

Website architecture that helps buyers

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Business owners, marketers, designers and developers who are designing new websites or tidying up old websites.

Starting materials

- List of services and customer segments
- Questions frequently received by sales
- List of URLs that are still active

What you will prepare

A map of the pages, the destination of each URL, and the relationships between services, evidence, and contacts.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Starting from the buyer's decision

Write down three questions that arise before people are willing to discuss: is the service a good fit, what evidence is available, and what is the process. Take it from a sales conversation or short interview; don't equate internal assumptions with customer research. Group recurring questions, then order them according to the buyer's needs.

Give each page one main role

The services page explains coverage. The industry page explains the context. Case studies explain the work and evidence. Contacts help start conversations. If two URLs address the same need, determine whether they are worth separating. Keep old URLs that are still relevant; plan a redirect if it does move.

Connect pages according to the decision flow

From the service, link truly pertinent evidence and one clear contact step. From the article, point to the service only when the reader has an answer. Link labels should explain the purpose, not just "click here." The navigation doesn't need to show all the pages; choose the most useful entrance.

Test it with real tasks

Ask someone who is unfamiliar with the business to look for a service, work limits, and how to request a quote. Observe where the confusion lies without immediately helping. Test on phone and with keyboard. Note any problems that are preventing the task, then fix them before adding new pages.

Connect steps to real decisions.

Industrial equipment distributors need product pages that help procurement find specifications before requesting a quote. In this exercise, the catalog is not the place to copy an entire brochure without structure.

Page	Buyer questions	Next step
Supply service	What goods and areas are served?	View product categories
Product details	Do the specifications match?	Download available specifications / request a quote
Case studies	What similar work has been done?	Check context and scope
RFQ form	What information do I need to prepare?	Send requirements to the sales team

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Create pages for each keyword variation

Separate pages when needs or content are different. The number of URLs is not a measure of completeness.

Making all CTAs “Contact us”

Readers who are not ready for contact may need specifications, processes, or evidence first.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Key buyer segments

02 Three buyer questions

03 Page URL and role

04 Link to proof

05 URL changes and redirect plans

06 Tasks for testing

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Each URL has a different purpose

Services are linked to relevant evidence

Forms have clear labels and status

The old URL has a migration decision

The main line can be used on mobile phones

Frequently asked questions

Starting from buyer needs and capacity to manage content. A small but clear map of pages is more useful than dozens of repetitive pages.

No. Assess the benefits and impact of the migration first, including links, traffic, and redirects.

Referral & usage limits

- Google Search Essentials ■

- W3C: labels for forms ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.