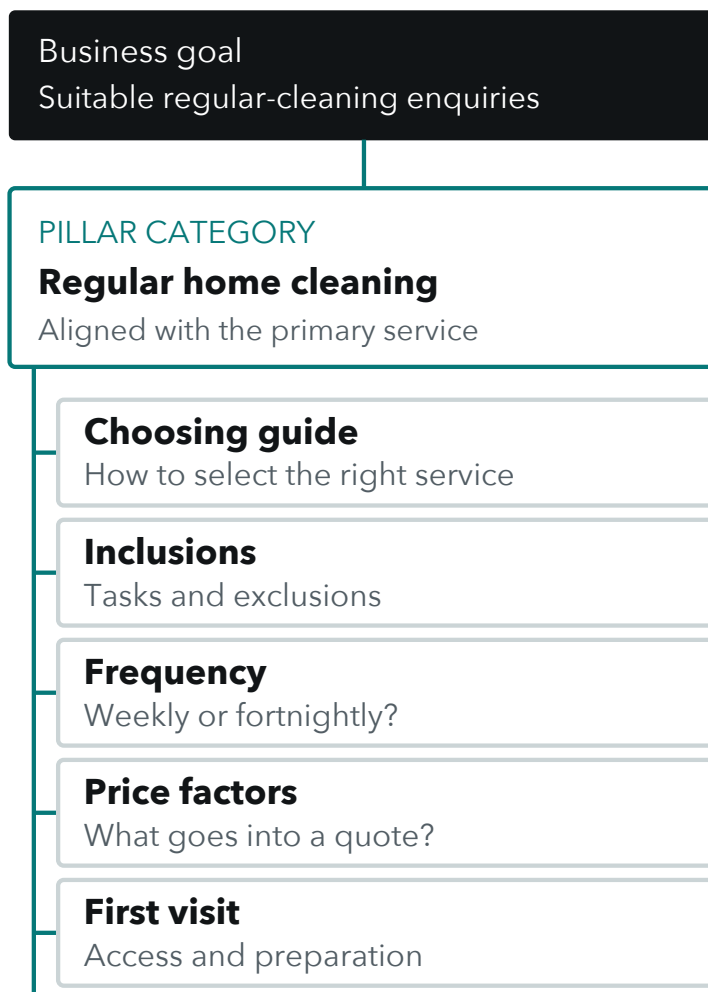


# Give every page a job

Illustrative cleaning-business example. A planning model, not a ranking formula.

## ONE SUBJECT. CLEAR PAGE ROLES.



The category houses these five blogs.

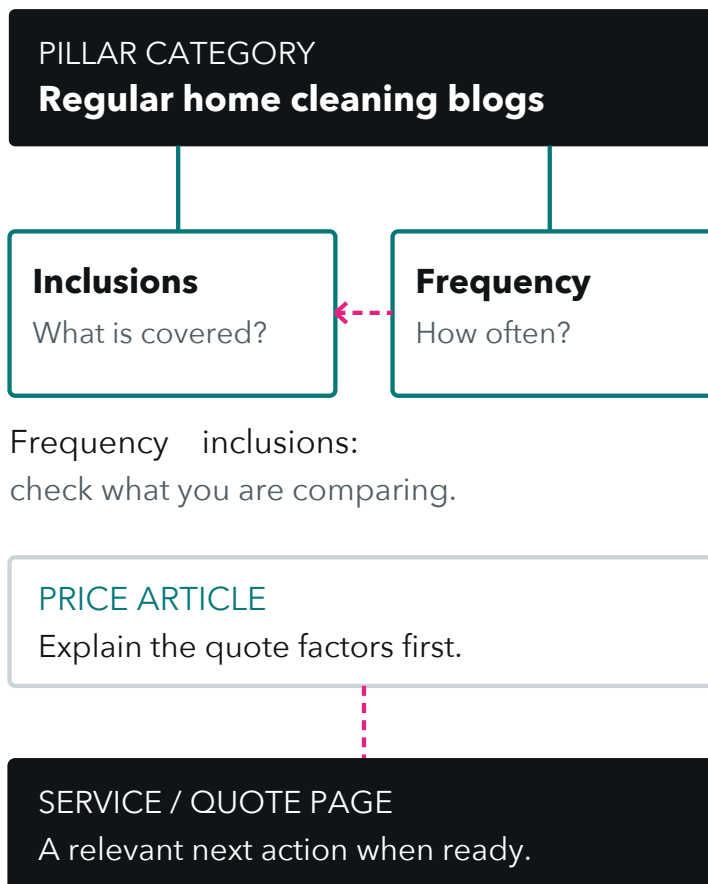


Read the article for scope, intent, page ownership and launch checks. No fixed cluster size or compulsory URL folder is implied.

# Make the next link useful

The complete cluster has a guide route, relevant cross-links and a commercial destination.

## LINK WITH A REASON.



Teal: category its blogs

Dashed: contextual or commercial next step

Read the article for scope, intent, page ownership and launch checks. No fixed cluster size or compulsory URL folder is implied.