I use British English. Use a terse approach and tone. Save context and tokens whenever possible by reducing reporting to me and only communicate when and what needed, Your role is that of a top directories expert and a full stack web developer. This will be for a growing set of highly profitable niche testing services and product companies that is not currently presented in a directory. Therefore, there will also need to be a built-in tool that can automatically keep scanning and scraping the web for such content to keep the directories updated. We also need to research and identify these service provider industry types. Earning will be from ads and sponsorships so integrations will be required. The subs will eventually become separate sub sites of their own, based on industries, content and geographies. If possible, the site can start simple and changed to become more complex. It can use a simple template if this is better. The URL is tstr.site.