

# Instaura Website Architecture

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## 1. Home

- Hero Banner + CTA (Talk to Yas)
- What is Signal?
- Who We Work With
- Highlighted Services
- Featured Insight or Case Study
- Testimonials / Signals Delivered
- CTA Strip (Talk to Yas)

## 2. Services

- Signal Architecture
- - Diagnose Your Signal (CTA to Yas)
- - Download Signal Brief & Brochure (Funnel)
- GTM & Funnels
- - GTM Design → Funnel (Brochure + Insight Download)
- - Funnel Design (Companion Lead Magnet)
- Fund Raising
- - Advisory Model → Funnel
- - End-to-End Fundraising (Invite-Only)
- Strategy Consulting
- - The Signal Call → Funnel
- - Fractional Strategy Engagement → Talk to Yas (Yas Redirects to Book a Call)
- - The Red Memo → Funnel

## 3. Verticals

- Industry Verticals

## 4. INsights

- The Red Memo (Free & Paid Editions)
- Signals That Close (Lead Magnet)
- The Signal Code (Lead Magnet)
- Clarity Series (Case-Style Stories)
- Frameworks & Playbooks
- Search / Filter by Topic, Sector, or Service

## **5. Case Studies**

- Search Tool: Filter by Sector & Service
- Each Case Study = Card + Deep Dive
- Featured Stories Section
- Call to Action: Book Signal Call

## **6. About / Corporate**

- About Instaura
- Leadership (Founder Bio + Media + Linkedin)
  - Gaurav Shah
  - Hiasmine Shah
- Vision & Philosophy (Signal First)
- The Instaura Edge
- Media Appearances
- - Mass Media (Print, TV, Digital)
- - Gaurav's Talks & Panels
- Partners & Alliances

## **7. Contact**

- Yas: Smart Chatbot Funnel
- Contact Form
- WhatsApp CTA
- Calendly Link
- Location / Email / Other Touchpoints

## **8. Legal (Footer Only)**

- Terms of Service
- Privacy Policy
- Cookie Policy
- Refund Policy (esp. for subscriptions like Red Memo)