under 2 seconds
Hosting	Vercel or AWS	Serves the site from servers close to each visitor, on Example Co.'s account
Code	GitHub	Keeps every version of the site, so any change can be undone
Content	Markdown files in the code	Pages and articles live with the site, and we publish them for you
Analytics	PostHog	Visits, the path to a demo request and which pages lead to one
Search	Google Search Console	Which searches show the site and which pages Google has indexed
Leads	Your CRM	Each demo request arrives with the pages the person read and where they came from
Reports	3DAY Agent	Reads PostHog, Search Console and the CRM, and reports weekly or every two weeks on what changed, why and what to do next

If someone on your team needs to edit pages in a visual editor, we can add Keystatic, which edits the same files in the code, or Sanity, a hosted editor with its own account. We'd only add one if your team asks for it, since every extra tool is one more thing to maintain.

How we switch

We build the new site next to the old one and check every page against the original. The switch itself takes a few minutes. Webflow stays live until the new site has run for a week without problems, then we cancel it.

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CHAPTER 07

THE NEW SITEMAP (PHASE 2)

The structure

This follows Scribewise's sitemap, with three additions of ours marked with a +. The comparison pages and one page per FAQ answer keep content Example Co. already has, and the pages for core systems serve the financial services searches.

```
example.com
├── /                                       Home
├── /platform                               Platform
├── Solutions
│   ├── /solutions/identity-aggregation
│   ├── /solutions/legacy-system-modernization
│   └── /solutions/ai-data-readiness
├── Industries
│   ├── /industries/financial-services
│   │   └── /industries/financial-services/[core system]   +
│   └── /industries/healthcare
├── Resources                               /resources
│   ├── /resources/case-studies/[title]
│   ├── /resources/white-papers/[title]
│   ├── /resources/blog/[post]
│   └── /resources/faq
│       └── /resources/faq/[question]       +
├── /compare/[tool]                         +  Fivetran, Informatica, MuleSoft, Boomi
├── Company
│   ├── /about
│   └── /partners
├── /pricing
├── /contact                                Speak to us, the header button
└── /privacy-policy                         Footer
```

How we handle redirects

Changing URLs is where most redesigns lose their rankings. We follow Google's own guidance for a site move.

1. **Pages that rank keep their URL.** The home page, About, Pricing and Resources stay where they are.
2. **Every other old URL gets a permanent (301) redirect to its closest new page.** Never to the home page, which Google treats as a missing page.
3. **One step only.** Each old URL points straight at its final page, with no chains.
4. **Pages with nothing to replace them are removed on purpose.** The internal search page goes, and the leftover pricing test page redirects to Pricing.
5. **Links inside the site point to the new URLs.** The sitemap and canonical tags do too, so redirects only catch links from other sites and old bookmarks.
6. **The redirects live in one list in the hosting setup,** and stay for at least a year, as Google recommends.
7. **We measure before and after.** We save rankings and the top pages from Search Console before the switch, and check Search Console for errors every week for the first month.

Redirect map

Today	After Phase 2	Pages
/ , /about , /pricing , /resources	Stay the same	4
/finserv	/industries/financial-services	1
/ai	/solutions/ai-data-readiness	1
/enterprise	/solutions/legacy-system-modernization	1
/professional-services	/partners	1
/solutions	/platform	1
/case-studies and /case-studies/[title]	/resources/case-studies and /resources/case-studies/[title]	9
/resource/[title]	/resources/white-papers/[title] or /resources/blog/[title], by their current category	14
/category/posts and /category/whitepapers	/resources/blog and /resources/white-papers	2
/faq and /faq/[question]	/resources/faq and /resources/faq/[question]	46
/fivetran , /informatica , /mulesoft	/compare/fivetran , /compare/informatica , /compare/mulesoft	3
/pricing-a	/pricing	1
/privacy-security	/privacy-policy	1
/search	Removed (410)	1

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CHAPTER 08

ORGANIC PLAN (PHASE 3)

This is the content work of Phase 3. We sorted searches by what the person wants at that moment, their intent. The seven groups are our first draft for this roadmap, and we agree on them with you before planning any content. Each table is a sample, not the full list. Difficulty (organic) is how hard it is to reach Google's first page, from 0 to 100. Cost per click (paid) is what advertisers pay for one visit, and a high price means the search leads to sales.

Intent	Searches / mo in the sample	What we'd build	Priority
Switching from another tool	1,510	Comparison pages, the cost calculator, the benchmark	First, closest to buying
Healthcare	28,570	Healthcare page, identity solution page, a patient index guide	First
Financial services	3,070	Financial services page, pages for the core systems Example Co. connects	First
Looking for a tool	12,360	Platform page and solution pages	Second
A problem to solve	9,220	Solution pages and FAQ answers	Second
AI readiness	1,400	AI data readiness page	Second, still a young search
Learning the basics	17,700	Guides linked to FAQ answers, written with your authors	Third

Switching from another tool

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
fivetran pricing	480	7	$53.10
mulesoft pricing	210	6	$16.38
mulesoft alternatives	170	0	$85.16
fivetran alternatives	140	0	$149.86
boomi alternatives	90	0	$48.28
informatica vs mulesoft	90	0	
fivetran vs airbyte	70	0	$118.46
informatica alternatives	70	0	
talend alternatives	70	0	

Small numbers, but these people are already shopping. Example Co. has comparison pages for three of these tools, and they need linking and real numbers.

Healthcare

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
master patient index	22,200	56	$1.91
enterprise master patient index	4,400	7	$1.48
healthcare interoperability	880	21	$18.76
identity resolution	720	25	$20.61
identity resolution software	140	8	$68.68
healthcare data integration	140	0	$24.52

“Enterprise master patient index” gets 4,400 searches a month and is easy to rank for, and Example Co. already has a case study on exactly this. Nobody searches for “identity aggregation”, so we keep it as the page label and write the page for the words buyers use.

Financial services

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
symitar	1,300	0	$2.06
fiserv dna	720	0	$31.93
jack henry symitar	480	0	$5.47
corelation keystone	320	0	$61.76
credit union merger	90	1	
core conversion	70		

These are the core systems credit unions run on. The people searching them are the ones who’d have to move data in or out, and nobody competes for these searches.

Looking for a tool

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
ipaas	3,600	28	$48.62
etl tools	2,900	14	$43.85
data integration tools	1,300	9	$55.68
data migration tools	1,300	0	$68.55
data lineage tools	1,300	23	$25.44
data integration platform	1,000	22	$35.73
data pipeline tools	390	0	$27.90
data reconciliation software	260	5	$16.98

A problem to solve

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
single source of truth	2,900	19	$37.50
data lineage	1,900	11	$16.07
data silos	1,300	25	$64.15
data reconciliation	720	0	$14.83
vendor lock in	720	12	$78.23
legacy modernization	590	31	$106.74
legacy system modernization	320	6	
data auditability	320	7	$19.75

AI readiness

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
data for ai	590	15	$14.83
ai ready data	390	0	$30.16
ai data pipeline	210	8	$57.24
ai data readiness	50	0	$32.77
data readiness for ai	50	0	$28.08

Learning the basics

Search	Searches / mo	Difficulty (organic)	Cost per click (paid)
medallion architecture	6,600	20	$12.83
what is etl	3,600	40	$17.08
etl vs elt	1,900	17	$10.38
data mesh	1,900	39	$11.75
change data capture	1,600	28	$19.95
what is data lineage	880	14	$21.20

Example Co. already has an FAQ answer on where it fits with the medallion model, a topic searched 6,600 times a month.

The first pieces

These are the first pieces we'd publish in Phase 3. Each one targets a search from the tables above, and each one also becomes a LinkedIn and X post from the person who knows the subject

best. The post brings readers now, and the page keeps bringing them from Google.

Piece	Search it targets (searches / mo)	The post on LinkedIn and X	Who posts
The transfer benchmark, Example Co. against Fivetran, Informatica and MuleSoft	fivetran alternatives (140), mulesoft alternatives (170)	The results chart and one surprising number	CEO
What Fivetran and MuleSoft really cost, with the cost calculator	fivetran pricing (480), mulesoft pricing (210)	A worked example, consumption pricing against flat pricing	CEO
The identity foundation case study, rewritten around the patient index	enterprise master patient index (4,400)	The story of the project, the problem first and the numbers after	Founder
One source of truth after a bank merger, from the regional bank case	single source of truth (2,900)	What breaks in the first 90 days after a merger, from the founder’s M&A years	Founder
Moving data out of Symitar after a credit union merger	symitar (1,300), jack henry symitar (480)	A lesson from a real deal, the question every credit union asks	Head of sales
What it takes to get data out of Fiserv DNA	fiserv dna (720)	A short field note with the steps	Engineering
Where Example Co. fits in a medallion architecture	medallion architecture (6,600)	One diagram and three lines, from the FAQ answer that already exists	CEO
Data lineage you can show an auditor	data lineage (1,900), data auditability (320)	A screen recording of a real lineage trail	Engineering

Paid search, as an option

Once the launch shows which pages turn visits into demos, Google Ads can bring the “switching” and “looking for a tool” searches in right away instead of waiting months for rankings. It’s optional, the ad budget is paid to Google directly, and we’d start with a small test on the searches above.

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CHAPTER 09

HOW WE WORK TOGETHER

Build, then launch and scale

	Build	Launch	Scaling
Phase	1 and 2	3, first	3, then
Length	About 2 months, 3 at most	About 2 months	Ongoing
What happens	The new site, ready for growth	We work through our launch checklist and test what brings demos	We build around what worked, week by week
Rhythm	Daily work, approvals at each step	Weekly	Weekly or every two weeks

The launch checklist

The same checklist we run for every B2B software launch, ticked off by the 3DAY Agent where it can check an item itself.

Area	Items
Google can read the site	Search Console and sitemap, every main page indexed, titles and descriptions and share images, structured data
Tracking	Visits and demo requests tracked, the form asks how people heard about you, every post and outreach link tagged
Pages a buyer expects	Pricing, a product page with each feature, solution pages, industry pages, comparison pages, a demo page, security and compliance
Proof	Case studies that name the customer and show a number that changed, reviews and results on the site
Reach	People find Example Co. when they search its name, reviews on the platforms buyers use, the directories that rank for the main searches, the forums and groups where buyers ask

Content comes from your people

We can’t write Example Co.'s content on our own, and it wouldn’t work if we did. Content that grows a company today is tied to real people who post online under their own names. The CEO, the founder and the head of sales share what they see in projects and deals. We shape it into articles, FAQ answers and case studies, publish them on the site and link the two together. We grow 3DAY.STUDIO™ the same way, through Jaro’s posts about website platforms.

Who	What they do	Rhythm
CEO, founder, head of sales	Post on LinkedIn and share real numbers from projects	[1 post a week each]
One approver at Example Co.	Approves drafts before they go live	About 10 minutes a piece
3DAY.STUDIO™	Turns posts and numbers into pages, articles and case studies, builds tests and keeps the site fast	Weekly
3DAY Agent	Reports what changed on the site, in search and in the CRM, why, and what to do next	Weekly or every two weeks
Head of sales	Gets each lead with the pages it read and where it came from	As leads arrive

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CHAPTER 10

PLAN, BUDGET AND NEXT STEP

How we do it

Phase	What	How	What we need from you	Time
1	Move to Astro	Rebuild the current site page for page, with the same design, content and URLs. Remove unused tools, add the missing search basics, link the FAQ and comparison pages, connect tracking to the CRM. Cancel Webflow once the new site is live.	Approval to start. Who owns the code and hosting. A Vercel or AWS account with billing. A GitHub organization, or we hold the repository. Access to Webflow, the domain, Google Analytics and Search Console.	1 to 2 weeks
2	New architecture and redesign	Interview the CEO and the founder on the brand and design direction, and the head of sales on the sales process and which calls to action have worked. Agree on the intent groups. Build the new sitemap with a redirect from every old URL. Redesign the site. Add the healthcare and financial services pages, the side panel and the first proof pieces.	Approval of the sitemap, the design and the call to action. About an hour each for the interviews. The current pitch deck, a folder of photos and assets, and access to the app for product screens. Real numbers from 2 or 3 projects. Permission to name customers where possible.	1 to 2 months
3	Launch	Work through the launch checklist. Test calls to action, pages and messages, and measure which bring demos.	One approver. Authors posting.	About 2 months
3	Scaling	Content with your authors, more of what worked, weekly or biweekly reports from the 3DAY Agent, and paid search if you choose it.	A monthly review call.	Ongoing

Milestones

	Milestone	When
1	Site live on Astro, same look, faster, tracked	Week 2
2	New sitemap live, every old URL redirected	[Week 5]
3	Redesign live, launch starts	End of month 2, month 3 at the latest
4	Six-month check-in on what the data shows and what changes	Month 6

Who owns what

Item	Owner	Who pays
Domain	Example Co.	Example Co., as today
Code (GitHub repository)	Example Co.'s GitHub organization, or 3DAY.STUDIO™'s if you prefer	Free
Hosting (Vercel or AWS)	Example Co.'s account, with 3DAY.STUDIO™ added as members	Example Co., directly to the provider
Analytics (PostHog)	Example Co.'s account, with 3DAY.STUDIO™ added as members	Free up to 1 million events a month
Google Analytics and Search Console	Example Co.	Free
CRM and forms	Example Co.	Example Co., as today
Google Ads, if chosen	Example Co.'s account	Example Co., directly to Google
Webflow	Canceled after Phase 1	Nothing from then on

Whoever holds the repository, Example Co. can get a full copy of the code at any time.

Budget

Period	Plan	Monthly	Covers
Months 1 and 2, 3 at most	Unlimited	$3,990	Phases 1 and 2
From the end of Phase 2	Pro	$1,990	Launch and scaling, monitoring, analytics and content collaboration

What we need from you

A few approvals.

1. A written OK to start Phase 1.
2. Who owns the code and hosting, and a card on the hosting account.
3. Approval of the intent groups and the new sitemap.
4. Approval of the design and the call to action.
5. Permission to share real numbers and name customers in case studies.

And a few things to work from.

1. The current pitch deck.
2. A folder of photos and assets, from conferences, events and the team.
3. Access to the app, for product screens.

Next step

Phase 1 needs little from you, so a written OK is enough to start. Reply to this roadmap to confirm, we move your subscription to the Unlimited plan, and Phase 1 starts the week after.

If you'd rather talk through the details first, book a call.

Book a 30-minute call (3day.studio)