

RANKWELLA

Structure Clone Prompt

RankWella Build Standard

Build a RankWella site from a reference site's layout blueprint — their structure, transformed; our copy, our photos, our full SEO standard.

Team document · October 2026

Live page: see the Command Center card

How to Use

What this is

The Structure Clone Prompt turns an AI into a RankWella site builder working from a **layout blueprint**. You give it a website whose layout the team likes — a clean hero, a smart section flow, strong proof blocks — plus **our** business facts. It studies the reference's structure only, transforms it onto one of RankWella's four templates with required variation, and builds the site with **our copy and our photos**, to the full Build Standard.

The one-sentence rule: structure is a blueprint, not content. We borrow how the reference arranges a page. We never take its words, its headings, its pictures, its logo, or its branding — and we never mirror it 1:1.

Why the transform step is not optional

Our own Website Audit Prompt flags a site whose structure is cloned from a same-niche site as an automatic 🚫. Google treats fleets of same-skeleton sites aimed at the same searches as doorway/template risk, and can cluster an operator's sites and judge them together. A layout we admire is a starting point — the build has to be measurably ours before it ships. The prompt makes the builder prove the distance with a side-by-side structure map and a variation log.

When to use it — and when not to

- **Use it** when the team finds a site with a layout worth learning from, or a new build needs a particular feel without starting the design from zero.
- **Never** to mirror a direct same-niche competitor 1:1 — if the reference is a same-niche competitor, the prompt's extra-distance rules apply automatically.
- **Never** as a shortcut around the Build Standard: the output is a noindex preview that still goes through audit → Three Wisemen → Pam → Sean.
- **Never** to copy a site's text or images "just for now." There is no temporary copying. Missing words or photos are blockers the builder lists — not gaps it fills from the reference.

Step by step

1. Copy the prompt from the **Structure Clone Prompt** tab into a fresh AI conversation.
2. Fill in the INPUTS: reference URL(s), what the team liked (Reference Notes), niche, city, business name, phone, service area, partner status, domain.
3. Phase 1 comes back first: the reference structure map, our transformed structure beside it, and the variation log. **Approve the transform** — this is the cheap moment to catch "too close."
4. The builder then builds the full site to the Build Standard and returns a noindex preview.

5. Read the **compliance checklist** first when the handoff lands — every variation rule checked with specifics, photo sources listed, blockers listed. Then run the Website Audit Prompt (pre-publish) and the normal gates.

What comes out

- A **structure map** — reference vs. transformed structure, side by side, with a variation log.
- A **page/section build spec** — every page, its sections (ours), components, and photo needs.
- A **noindex preview** of the built site.
- A **self-scored compliance checklist** the builder must complete before handing back.

The Full Prompt

Copy everything in the box below into a fresh AI conversation, fill in the inputs, and send.

RANKWELLA STRUCTURE CLONE PROMPT

Build a RankWella lead-gen site from a reference site's STRUCTURE – its layout blueprint – with our copy, our photos, and our standard.

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INPUTS (fill in before sending)

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REFERENCE URL(S): <the site whose layout we like; list the homepage plus any specific pages the team pointed at>

REFERENCE NOTES: <what the team liked, in their words – e.g. "clean hero with the estimate box," "proof section right under the hero," "service pages feel short and strong." Optional but valuable.>

NICHE: <e.g. tree service>

CITY: <city, state the site serves>

BUSINESS NAME: <our site's business name>

PHONE: <the number the site publishes>

SERVICE AREA: <cities the site serves>

PARTNER STATUS: <partnered (contractor name) / unpartnered>

DOMAIN: <the domain this build is for>

MODE: GATED (default) – stop after PHASE 1 and wait for approval of the transform before building. If the input line says RUN AUTONOMOUS, self-approve Phase 1 honestly and continue to the handoff.

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THE GOVERNING RULE – STRUCTURE IS A BLUEPRINT, NOT CONTENT

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You may study HOW the reference arranges its pages. You may NOT take anything the reference says or shows.

NEVER copy from the reference:

- Words: no sentences, paragraphs, headings, taglines, button text beyond plain functional labels ("Home", "Contact"), FAQ questions, or any phrasing. When you describe the reference, describe each element by its FUNCTION ("benefit-led hero headline"), never by quoting its text.
- Images: no photos, graphics, icons-as-artwork, logos, or videos. Note only that a slot exists and what kind of photo fills it.
- Identity: no business names, brand colors as identity, review quotes, ratings, badges, addresses, or phone numbers.

If you cannot see part of the reference (paywall, script-rendered, blocked), say so and map only what you actually saw. Never invent the reference's hidden pages or sections.

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PHASE 1 – EXTRACT THE STRUCTURE, THEN TRANSFORM IT

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STEP 1 – STRUCTURE MAP OF THE REFERENCE. For the homepage and each distinct page type (service page, city/location page, about, gallery, blog, FAQ, contact – whichever exist), record:

- Page inventory: every page type and its job in the funnel.
- Navigation shape: header items, grouping (dropdowns/mega-menu), ordering, hamburger behavior if visible.
- Section sequence: the ordered list of sections per page type, named by function (hero, trust strip, services grid, proof/

results, process steps, gallery, FAQ, service-area list, CTA...).

- Component patterns: hero type (photo + form? split? video?), proof format (cards, logos, numbers), services presentation (grid, list, alternating rows), FAQ format, CTA placement and frequency, footer composition.
- Layout rhythm: image/text alternation, column counts, full-width vs contained bands, spacing cadence, where the page breathes.

Output this as the REFERENCE column of the structure map.

STEP 2 – TRANSFORM, DON'T MIRROR (hard rule).

Map the reference's structural ideas onto ONE of RankWella's four site templates, choosing the template whose skeleton differs MOST from the reference. Then apply every variation rule below. These are pass/fail, not aspirations:

1. Section order: the homepage's major section sequence must differ from the reference's in at least 2 positions.
2. Components: at least 2 component patterns must be rendered in a different pattern than the reference (e.g. their services grid becomes our alternating rows; their testimonial carousel becomes our stacked case-study blocks – key content is never hidden behind a carousel).
3. Navigation: grouping must differ (different dropdown sets or ordering), while still obeying the RankWella navigation standard (every public page reachable from the header; hamburger lists ALL public pages, grouped, at every viewport).
4. CTA cadence: call-to-action placement/frequency must differ from the reference's pattern.
5. No 1:1 mapping: no page of ours may correspond section-for-section to a reference page. Merge, split, add, or drop sections until the correspondence is gone.
6. No parallel heading structure: our H2 sequence on any page must not walk the same functional sequence as the reference page's sections in the same order.

EXTRA DISTANCE – if the reference is a SAME-NICHE competitor (same trade as NICHE above), all of the following also apply:

- Use a different template FAMILY than the one closest to the reference's skeleton – maximize distance first, preference second.
- Treat rule 5 as absolute across every page type, not just the homepage.
- Also distance from OUR OWN portfolio: the build must not reuse the structure of an existing RankWella site in the same niche either (our audit flags portfolio structure cloning the same way).

WHY THIS IS A HARD RULE (state it in your handoff): RankWella's own Website Audit Prompt scores a structure cloned from a same-niche site as an automatic 🚫. Google's doorway/spam policies treat fleets of same-skeleton sites aimed at the same searches as one clustered entity. Variation is the difference between "inspired by" and "doorway network" – it is not a style preference.

STEP 3 – TRANSFORMED STRUCTURE + VARIATION LOG. Output the OUR STRUCTURE column beside the reference column, page type by page type, and a variation log: one line per variation rule (1–6, plus extra-distance items when they apply) stating exactly what differs. In GATED mode, STOP here and wait for approval.

PHASE 2 – BUILD OURS (Master Prompt v1.2 + Template Playbook)

Build the complete site on the transformed structure, using ONLY the supplied business facts plus your own local research:

COPY – all fresh, written for this business and market:

- Real-company signals throughout: the real name, phone, service area, hours/facts as supplied. NEVER FABRICATE: any fact you do not have (licensing, years in business, address, guarantees, reviews) goes on the BLOCKER list in the handoff – it is never invented, borrowed from the reference, or smoothed over.
- No AI-sounding language: plain words a real local company would use; reading level at or below grade 8 (Flesch-Kincaid) on every page; unavoidable trade terms are explained in plain words.
- Information gain: every page carries local information an AI couldn't have written generically – neighborhoods, landmarks, climate/terrain realities of THIS city, local pricing factors, seasonal timing for this region.
- Full page set: home, services hub + one page per service, city/location pages for the service area, about, gallery, FAQ, blog, contact – per the transformed structure's inventory.

PHOTOS – ours only, licensed and identified:

- Source in this order: Envato Elements first, then Pexels, then other licensed libraries. No AI-generated images, ever.
- Identify every picture before use (what it actually shows, equipment/setting verified); regional fit is mandatory (a desert city's photos show no snow or pines; captions describe what's visible and never mislabel equipment).
- Unique filename and alt text per placement; gallery meets the Build Standard (real job photos with descriptive captions).

BUILD STANDARD (all of it applies – the audit will check):

- Every public page reachable from the header navigation (desktop tabs with Services/Cities groupings + hamburger listing all public pages), on phone and desktop.
- Blog standard: launch post of 1,500+ words, seasonal to the region; gallery standard per the Master Prompt.
- At least one genuinely useful interactive element tied to the trade (estimator, visualizer, checker) – useful, not decorative.
- NAP (name/address/phone) identical everywhere it appears; schema/structured data; working forms routed to the site's RankWella form endpoint; no placeholder text, no lorem ipsum, no unfinished sections anywhere.
- Output is a NOINDEX PREVIEW. Nothing in this build goes live.

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PHASE 3 – HANDOFF (all four parts, every run)

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1. STRUCTURE MAP: reference structure vs our transformed structure, side by side, per page type – with the variation log.
2. BUILD SPEC: every page, its sections (ours), component choices, and the photo needs list with the source chosen for each photo.
3. PREVIEW: the noindex preview URL of the built site.
4. COMPLIANCE CHECKLIST – score each line PASS or FAIL with the specific evidence, and do not hand back with an unexplained FAIL:
 - ☐ Extraction only: zero reference text, headings, or images used (state your method for being sure).
 - ☐ Variation rules 1–6 each satisfied (point at the variation log).
 - ☐ Extra-distance rules satisfied, if the reference is same-niche.
 - ☐ Copy 100% fresh; reading level $\leq$ grade 8; no AI-sounding language; information gain present on every page.
 - ☐ Every photo licensed, identified before use, regionally right.
 - ☐ Navigation completeness crawl: every public page reachable from the header – report pages reachable X of X.
 - ☐ Completeness crawl: every page, image, and content block present in the served HTML – report the counts.
 - ☐ BLOCKERS list: every missing/unverified business fact the

owner must decide. (Fabricating one is an automatic FAIL.)
Then the site follows the normal RankWella gates – it is NOT done
at handoff: Website Audit Prompt (pre-publish) → Three Wisemen
panel (unanimous 3–0) → Pam's review → Sean's publish approval.